Social Media Toolkit
Title: Healthy Homes: Lead Testing, Radon Testing and Indoor Allergens
For use during week 36, 9/9/19-9/15/19
Launch Date: 9/2/19

Introduction
*Describe content of toolkit.
*Describe background of topic
*Describe the source(s) for the toolkit content

Most people spend at least half of every day inside their homes. A healthy, safe, affordable, and accessible home supports their basic needs and protects them from illness and injury. However, many homes have unhealthy conditions. Poor housing conditions, such as a dilapidated structure; roofing problems; heating, plumbing, and electrical deficiencies; water leaks and intrusion; pests; damaged paint; and radon are associated with a wide range of health conditions, including unintentional injuries, respiratory illness, asthma, lead poisoning, and cancer, respectively.[1] For example, 1 in 16 homes in the U.S. have high radon levels; 1 in 10 have water leaks; 1 in 6 have structural problems; 1 in 4 have lead-based paint and 1 in 4 do not have a working smoke alarm.[2]

While unhealthy and inadequate housing continue to affect the health of millions of people from all income levels, geographic areas, and walks of life in the United States, in some situations, susceptible and vulnerable populations, such as children, the poor, minorities, individuals with health issues, and people with chronic medical conditions, may be disproportionately impacted by inadequate housing.[4, 5, 6]

This toolkit provides information to post on social media that will get people at least to think about how their home may be unhealthy and what they might be able to do about it. The items contained in the toolkit include basic information regarding healthy homes, and specific information on topics such as radon, lead-based paint, and carbon monoxide.

Target audience/high-risk subsets
*Describe target audience
*Describe high-risk or sub-populations, if appropriate

- Target audience: All people
- High-risk subset:
  - Vulnerable populations
    - Children
    - People living in older homes (lead-based paint)
    - The poor
    - Minorities
    - Individuals with health issues and chronic medical conditions
    - Older adults

Target Audience Needs/Issues/Considerations
*Include considerations that the opposition may provide

- **Provide accurate information:** There is much information available, mostly from the Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, and the Environmental Protection Agency. These three provide the source of materials used in this toolkit.
- **Health Literacy:** Health literacy is important in this toolkit--the vulnerable populations that can benefit from this information may have a lower health literacy. The U.S. Department of Health and Human Services (HHS) defines health literacy as "the degree to which individuals have the capacity to obtain, process, and understand basic health information needed to make appropriate health decisions."[3, 4] Factors that may influence an individual's health

literacy, including living in poverty, education, race/ethnicity, age, and disability. Adults living below the poverty level have lower health literacy than adults living above the poverty level.
- **Remedies:** It is important to point out that an unhealthy home can be made healthy by taking steps. This toolkit contains information on how to determine whether or not a home is unhealthy and describes some of the hazards, and it also provides information on what to do if a person thinks their home is unhealthy.

Supporting Campaigns
Include organizations that would have credible information and would be likely to have their own campaigns

- Centers for Disease Control and Prevention
- U.S. Department of Housing and Urban Development
- U.S. Environmental Protection Agency

References

1. Krieger J, Higgins DL. (2002). Housing and health: time again for public health action. Am J Public Health. 92(5):758-768.

2. U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. National action plan to improve health literacy. Washington (DC): Author; 2010.

3. Ratzan SC, Parker RM. Introduction. In: Selden CR, Zorn M, Ratzan SC, Parker RM, editors. National Library of Medicine current bibliographies in medicine: health literacy. Bethesda (MD): National Institutes of Health, U.S. Department of Health and Human Services; 2000. NLM Pub. No: CBM 2000-1.

4. U.S. Department of Health and Human Services. 2009. The Surgeon General's Call to Action to Promote Healthy Homes. U.S. Department of Health and Human Services, Office of the Surgeon General.

5. Liu Y, Holland AE, Mack K, Diekman S. 2011. Disparities in the prevalence of smoke alarms in U.S. households: Conclusions drawn from published case studies. J Safety Research. 42(5): 409-413.

6. Adamkiewicz G, Zota AR, Fabian, MP, Chahine T, Julien R, Spengler JD, Levy JI. 2011. Moving environmental justice indoors: understanding structural influences on residential exposure patterns in low-income communities. Am J Pub Health. 101:S238-S245.

7. U.S. Department of Housing and Urban Development. (2013). Executive Summary – Advancing Healthy Housing: A Strategy for Action. A Report from the Federal Healthy Homes Work Group. Retrieved on 8/27/2019 from: https://www.hud.gov/sites/documents/EXECSUMMARY013113.PDF

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda--Consortium of Eastern Ohio Master of Public Health. MPH student
Estimated time used to create	9 hours
Date submitted	8/28/2019
Target date for release (Monday)	9/2/2019

Approvals

(Needs at least one reviewer per column—initial appropriate column)

Reviewer	Date	Format & language (grammar)	Social media content	Public health content
Mark Adams	8/30/19		MA	
Mark Adams	8/30/19			MA
Amy Lee	9/1/19	AL		

Content recency	All messages in this toolkit were generated in August 2019 and contain up-to-date information prior to the launch date.
Accuracy	Sources of all data are provided (all credible sources)

Social Media Platforms Included

Platform	Ideal number	In this toolkit
Facebook	5	6
Twitter	10	10
Instagram	5	4
Hashtags (for Twitter or Instagram)	10	10
Video (YouTube)	Optional	3
Print media (e.g. press release)	Optional	
Other (list):	Optional	
Photos		2
Blog post ideas		2

Approvers Information

● 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
● Here are the items that you are checking

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.

FACEBOOK

Facebook 1	Please download the 2019 Healthy Homes Planner from the US Department of Health and Human Services. You can get the planner from: https://www.hud.gov/sites/dfiles/HH/documents/2019HHPlanner.pdf
Facebook 2	
Facebook 3	
Facebook 4	
Facebook 5	

	Infographic	Website	Caption (if provided	When accessed	Permission
Facebook 1		https://www.hud.gov/sites/documents/LEAD_INFOGRAPHIC.PDF	Protecting Kids from Lead Poisoning	8/26/2019	Source: U.S. Department of Housing and Urban Development
Facebook 2		https://www.hud.gov/sites/dfiles/HH/documents/NHHM%202019%20Toolkit%20Updated.pdf	Carbon Monoxide Sources in Your Home	8/26/2019	Source: U.S. Department of Housing and Urban Development
Facebook 3		https://nchh.org/resource-library/Healthy-Housing-Fact-Sheet_OH.pdf	Ohio–2017 Healthy Housing Fact Sheet	8/27/2019	Permission granted on 8/27/19 from National Center for Healthy Housing. Use embedded link because the data will change. Give credit to National Center for Healthy Housing
Facebook 4		https://nchh.org/resource-library/healthy-homes-maintenance-checklist_english.pdf	Healthy Homes Maintenance Checklist	8/28/2019	Permission granted on 8/27/19 from National Center for Healthy Housing. Use embedded link because the data will change. Give credit to National Center for Healthy Housing
Facebook 5		https://nchh.org/resource-library/costs-for-creating-a-healthier-home_english.pdf	Costs for Creating a Healthier Home	8/28/2019	Permission granted on 8/27/19 from National Center for Healthy Housing. Use embedded link because the data will change. Give credit to National Center for Healthy Housing

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	Breathing #radon can increase your risk of lung cancer - #Radon is the number one cause of lung cancer among people who do not smoke and the second leading cause of lung cancer for people who do. EPA estimates that radon causes more than 20,000 deaths from #lungcancer each year in the U.S. If you smoke and your home has a high #radon level, your risk of #lungcancer can increase even more.
Tweet 2	What is a Healthy Home? Test your knowledge on the Healthy Homes Basics App. Download at https://itunes.apple.com/us/app/healthyhomes-basics/id1092367352 @HUDHealthyHomes #NHHM2019 #HealthyHomes
Tweet 3	You can create a healthy home just by changing some of your everyday habits. Learn how at HUD.gov/HealthyHomes @HUDHealthyHomes #NHHM2019 #HealthyHomes
Tweet 4	A working #smokealarm can cut the chance of someone dying in a fire by HALF. Make sure to check yours. Learn more at HUD.gov/HealthyHomes. #NHHM2019
Tweet 5	If you feel your property owner, landlord, or builder has not been responsive to concerns you've expressed regarding mold exposure, you can contact your local board of health or housing authority. Applicable codes, insurance, inspection, legal, and similar issues about mold generally fall under state and local (not federal) jurisdiction.
Tweet 6	#Carbonmonoxide is an odorless, colorless gas that can be harmful when inhaled in large amounts.
Tweet 7	#Molds are usually not a problem indoors, unless #moldspores land on a wet or damp spot and begin growing. #Molds have the potential to cause health problems. The best way to control #moldgrowth is to control moisture.
Tweet 8	Healthy Homes Environmental Visual Assessment Tool https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/healthy-homes/resources/healthy-homes-eva-assessment via @OhioDeptofHealth
Tweet 9	Harmful conditions resulting from unhealthy homes include #allergies, #asthma, #carbonmonoxidepoisoning, #leadpoisoning; #pesticidepoisoning and #respiratoryillness.
Tweet 10	Test your home for #radon. You can buy test kits at home improvement stores, hardware stores, or online. To order a test kit over the phone, call the National Radon Hotline at 1-800-SOS-RADON (1-800-767-7236).

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	
Instagram 2	
Instagram 3	
Instagram 4	
Instagram 5	

	Infographic	Website	Caption (if provided	When accessed	Permission
Instagram 1		https://www.hud.gov/program_offices/healthy_homes/healthyhomes	Eight Tips for Keeping a Healthy Home	8/27/2019	Source: U.S. Department of Housing and Urban Development
Instagram 2		\<p style="font-size: 0.9rem;font-style: italic;"\>\"install-smoke-detector-bedroom-action-photo"\</a\>\<span\>by \EndInjury\</a\>\</span\> is licensed under \CC BY-NC-ND 2.0\</a\>\\<img style="height: inherit;margin-right: 3px;display: inline-block;" src="https://search.creativecommo	Install a working smoke detector in every bedroom	8/27/2019	Creative Commons (embedded link must be used)

		ns.org/static/img/cc_icon.svg" /></p>			
Instagram 3		<p style="font-size: 0.9rem;font-style: italic;">"carbon monoxide alram"by TheBetterDay is licensed under CC BY-ND 2.0<img style="height: inherit;margin-right: 3px;display: inline-block;" src="https://search.creativecommo	Carbon monoxide alarm	8/27/2019	Creative Commons (embedded link must be used)

		ns.org/static/img/cc-nd_icon.svg" /></p>			
Instagram 4		https://phil.cdc.gov/Details.aspx?pid=20860	This image was captured in 2012, by Centers for Disease Control and Prevention (CDC) Health Scientist, Ginger L. Chew, Sc.D., one month after Hurricane Sandy struck the Northeastern coastline of the United States. It is a closer view of a wooden wall stud that was found in the interior environment depicted in PHIL 20859, of a home that had been flooded during this natural disaster.	8/27/2019	Photo is from PHIL. Please credit the content provider: CDC/ Ginger Chew, Sc.D.; Lisa Marianni, R.N., M.B.A

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#radon
Hashtag 2	#HealthyHomesMonth (it's in June)
Hashtag 3	#smokealarm
Hashtag 4	#moldgrowth
Hashtag 5	#respiratoryillness
Hashtag 6	#pesticidepoisoning
Hashtag 7	#leadpoisoning
Hashtag 8	#carbonmonoxide
Hashtag 9	#moldspores
Hashtag 10	#allergies

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos						
Video #1		https://youtu.be/-S8vr27plZs	The facts about radon--it's deadly (length 4:39)	8/27/2019	SV	Source: U.S. Environmental Protection Agency
Video #2		`<iframe width="1195" height="672" src="https://www.youtube.com/embed/SwSS8TsERuY" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`	Healthy Homes and Good Health	8/27/2019	SV	Source: US Housing and Urban Development
Video #3		`<iframe width="896" height="672" src="https://www.youtube.com/embed/GaHN5KjbjGY" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`	Lead-Free Kids	8/27/2019	SV	Source: US Housing and Urban Development

PHOTOS (copyright free) – OPTIONAL BUT GOOD TO INCLUDE

Photo #1		https://www.epa.gov/sites/production/files/documents/parent_checklist3.pdf	Lead poisoning home checklist	8/27/2019	Sv	Source: US Environmental Protection Agency
Photo #2		https://www.epa.gov/sites/production/files/2013-08/documents/10_steps_en.pdf	Clearing the Air: Ten Steps to Making your Home Asthma-Friendly	8/27/2019	SV	Source: US Environmental Protection Agency
Photo #3						
Photo #4						
Photo #5						
Photo #6						
Photo #7						
Photo #8						
Photo #9						
Photo #10						

Blog Post Ideas and Templates

Discuss your personal experience with an unhealthy home that you lived in
Did you ever make an unhealthy home healthy again? Please let us know how you did it.