Social Media Toolkit
Title: National Public Health Week

For use during week April 6 – 12, 2020
Launch Date: March 22 – 27, 2020

Introduction

**Describe content of toolkit.* The content of the toolkit contains five days of public health related topics.
Monday – Mental Health (advocate and promote emotional well-being)
Tuesday – Maternal and Child Health (ensure the health of mothers and babies throughout the lifespan)
Wednesday – Violence Prevention (reduce personal and community violence to improve health)
Thursday – Environmental Health (help protect and maintain a healthy planet)
Friday – Education (advocate for quality education and schools)

**Describe background of topic:* For 25 years, National Public Health Week has been used to spread information about pertinent health topics to the public through many organizations, agencies, care systems, and outlets. During each day of National Public Health Week 2020, the American Public Health Association (APHA) will focus on a particular public health topic. These areas are critical to the future success in creating the healthiest nation, and everyone can do their part to help. This toolkit will focus on 5 topics: Mental Health, Maternal and Child Health, Violence Prevention, Environmental Health, and Education.

**Describe the source(s) for the toolkit content:* Sources will consist of information from national and local public health organizations and agencies as well as organizations that focus on each topic listed. All sources are from reputable, reliable sources and consist of valid information that can be shared with the public. The format of this toolkit differs from previous toolkits—there are at least two postings for each day, corresponding to the day's theme for the week.

Target audience/high-risk subsets

**Describe target audience:* The general public.
**Describe high-risk or sub-populations, if appropriate: Not applicable*
Not applicable.

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide:* To provide reliable, valid information to the general public at a health literacy level that they can understand.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns:*
American Public Health Association https://apha.org/
National Public Health Week http://www.nphw.org/; their toolkit http://www.nphw.org/tools-and-tips/toolkit

References

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Centers for Disease Control and Prevention. September 2019. Reproductive Health. Maternal and Child Health. https://www.cdc.gov/reproductivehealth/maternal-mortality/preventing-pregnancy-related-deaths.html

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Food Research & Action Center. March 2020. *Benefits of School Lunch.* https://frac.org/programs/national-school-lunch-program/benefits-school-lunch

Healthy People 2020. March 2020. *Mental Health.* https://www.healthypeople.gov/2020/leading-health-indicators/2020-lhi-topics/Mental-Health

March of Dimes. September 2019. *Influenza and Your Baby*. https://www.marchofdimes.org/complications/influenza-and-your-baby.aspx?gclid=CjwKCAjwguzzBRBiEiwAgU0FT39XCeZuJ47k_Y3btb7FBEuFNKwuMPoNOa3YEpw6wolvC3nGvy1RABoCx-8QAvD_BwE

Mayo Clinic. March 2020. *Mental Illness.* https://www.mayoclinic.org/diseases-conditions/mental-illness/symptoms-causes/syc-20374968

Mental Health First Aid. March 2020. *5 Surprising Mental Health Statistics.* https://www.mentalhealthfirstaid.org/2019/02/5-surprising-mental-health-statistics/

National Alliance on Mental Illness. September 2019. *Mental Health by the Numbers*. https://www.nami.org/learn-more/mental-health-by-the-numbers

National Alliance on Mental Illness. March 2020. *Know the Warning Signs.* https://www.nami.org/learn-more/know-the-warning-signs

National Coalition Against Domestic Violence. March 2020. *Statistics*. https://ncadv.org/statistics

National Environmental Health Association. March 2020. *Definitions of Environmental Health*. https://www.neha.org/about-neha/definitions-environmental-healthhttps://www.neha.org/about-neha/definitions-environmental-health

Office of Disease Prevention and Health Promotion. December 2019. Healthy People 2020. Leading Health Indicators. *Environmental Quality*. https://www.americashealthrankings.org/explore/health-of-women-and-children/measure/IMR_MCH/state/OH

Office of Homeland Security. March 2020. Ready.gov. *Make A Plan.* https://www.ready.gov/plan

Office of Homeland Security. March 2020. Ready.gov. *Business Continuity*. https://www.ready.gov/business-continuity-plan

Virginia Commonwealth University, Center on Society and Health. February 2015. *Why Education Matters to Health: Exploring the Causes.* https://societyhealth.vcu.edu/work/the-projects/why-education-matters-to-health-exploring-the-causes.html

Toolkit Content

<table>
<tr><td>Please list:
Developer(s)
Affiliation(s)
Title(s)</td><td>Kim Trowbridge
Chelsea Luli</td></tr>
<tr><td>Estimated time used to create</td><td>8 hours</td></tr>
<tr><td>Date submitted</td><td>3/25/2020</td></tr>
<tr><td>DUE date & TARGET date for release (Monday)</td><td>3/23/2020
4/6/2020</td></tr>
<tr><td>Approvals

(Needs at least one reviewer per column—initial appropriate column)</td><td>
<table>
<tr><th>Reviewer</th><th>Date</th><th>Format & language (grammar)</th><th>Social media content</th><th>Public health content</th></tr>
<tr><td>Kim Trowbridge</td><td>3/25/20</td><td></td><td>KT</td><td>KT</td></tr>
<tr><td>Amy Lee</td><td>3/25/20</td><td>AL</td><td></td><td></td></tr>
<tr><td></td><td></td><td></td><td></td><td></td></tr>
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</table>
Approvers Instructions
● 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.
● Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits
<table>
<tr><td>Reviewer</td><td>Items for review</td></tr>
<tr><td>Public health content</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>Social media content</td><td>Layout, imaging, length of posts</td></tr>
<tr><td>Format and language</td><td>Good grammar, punctuation, format compliant with toolkit guidelines.</td></tr>
</table>
</td></tr>
<tr><td>Content recency</td><td>All messages in this toolkit were generated in March 2020 and contain up-to-date information prior to the launch date.</td></tr>
<tr><td>Accuracy</td><td>Sources of all data are provided (all credible sources) YES or NO</td></tr>
<tr><td>Social Media Platforms Included</td><td>
<table>
<tr><th>Platform</th><th>Ideal number</th><th>In this toolkit</th></tr>
<tr><td>Facebook</td><td>5</td><td>20</td></tr>
<tr><td>Twitter</td><td>10</td><td>10</td></tr>
<tr><td>Instagram</td><td>5</td><td>20</td></tr>
<tr><td>Hashtags (for Twitter or Instagram)</td><td>10</td><td>20</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>
</table>
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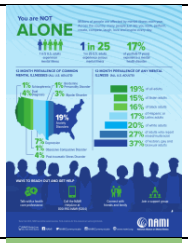
Monday: Mental Health — advocate for and promote emotional well-being

FACEBOOK

Facebook 1	Millions of people in the U.S. are affected by mental illness each year. It's important to measure how common mental illness is, so we can understand its physical, social and financial impact — and so we can show that no one is alone. (nami.org)
Facebook 2	Depression is a medical condition that can affect a student's ability to work, study, interact with peers, or take care of themselves. Symptoms of depression may include difficulty sleeping or sleeping too much, appetite changes, withdrawing from participating in activities once enjoyed, feelings of sadness, hopelessness, unhappiness, and difficulty concentrating on schoolwork. (adaa.org)

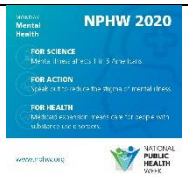
	Infographic	Website	Caption (if provided	When accessed	Permission
Facebook 1		https://www.nami.org/Learn-More	None	3/23/20	nami.org
Facebook 2		https://adaa.org/sites/default/files/mental-health-and%20college%20students_1.png	None	3/23/20	adaa.org

TWEETS

Tweet 1	In the United States, only 41 percent of the people who had a mental disorder in the past year received professional health care or other services. *(mentalhealthfirstaid.org) MentalHealth.gov Link to website for assistance:* bit.ly/2wBZnHa #mentalhealthawareness
Tweet 2	Many people have mental health concerns from time to time. But a mental health concern becomes a mental illness when ongoing signs and symptoms cause frequent stress and affect your ability to function. (mayoclinic.org) #youarenotalone

INSTAGRAM

Instagram 1	Mental health is essential to a person's well-being, healthy family and interpersonal relationships, and the ability to live a full and productive life. (healthypeople.gov)
Instagram 2	Trying to tell the difference between what expected behaviors are and what might be the signs of a mental illness isn't always easy. There's no easy test that can let someone know if there is mental illness or if actions and thoughts might be typical behaviors of a person or the result of a physical illness. (nami.org)

	Infographic	**Website**	**Caption (if provided**	**When accessed**	**Permission**
Instagram 1		http://www.nphw.org/-/media/images/nphw/social/nphw_mental_health_ig.ashx?la=en&hash=22BDAAA2E2F439D4A2020FB266C8CD057B7A320C		8/24/20	Nphw.org
Instagram 2		https://www.nami.org/NAMI/media/NAMI-Media/Infographics/NAMI-Warning-Signs-FINAL.pdf		8/24/20	Nami.org

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#mentalhealthawareness
Hashtag 2	#NPHW
Hashtag 3	#youarenotalone
Hashtag 4	#mentalhealth

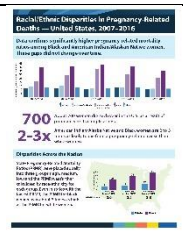
VIDEO (OPTIONAL)

Media	**Image**	**Website**	**Caption (if provided)**	**When Accessed**	**By Whom**	**Permission**
Videos						
Video #1		https://youtu.be/zt4sOjWwV3M	10 common warning signs of a mental health condition in teens and young adults.	3/24/20		Nami.org

Tuesday: Maternal and Child Health — ensure the health of mothers and babies throughout the lifespan

FACEBOOK

Facebook 1	The death of a woman during pregnancy, at delivery, or soon after delivery is a tragedy for her family and for society as a whole. Sadly, about 700 women die each year in the United States as a result of pregnancy or delivery complications. American Indian/Alaska Native and Black women are 2 to 3 times as likely to die from a pregnancy-related cause than white women. Learn more about how to prevent pregnancy-related deaths. https://www.cdc.gov/reproductivehealth/maternal-mortality/preventing-pregnancy-related-deaths.html
Facebook 2	Did you know…? Pregnant women who get vaccines for flu and whooping cough (Tdap) pass on disease-fighting antibodies to their babies, protecting them for several months after birth. Even though flu and Tdap vaccines are safe to receive during pregnancy, about 2 in 3 moms-to-be do not receive both. https://www.cdc.gov/publichealthgateway/didyouknow/topic/maternity.html

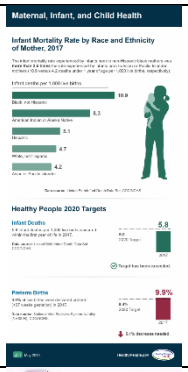
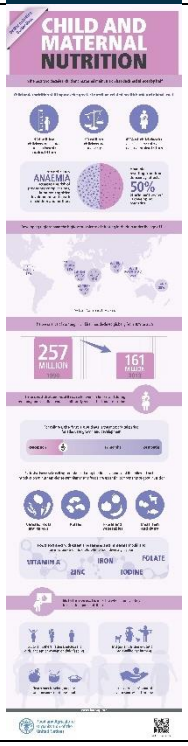
	Infographic	**Website**	**Caption (if provided)**	**When accessed**	**Permission**
Facebook 1		https://www.cdc.gov/flu/resource-center/freeresources/graphics/infographic-pregnant-women.htm	Half of pregnant women protect themselves and their babies against flu. Time to bump it up!	3/25/2020	CDC Public Access
Facebook 2		https://www.cdc.gov/reproductivehealth/maternal-mortality/disparities-pregnancy-related-deaths/infographic.html		3/25/2020	CDC Public Access

TWEETS

Tweet 1	Influenza can be dangerous for all babies, even healthy ones. Learn more about vaccinations for pregnant woman and infants from the March of Dimes. bit.ly/39jlCPI #maternalandchildhealth
Tweet 2	The infant mortality rate for black women in Ohio is 13.8, compared to 5.9 for white women. Learn more about infant mortality and how Ohio compares to the rest of the U.S. bit.ly/2QKQpyr #infantmortality

INSTAGRAM

Instagram 1	There are still many health disparities when it comes to infant mortality. Non-Hispanic black mothers experience infant mortality that is 2.5 times higher.
Instagram 2	Child undernutrition still imposes the greatest nutrition-related health burden at global level--161 million children are stunted due to chronic malnutrition; 99 million children are underweight; 45% of child deaths are caused by child and maternal malnutrition.

	Infographic	**Website**	**Caption (if provided)**	**When accessed**	**Permission**
Instagram 1		https://health.gov/news-archive/blog/2019/05/check-out-the-new-maternal-infant-and-child-health-infographic-from-healthy-people-2020/index.html		3/25/2020	Heath.gov Public access
Instagram 2		http://www.fao.org/assets/infographics/FAO-Infographic-ChildMaternalNutrition-en.pdf	Child and maternal Nutrition	3/25/2020	Fao.org

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#maternalnutrition
Hashtag 2	#maternalandchildhealth
Hashtag 3	#infantmortality
Hashtag 4	#healthypeople2020

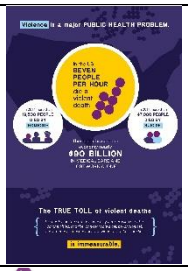
VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=7FJuBn2bgNk#action=share	Breastfeeding: Latching On	3/25/2020	KT	Le Leche League

Wednesday: Violence Prevention — reduce personal and community violence to improve health

FACEBOOK

Facebook 1	Guns have the potential to greatly amplify violence, as they can inflict serious (often deadly) injuries on many people in a short time. In the United States, gun violence is a major public health problem and a leading cause of premature death. (APHA.org)
Facebook 2	Youth violence is preventable! The strategies and approaches listed below are intended to shape individual behaviors as well as the relationship, family, school, community, and societal factors that influence risk and protective factors for violence. They are meant to work together and to be used in combination in a multi-level, multi-sector effort to prevent violence. (cdc.gov)

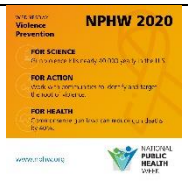
	Infographic	Website	Caption (if provided	When accessed	Permission
Facebook 1		https://www.cdc.gov/violenceprevention/communicationresources/infographics/nvdrs-infographic.html		3/24/20	Cdc.gov
Facebook 2		https://www.cdc.gov/violenceprevention/youthviolence/fastfact.html		3/24/20	Cdc.gov

TWEETS

Tweet 1	Youth violence is common. Nearly 1 in 5 high school students reported being bullied on school property in the last year, and about 1 in 7 were bullied on social media or through texting. *(cdc.gov)* #stopviolence
Tweet 2	On a typical day, there are more than 20,000 phone calls placed to domestic violence hotlines nationwide. *(National Coalition Against Domestic Violence)* #violenceprevention

INSTAGRAM

Instagram 1	In 2017, the most recent year for which complete data is available, 39,773 people died from gun-related injuries in the U.S., according to the CDC. Violence prevention, particularly gun violence, is the public health crisis of our lifetime. (nphw.org)
Instagram 2	Over 43 million women and about 38 million men experienced psychological aggression by an intimate partner in their lifetime. (CDC.gov).

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		http://www.nphw.org/-/media/images/nphw/social/nphw_violence_prevention_ig.ashx?la=en&hash=E7AB4E833AD8015C998323AE32397B9B03ECC35C		3/24/20	Nphw.org
Instagram 2		https://www.cdc.gov/violenceprevention/communicationresources/infographics/infographic.html		3/24/20	Cdc.gov

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#violenceprevention
Hashtag 2	#NPHW
Hashtag 3	#stopviolence
Hashtag 4	#publichealthawareness

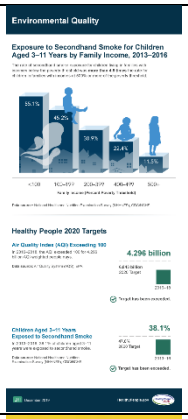
VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://youtu.be/Kjj27IFU3DA	Youth violence is a significant public health problem that affects thousands of young people each day, and in turn, their families, schools, and communities. Youth violence is widespread in the United States and is the third leading cause of death for young people between the ages of 10 and 24.	3/24/20		CDC.gov

Thursday: Environmental Health — help protect and maintain a healthy planet

FACEBOOK

Facebook 1	Children age 3-11 living in low incomes homes continue to have 4.5 times the exposure to secondhand smoke than children in middle income families. This infographic shows the disparity among these children.
Facebook 2	People are exposed to risk factors through their workplaces, homes and communities through many environmental hazards such as air pollution, chemicals, noise and climate as shown in the infographic below.

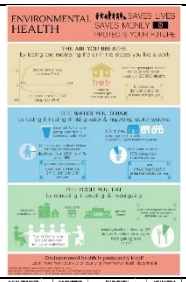
	Infographic	Website	Caption (if provided	When accessed	Permission
Facebook 1		https://www.americashealthrankings.org/explore/health-of-women-and-children/measure/IMR_MCH/state/OH	Environmental Quality	3/25/2020	ODPHP HP2020 Public access
Facebook 2		https://www.neha.org/about-neha/definitions-environmental-health	Environmental Health	3/25/2020	Neha.org

TWEETS

Tweet 1	Environmental health saves lives through the air you breathe, the water you drink, and the food you eat. It is done on a national and local level. To learn more, visit your local health department website.
Tweet 2	In the moment of a disaster, it is important to have a family plan so that loved ones are safe and know what to do. Get the kids and all family member involved. Learn how to make a family disaster plan at: https://www.ready.gov/plan

INSTAGRAM

Instagram 1	Environmental health saves lives through the air you breathe, the water you drink, and the food you eat. It is done on a national and local level. To learn more, visit your local health department website.
Instagram 2	When local businesses are in trouble, so is the local community and the environment. It results in loss of revenue for the community and can lead to neighborhood blight and disrepair. Learn how to create a business continuity plan for your business.

	Infographic	**Website**	**Caption (if provided**	**When accessed**	**Permission**
Instagram 1		https://www.neha.org/about-neha/definitions-environmental-health	Environmental health saves lives.	3/25/2020	Neha.org Public access
Instagram 2		https://www.ready.gov/business-continuity-plan	Business Continuity Planning Diagram	3/25.2020	Ready.gov Public access

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#environmentalhealth
Hashtag 2	#definitionsenvironmentalhealth
Hashtag 3	#Airwaterfood
Hashtag 4	#indoorairpollution

Friday: Education — advocate for quality education and schools

FACEBOOK

Facebook 1	School lunch is critical to student health and well-being, especially for low-income students—and ensures that students have nutrition they need throughout the day to learn. Research shows that receiving free or reduced-price school lunches reduces food insecurity, obesity rates, and poor health. In addition, the new school meal nutrition standards are having a positive impact on student food selection and consumption, especially for fruits and vegetables. (Food Research & Action Center, frac.org).
Facebook 2	High school graduates are less likely to commit crimes, rely on government health care, or use public services such as food stamps or housing assistance and are more likely to raise healthier, better-educated children. (APHA.org)

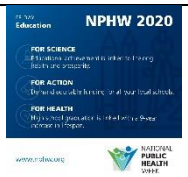
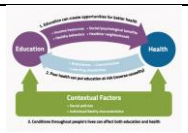
	Infographic	**Website**	**Caption (if provided**	**When accessed**	**Permission**
Facebook 1		https://fns-prod.azureedge.net/sites/default/files/tn/SL_Infographic_81216a.pdf		3/24/20	Fns.Usda.gov
Facebook 2		https://www.apha.org/what-is-public-health/generation-public-health/take-action/invest-in-health		3/24/20	Apha.gov

TWEETS

Tweet 1	Every school day, 7,000 students drop out of high school approximately 1.2 million students each year,15 with poor and minority students most at risk for dropping out. (apha.org) #edequality
Tweet 2	Graduation from high school is linked to an increase in average lifespan for up to nine years. High school graduates have better health and lower medical costs than those who drop out. (apha.org) #education

INSTAGRAM

Instagram 1	Health and education are inextricably intertwined, and a lack of education is one of the social determinants of poor health. (apha.org)
Instagram 2	How are health and education linked? There are three main connections: 1.Education can create opportunities for better health 2. Poor health can put educational attainment at risk (reverse causality) 3. Conditions throughout people's lives—beginning in early childhood—can affect both health and education (Societyhealth.vcu.edu).

	Infographic	**Website**	**Caption (if provided**	**When accessed**	**Permission**
Instagram 1		http://www.nphw.org/-/media/images/nphw/social/nphw_education_ig.ashx?la=en&hash=61D2AD92CCAD4877D5542A4D6DC0A8781E6E2A8D		3/24/20	Nphw.org
Instagram 2		https://societyhealth.vcu.edu/work/the-projects/why-education-matters-to-health-exploring-the-causes.html		3/24/20	Societyhealth.vcu.edu

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#qualityeducation
Hashtag 2	#NPHW
Hashtag 3	#education
Hashtag 4	#edequality