

# Social Media Toolkit

## Title: Black History Month

For use during week 8 (February 24-March 1, 2020)

Launch Date: Monday, February 10, 2020

### Introduction

\*Describe content of toolkit.

\*Describe background of topic

\*Describe the source(s) for the toolkit content

This toolkit contains 9 hashtags, 10 tweets, five Facebook posts, five Instagram posts and one video related to Black History Month and the health disparities of African Americans.

### Black History Month

Black History Month (February) is an annual observance originating in the United States where it is also known as African-American History Month. It has received official recognition from governments in the United States and Canada, and as a way of remembering important people and events in the history of the African Diaspora (forced migration of people from Africa to countries throughout the world).<sup>1</sup>

The precursor to Black History Month was created in 1926 in the United States, when historian Carter G. Woodson and the Association for the Study of Negro Life and History announced the second week of February to be *Negro History Week*. This week was chosen because it coincided with the birthdays of Abraham Lincoln and Frederick Douglass.<sup>2</sup>

Black History Month was first proposed by black educators and the Black United Students at Kent State University in February 1969. The first celebration of Black History Month took place at Kent State one year later, from January 2, 1970 – February 28, 1970. Six years later, Black History Month was being celebrated all across the country in educational institutions, centers of Black culture and community centers when President Gerald Ford recognized Black History Month, during the celebration of the United States Bicentennial.<sup>3</sup>

### Health Disparities of African Americans

Black History Month provides a good month to discuss health disparities among African Americans.

If a health outcome is seen to a greater or lesser extent between populations, there is disparity.<sup>4</sup> Race or ethnicity, sex, sexual identity, age, disability, socioeconomic status, and geographic location all contribute to an individual's ability to achieve good health.<sup>5</sup>

Disparities between blacks and whites of all ages are narrowing because mortality rates are declining faster among blacks than among whites. Specifically, the gap in death rates between the two races for all causes of death across all age groups was 33 percent in 1999 but fell to 16 percent in 2015. The death rate for African-Americans declined 25 percent between 1999 and 2015.<sup>6</sup>

However, despite advances in science, public health and health care, the health status of the African American community continues to lag behind the general population.<sup>7</sup>

- Still, sizeable health disparities between black and white Americans remain, with black life expectancy still nearly four years less than that of whites.
- Blacks in their 20s, 30s and 40s are more likely to live with or die from conditions that typically occur at older ages in whites such as stroke, heart disease and diabetes – due to risk factors for some of these conditions such as high blood pressure not being detected and treated.
- Between 1999 and 2015, the homicide death rates among blacks didn't change.
- Blacks remain seven times to nine times more likely than whites to die from HIV.
- Blacks ages 18-64 have a greater risk of early death than whites.

- Disparities in the leading causes of death for blacks compared with whites, including homicide and chronic diseases such as heart disease and diabetes, are already pronounced by early and middle adulthood.
- Blacks ages 18-34 and 35-49 are nine times and five times, respectively, as likely to die from homicide as whites in the same age groups.
- Blacks ages 35-64 have double the risk for high blood pressure as whites.
- Blacks ages 18-49 are twice as likely as whites to die from heart disease.

### **Target audience/high-risk subsets**

*\*Describe target audience*

Everyone

*\*Describe high-risk or sub-populations, if appropriate*

African-Americans

### **Target Audience Needs/Issues/Considerations**

*\*Include considerations that the opposition may provide*

None

### **Supporting Campaigns**

*\*Include organizations that would have credible information and would be likely to have their own campaigns*

[American Academy of Family Physicians – Center for Health Equity](#)

[Centers for Disease Control and Prevention](#)

[U.S. Department of Health and Human Services – Office of Minority Health](#)

### **References**

<sup>1</sup>Institute for Cultural Diplomacy. [Internet]. Experience Africa. Retrieved on 2/5/20 from: [http://www.experience-africa.de/index.php?en\\_the-african-diaspora](http://www.experience-africa.de/index.php?en_the-african-diaspora)

<sup>2</sup>Scott, Daryl. "The Origins of Black History Month," Archived February 14, 2013, at the Wayback Machine Association for the Study of African American Life and History, 2011, [www.asalh.org/](http://www.asalh.org/)

<sup>3</sup> Wilson, Milton. "Involvement/2 Years Later: A Report On Programming In The Area Of Black Student Concerns At Kent State University, 1968–1970". *Special Collections and Archives: Milton E. Wilson, Jr. papers, 1965–1994*. Kent State University.

<sup>4</sup>Centers for Disease Control and Prevention. (2017, July 3). African American Health. Retrieved on 2/4/20 from: <https://www.cdc.gov/vitalsigns/aahealth/index.html>

<sup>6</sup>HealthyPeople.gov [Internet]. Disparities. Retrieved on 2/5/20 from: <https://www.healthypeople.gov/2020/about/foundation-health-measures/Disparities>

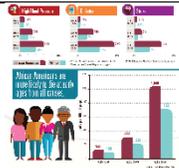
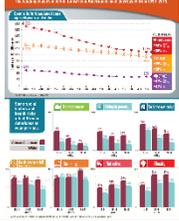
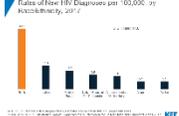
<sup>6</sup>Cunningham, Timothy J, Janet B. Croft, Yong Liu, Hua Lu, Paul I. Eke, and Wayne H. Giles. (2017, May 5). Vital Signs: Racial Disparities in Age-Specific Mortality Among Blacks or African Americans — United States, 1999–2015. *Morbidity and Mortality Weekly Report*, Centers for Disease Control and Prevention. 66(17);444–456. Retrieved on 2/5/20 from: [https://www.cdc.gov/mmwr/volumes/66/wr/mm6617e1.htm?s\\_cid=mm6617e1\\_w](https://www.cdc.gov/mmwr/volumes/66/wr/mm6617e1.htm?s_cid=mm6617e1_w)

<sup>7</sup>US Department of Health and Human Services – Office of Minority Health. (2020, January 31). Black History Month – February. Retrieved on 2/4/20 from: <https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=13>

## Toolkit Content

<b>Please list: Developer(s) Affiliation(s) Title(s)</b>	Sandy Vasenda NEOMED MPH Student																																	
<b>Estimated time used to create</b>	7 hours																																	
<b>Date submitted</b>	2/5/2020																																	
<b>DUE date &amp; TARGET date for release (Monday)</b>	Target date for release: Monday, February 10, 2020																																	
<b>Approvals</b>  (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse; margin-bottom: 10px;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format &amp; language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>2/5/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Terri Robinson, PhD</td> <td>2/7/20</td> <td></td> <td>TR</td> <td>TR</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p><b>Approvers Instructions</b></p> <ul style="list-style-type: none"> <li>Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.</li> <li>Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th style="width: 70%;">Items for review</th> </tr> </thead> <tbody> <tr> <td><b>Public health content</b></td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td><b>Social media content</b></td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td><b>Format and language</b></td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>	Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	2/5/20	AL	AL		Terri Robinson, PhD	2/7/20		TR	TR											Reviewer	Items for review	<b>Public health content</b>	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	<b>Social media content</b>	Layout, imaging, length of posts	<b>Format and language</b>	Good grammar, punctuation, format compliant with toolkit guidelines.
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<b>Content recency</b>	All messages in this toolkit were generated in February, 2020 and contain up-to-date information prior to the launch date.																																	
<b>Accuracy</b>	Sources of all data are provided (all credible sources) YES or NO																																	
<b>Social Media Platforms Included</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>9</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>3</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>	Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	9	Video (YouTube)	Optional	3	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional										
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**FACEBOOK**

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		<a href="https://minorityhealth.hhs.gov/omh/browse.aspx?vl=3&amp;vlid=13">https://minorityhealth.hhs.gov/omh/browse.aspx?vl=3&amp;vlid=13</a>	Black History Month 2020	2/4/2020	Source: US Department of Health and Human Services, Office of Minority Health
Facebook 2		<a href="https://www.cdc.gov/vitalsigns/aahealth/infographic.html#graphic">https://www.cdc.gov/vitalsigns/aahealth/infographic.html#graphic</a>	No caption	2/4/2020	Source: Centers for Disease Control and Prevention
Facebook 3		<a href="https://www.cdc.gov/vitalsigns/aahealth/infographic.html#graphic">https://www.cdc.gov/vitalsigns/aahealth/infographic.html#graphic</a>	No caption	2/4/2020	Source: Centers for Disease Control and Prevention
Facebook 4		<a href="https://www.kff.org/hiv/aids/fact-sheet/black-americans-and-hiv-aids-the-basics/">https://www.kff.org/hiv/aids/fact-sheet/black-americans-and-hiv-aids-the-basics/</a>	Rate of new HIV diagnoses by race/ethnicity	2/5/2020	Source: Henry J. Kaiser Family Foundation
Facebook 5		<a href="https://www.africanamericanhistorymonth.gov/">https://www.africanamericanhistorymonth.gov/</a>		2/5/20	Source: AfricanAmericanHistoryMonth.gov

## TWEETS

### Twitter best practices

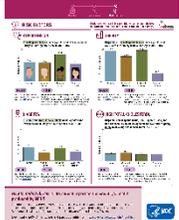
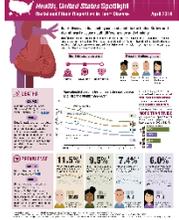
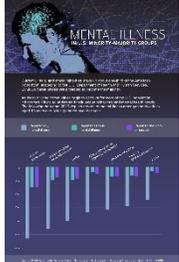
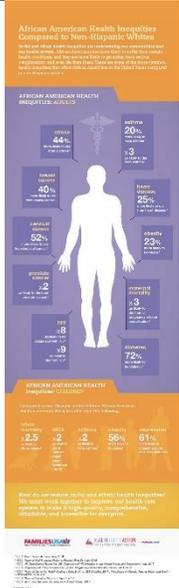
- Keep it short and simple--although messages can be <280 characters now, keep them short anyway!
- Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations
- Post other relevant content from partners or followers
- Use relevant hashtags (maximum of 2 hashtags)

<b>Tweet 1</b>	<b>Blacks have higher rates of #diabetes, #hypertension, and #heartdisease than other groups, and black children have a 500% higher death rate from #asthma compared with white children.</b>	Source: T.H. Chan School of Public Health, Harvard University ( <a href="https://www.hsph.harvard.edu/news/hsph-in-the-news/health-disparities-between-blacks-and-whites-run-deep/">https://www.hsph.harvard.edu/news/hsph-in-the-news/health-disparities-between-blacks-and-whites-run-deep/</a> )
<b>Tweet 2</b>	<b>Significant #healthdisparities between black and white Americans remain, with black life expectancy still nearly four years less than that of whites.</b>	Source: Morbidity and Mortality Weekly Report <a href="https://www.cdc.gov/mmwr/volumes/66/wr/mm6617e1.htm?s_cid=mm6617e1_w">https://www.cdc.gov/mmwr/volumes/66/wr/mm6617e1.htm?s_cid=mm6617e1_w</a>
<b>Tweet 3</b>	<b>The American Heart Association has determined that more than half of all African American adults suffer from some form of #cardiovascular disease.</b>	Source: Office of Minority Health, HHS <a href="https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&amp;lvlid=13">https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&amp;lvlid=13</a>
<b>Tweet 4</b>	<b>As a group, the African-American or Black population experiences significant disparities with chronic conditions, access to care, preventive screenings, and mental health</b>	Source: Cigna Health and Life Insurance Company – White Paper <a href="https://www.cigna.com/static/www-cigna-com/docs/health-care-providers/african-american-health-disparities.pdf">https://www.cigna.com/static/www-cigna-com/docs/health-care-providers/african-american-health-disparities.pdf</a>
<b>Tweet 5</b>	<b>African American adults are 60 percent more likely than non-Hispanic white adults to have been diagnosed with #diabetes by a physician.</b>	Source: USHHS – Office of Minority Health <a href="https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&amp;lvlid=18">https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&amp;lvlid=18</a>
<b>Tweet 6</b>	<b>African Americans have 2.3 times the infant mortality rate as non-Hispanic whites.</b>	Source: USHHS – Office of Minority Health <a href="https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&amp;lvlid=23">https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&amp;lvlid=23</a>
<b>Tweet 7</b>	<b>According to #CensusBureau projections, the 2015 life expectancies at birth for blacks are 76.1 years, with 78.9 years for women, and 72.9 years for men. For non-Hispanic whites the projected life expectancies are 79.8 years, with 82.0 years for women, and 77.5 years for men.</b>	Source: USHHS – Office of Minority Health <a href="https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&amp;lvlid=61">https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&amp;lvlid=61</a>
<b>Tweet 8</b>	<b>African American women are 1.6 times more likely (60 percent more likely) than non-Hispanic white women to have high blood pressure.</b>	Source: USHHS – Office of Minority Health <a href="https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&amp;lvlid=19">https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&amp;lvlid=19</a>
<b>Tweet 9</b>	<b>African Americans have the highest mortality rate of any racial and ethnic group for all cancers combined and for most major cancers.</b>	Source: USHHS – Office of Minority Health <a href="https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&amp;lvlid=16">https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&amp;lvlid=16</a>
<b>Tweet 10</b>	<b>The leading cause of death of non-Hispanic black males of all ages is heart disease</b>	Source CDC <a href="https://www.cdc.gov/healthequity/lcod/men/2016/nonhispanic-black/index.htm">https://www.cdc.gov/healthequity/lcod/men/2016/nonhispanic-black/index.htm</a>

# INSTAGRAM

## Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		<a href="https://www.cdc.gov/nchs/hus/spotlight/2019-heart-disease-disparities.htm">https://www.cdc.gov/nchs/hus/spotlight/2019-heart-disease-disparities.htm</a>	None	2/5/20	Source: Centers for Disease Control and Prevention
Instagram 2		<a href="https://www.cdc.gov/nchs/hus/spotlight/2019-heart-disease-disparities.htm">https://www.cdc.gov/nchs/hus/spotlight/2019-heart-disease-disparities.htm</a>	None	2/5/20	Source: Centers for Disease Control and Prevention
Instagram 3		<a href="https://nursing.usc.edu/blog/discrimination-bad-health-minority-mental-healthcare/">https://nursing.usc.edu/blog/discrimination-bad-health-minority-mental-healthcare/</a>	Mental Illness in U.S. Minority and Majority Groups	2/5/20	Source: University of Southern California, School of Nursing
Instagram 4		<a href="https://familiesusa.org/resources/african-american-health-disparities-compared-to-non-hispanic-whites/">https://familiesusa.org/resources/african-american-health-disparities-compared-to-non-hispanic-whites/</a>	None	2/5/20	Source: Familiesusa.org
Instagram 5		<a href="https://www.mhanational.org/issues/black-african-american-communities-and-mental-health">https://www.mhanational.org/issues/black-african-american-communities-and-mental-health</a>	None	2/5/20	Source: MentalhealthAmerica.org

## RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#BlackHistoryMonth
Hashtag 2	#AfricanAmericanHistoryMonth
Hashtag 3	#HealthDisparities
Hashtag 4	#HealthEquity
Hashtag 5	#MinorityHealth
Hashtag 6	#BlackHealth
Hashtag 7	#BlackMentalHealth
Hashtag 8	#BlackHealthMatters
Hashtag 9	#BlackHistoryMonth2020
Hashtag 10	

**VIDEO (OPTIONAL)**

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
<b>Videos</b>						
Video #1		<a href="https://youtu.be/x_2g0adTGSg">https://youtu.be/x_2g0adTGSg</a>	African American Health: Creating Equal Opportunities for Health (length 1:02)	2/5/2020	SKV	Source: Centers for Disease Control and Prevention
Video #2		<a href="https://www.youtube.com/watch?v=Lzt3gFgYVYk">https://www.youtube.com/watch?v=Lzt3gFgYVYk</a>	Kids Explain Black History Month, Brooklyn, NY (length 2:08)	2/10/20	SKV	Source: Global Citizen
Video #3		<a href="https://www.youtube.com/watch?v=rCvbFhvSfEE">https://www.youtube.com/watch?v=rCvbFhvSfEE</a>	Black History Month - what is it? (length 1:56)	2/10/20	SKV	Source: Evening Standard