

Social Media Toolkit

Title: Asian Pacific American Heritage Month

For use during week 5/11/20-5/17/20

Launch Date: 4/27/20

Introduction

**Describe content of toolkit.*

**Describe background of topic*

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

This toolkit contains five Facebook posts, 10 tweets, ten hashtags, 6 Instagram posts, and 1 video related to Asian American Heritage Month.

Asian American Heritage Month

Asian Pacific American Heritage Month (May) serves to celebrate Americans who identify as Asians or Pacific Islanders.¹ This celebratory month was initially recognized by Congress in 1977.¹ Two resolutions were drafted that year; however, neither passed. Then in June of 1978, a resolution was proposed that would label the first ten days of May 1979 as “Asian/Pacific American Heritage Week.”¹ Following this, presidents continued to issue formal proclamations that identified a given week in May as the formal month of recognition.¹ Beginning in 1990, the transition was made so that this celebration would be extended from a week to a month.¹

This specific month was chosen as a way to remember the first Japanese immigrants to the United States of America on May 7, 1843.¹ In addition, it commemorates the work of many Chinese immigrants, who helped lay the tracks for the transcontinental railroad, completed in May 1869.¹

Health Disparities of Asian Americans

Per the 2017 Census, an estimated 18.2 million Asian Americans live in the United States.³ Asian Americans face several significant challenges on a daily basis. From a health perspective, disparities exist in cancer, chronic diseases, and mental health.² For example, Asian Americans constitute the sole U.S. population with cancer as a leading cause of mortality.² It is especially important to note that Asian Americans have extremely high mortality rates of liver and stomach cancers.^{2,3} The high incidence and mortality of such cancers is attributed to a high prevalence of chronic infections such as Hepatitis B as well as low cancer screening rates.²

As of 2015, Asian Americans had an average life expectancy of 79.9 years.³ Some common issues that Asian Americans face include language barriers, cultural barriers, and an absence of insurance.³ They are most at risk for accidents, stroke, cardiovascular disease, and various cancers mentioned previously.³ Furthermore, they also have high rates of COPD, Hepatitis B, HIV/AIDS, smoking, and chronic liver disease.³ Of note, tuberculosis was 35 times more common among Asian Americans in 2017 when compared to the Caucasian population.³

Asian Americans have also had higher rates of diabetes.⁴ Over 10% of Asian Americans had diabetes in 2017 compared to 7.3% of the white population.⁴ Furthermore, diabetes serves as the 5th leading cause of death for the Asian population living in the United States.⁴

Target audience/high-risk subsets

**Describe target audience*

Everybody

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

Everyone and Asian American Pacific Islanders.

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*

[U.S. Department of Health and Human Services--Office of Minority Health](#)—Asian American and Pacific Islander Heritage Month

[Centers for Disease Control and Prevention](#)—Racial and Ethnic Approaches to Community Health (REACH)

References

¹The Library of Congress, 2020. *Asian Pacific American Heritage Month*. [online] Asianpacificheritage.gov. Available at: <<https://asianpacificheritage.gov/about/>> [Accessed 5 April 2020].

²National Institutes of Health, 2020. *NIMHD Grantee Talks Asian Health Disparity Research | Feature Story*. [online] Nimhd.nih.gov. Available at: <<https://www.nimhd.nih.gov/news-events/features/training-workforce-dev/center-asian-health.html>> [Accessed 5 April 2020].


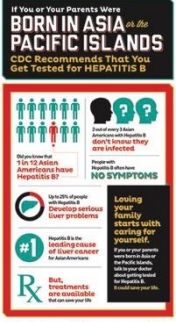



³The Office of Minority Health, 2020. *Asian American - The Office Of Minority Health*. [online] Minorityhealth.hhs.gov. Available at: <<https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=63>> [Accessed 5 April 2020].

⁴Minorityhealth.hhs.gov. 2020. *Asian American/Pacific Islander Heritage Month*. [online] Available at: <<https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=14>> [Accessed 6 April 2020].

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Andrew Turk NEOMED M4 Student																																	
Estimated time used to create	8 Hours																																	
Date submitted	4/6/20																																	
DUE date & TARGET date for release (Monday)	Target date for release: Monday April 27, 2020																																	
Approvals (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 & 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>4/27/20</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>May Chen, ASIA Co-founder</td> <td></td> <td></td> <td></td> <td>?MC</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>Approvers Instructions</p> <ul style="list-style-type: none"> • 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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;">Reviewer</th> <th>Items for review</th> </tr> </thead> <tbody> <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> </tbody> </table>	Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	4/27/20	AL	AL		May Chen, ASIA Co-founder				?MC											Reviewer	Items for review	Public health content	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.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																	
Social Media Platforms Included	<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>6</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>1</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	6	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	1	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		https://asianpacificheritage.gov/about/	May is Asian Pacific American Heritage Month!	4/5/2020	Source: AsianPacificHeritage.gov
Facebook 2		https://npin.cdc.gov/web-tools/hepatitis-b-infographic-%E2%80%93-asian-americans	Should You Be Tested? Find Out Here!	4/5/2020	Source: Centers for Disease Control and Prevention
Facebook 3		https://www.nps.gov/aboutus/news/may-monthly-theme.htm	Enjoy the cultural heritage of Asian American and Pacific Islanders!	4/27/2020	Source: National Park Service
Facebook 4		https://www.nps.gov/subjects/aapiheritage/places.htm	The National Park Service explores Asian American and Pacific Islander locations preserved in our nation's parks, memorials and historic sites.	4/5/2020	Source: Centers for Disease Control and Prevention
Facebook 5		https://www.loc.gov/item/98506830/	Five Asian Children Holding Up Small Barbells	4/5/2020	Source: Library of Congress

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)






Tweet 1	PBS is featuring a 5-part documentary series on Asian Americans starting May 11 and 12, 2020. https://www.pbs.org/show/asian-americans/	Source: Public Broadcasting Service (PBS) https://www.pbs.org/show/asian-americans/
Tweet 2	Pacific islanders come from Melanesia, Micronesia, and Polynesia (New Zealand, Hawaiian Islands, Rotuma, Midway Islands, Samoa, American Samoa, Tonga, Tuvalu, Cook Islands, French Polynesia and Easter Island).	Source: Asian Pacific American Heritage Month https://asianpacificheritage.gov/about/
Tweet 3	Celebrate #AsianAmericanHeritageMonth this May and learn about Asian American culture! https://smithsonianapa.org/	Source: Asian Pacific American Heritage Month https://asianpacificheritage.gov/about/ and Smithsonian Asian Pacific American Center https://smithsonianapa.org/
Tweet 4	Learn about Asian American and Pacific Islander Heritage and history in the U.S. from the National Endowment for the Humanities! https://edsitement.neh.gov/closer-readings/asian-pacific-heritage-month	Source: National Endowment for the Humanities! https://edsitement.neh.gov/closer-readings/asian-pacific-heritage-month
Tweet 5	More than half of #AsianAmericans with #diabetes don't know they have the disease	Source: National Institute on Minority Health and Health Disparities https://www.nimhd.nih.gov/news-events/features/training-workforce-dev/center-asian-health.html
Tweet 6	Asian Americans are the only U.S. population whose leading cause of death is #cancer	Source: National Institute on Minority Health and Health Disparities https://www.nimhd.nih.gov/news-events/features/training-workforce-dev/center-asian-health.html
Tweet 7	In 2014, Asian Americans accounted for the highest percentage of chronic #HepatitisB cases	Source: Centers for Disease Control and Prevention https://www.cdc.gov/nchhstp/healthdisparities/Asians.html
Tweet 8	12.5% of #AsianAmerican men aged 18 or over #smoke	Source: Centers for Disease Control and Prevention https://www.cdc.gov/nchs/fastats/asian-health.htm
Tweet 9	Over 8% of all Asian-Americans believe they are in fair or poor health. About 91% regard themselves in good to excellent health.	Source: Centers for Disease Control and Prevention https://www.cdc.gov/nchs/fastats/asian-health.htm
Tweet 10	The leading causes of death for Asian or Pacific Islanders are #cancer, #heartdisease, and #stroke	Source: Centers for Disease Control and Prevention https://www.cdc.gov/nchs/fastats/asian-health.htm

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


Instagram 1	 <p>Source: https://www.cdc.gov/tobacco/disparities/asian-americans/index.htm (Accessed 4/6/20)</p>
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	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.census.gov/library/visualizations/2018/comm/api.html.html	Asian and Pacific Islander Population in the United States	4/5/2020	Source: United States Census Bureau
Instagram 2		https://obamawhitehouse.archives.gov/sites/default/files/microsites/aapi_demographics_diversity.jpg	May is Asian Pacific American Heritage Month—learn about the diversity of your community!	4/5/2020	Source: ObamaWhiteHouse.Archives.gov
Instagram 3		https://www.cdc.gov/features/celebrate-api-month/index.html	A joint congressional resolution in 1978 established Asian/Pacific American Heritage Week.	4/27/2020	Source: Centers for Disease Control and Prevention
Instagram 4		https://www.nps.gov/people/mabel-lee.htm	Learn about Dr. Mabel Ping-Hua Lee and her role in supporting women's right to vote!	4/27/2020	Source: National Parks Service
Instagram 5		https://www.nps.gov/subjects/aapiheritage/stories.htm	Explore Asian American and Pacific Islander stories with the National Park Service!	4/5/2020	Source: Centers for Disease Control and Prevention

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#APAHM
Hashtag 2	#AsianAmerican
Hashtag 3	#MinorityHealth
Hashtag 4	#AsianAmericanHistory
Hashtag 5	#AsianAmericanHeritageMonth
Hashtag 6	#AsianAmericanHealth
Hashtag 7	#PacificIslanderhealth
Hashtag 8	#aapi
Hashtag 9	#AsianPacificAmericanHeritageMonth
Hashtag 10	#apiheritagemonth

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://www.youtube.com/watch?v=bt8c7OSUQaw	Asian Pacific American Heritage Month (0:28)	4/5/20	AT	Source: Asian Pacific American Institute for Congressional Studies
