

Social Media Toolkit

A Step Towards Empowering Families



USING SOCIAL MEDIA FOR FUN NATIONAL AWARENESS DAYS AND HEALTH AWARENESS'S: JANUARY - DECEMBER MONTHS

HOW TO USE THIS TOOLKIT:

This toolkit includes guidance on how to incorporate fun national awareness days along with health observances in order to provide relative context for home visiting programs. These observances will include relevant topics, hashtags, links, and templates for other platforms of social media.



HOW TO USE SOCIAL MEDIA DURING HEALTH OBSERVANCES

Social media uses during fun national awareness days and health observances can help impact retention rates within your home-visiting program to promote family togetherness, provide insight into program events, and recruit other families from social media sites.

WAYS TO USE SOCIAL MEDIA DURING NATIONAL AND HEALTH OBSERVANCES

INCORPORATE SOCIAL MEDIA INTO YOUR EXISTING EVENTS

Incorporate social media before, during, and after any events you have related to the topic of that awareness month. When using social media before your event, promote it in a way that will get families excited about the event. During the event, encourage families to tweet, post, Snapchat, or Instagram a photo to engage other social media followers. After the event, post on your social media platforms thanking attendees and volunteers for coming to your program. Posting pictures after the program and showcasing the event is also a great way to encourage recruitment and retention into your program.

POST INFORMATION FOR YOUR FOLLOWERS

In order to raise awareness for a health issue or fun national observance, post some of the already designed template messages and photos to boost your number of followers and to also increase awareness to your already existing followers.

SCHEDULE YOUR FACEBOOK POSTS AHEAD OF TIME

To make the most of your time, pre-schedule your Facebook posts by following the instructions on the [Hootsuite](#) website (click here). By scheduling your posts ahead of time, it will not only save you time, but with a busy schedule you won't forget to post important events, dates, or awareness's.

HOST A TWITTER CHAT, FACEBOOK LIVE, INSTAGRAM LIVE, OR SNAPCHAT STORY

By using multiple social media platforms across different groups of families, you will be able to reach multiple audiences: (hover over and click the underlined text below for more information)

Use a [Twitter chat](#) to start up a conversation about an event

Use [Facebook](#) or an [Instagram Live](#) to promote an event

Or use a [Snapchat story](#) and create a unique geofilter to promote events and awareness's to your younger family groups

Fun and Health Observances

January

3-9 National Folic Acid Awareness Week
National Bath Safety Month
National Slow Cooking Month
National Birth Defects Prevention Month

February

5th Give Kids a Smile Day
9th National Toothache Day
9th National Pizza Day
4-10 Burn Awareness Week
11-17 Condom Awareness Week
11-17 Random Acts of Kindness Week
National Bake for Family Fun Month
National Children's Dental Health Month

March

14th National Children's Craft Day
21st World Down Syndrome Day
22nd World Water Day
7-11 National School Breakfast Week
18-24 National Poison Prevention Week
National Frozen Food Month
Sleep Awareness Month
National Brain Injury Awareness Month

April

2nd Autism Awareness Day
6th Wear Blue Day
10th National Siblings Day
25th International Noise Awareness Day
28th World Day for Safety and Health at Work
3-9 National Youth Violence Prevention Week
12-23 National Infant Immunization Week
22-28 National Infertility Awareness Week
22-28 World Immunization Week
22-28 Every Kid Healthy Week
22-28 National Window Safety Week
National Month of Hope
Stress Awareness Month
Child Abuse Prevention Month

May

2nd World Asthma Day
4th Bike to School Day
26th Heat Safety Awareness Day
27th Don't Fry Day
31st World No Tobacco Day
6-12 Children's Mental Health Awareness Week
6-12 Screen-Free Week
13-19 National Alcohol and other Drug -Related Birth Defects Awareness Week
13-19 Food Allergy Awareness Week
13-18 Woman's Health week
22-28 Healthy and Safe Swimming Week
National hamburger Month
National Lyme Disease Awareness Month
National water Safety Month
Preeclampsia Awareness Month
National Photograph Month
National Bike Month
Postpartum Depression Awareness Month

June

5th World Environment Day
18th Autistic Pride Day
5-11 National Rip Current Awareness Week
5-11 Sun Safety Week
11-17 Men's Health Awareness Week
National Camping Month
National Fresh Fruit and Veggies Month
National Fireworks Safety Month

July

4th Independence Day
7th National Father Daughter Take a Walk Day
8-14 National Therapeutic Recreation Week
15-21 National Zoo Keeper Week
National Anti-Boredom Month
National Cell Phone Courtesy Month
National Ice Cream Month
National Grilling Month

Fun and Health Observances

August

30th National Toasted Marshmallow Day
1-7 World Breastfeeding Week
7-13 Exercise with your Child Week
Family Fun Month
Happiness Happens Month
Get ready for Kindergarten Month
National Back to School Month
National Breastfeeding Month

September

9th Grandparent's Day
10th World Suicide Prevention Day
18th Get Ready Day
21st National School Backpack Day
22nd Falls Prevention Day
24th Family Health and Fitness Day
28th National Women's Health and Fitness Day
5-11 National Suicide Prevention Week
11-17 Child Passenger Safety Awareness Week
19-25 Balance Awareness Week
National Self-Care Month
Baby Safety Month
International Update Your Resume Month
National Preparedness Month
Self Improvement Month
Newborn Screening Awareness Month

October

1st Child Health Day
5th International Walk to School Day
6th National Depression Screening Day
10th World Mental Health Day
15th Pregnancy and Infant Loss Awareness Day; Global
Hand-washing Day
16th World Food Day
21st Check Your Meds Day
22 International Stuttering Awareness Day
1-6 National Chili Week

October (cont.)

2-8 Mental Illness Awareness Week
9-13 National School Lunch Week
15-21 International Infection Prevention Week
16-20 National Health Education Week
22-28 Lead Poisoning Prevention Week
23-29 Get Organized Week
National I'm Just Me Because Month
Financial Planning Month
Halloween Safety Month
National Book Month
National SIDS Awareness Month
National Pregnancy and Infant Loss Awareness Month

November

14th World Diabetes Day
17th World Prematurity Day
24th National Family Health History Day
18-24 National Game and Puzzle Week
Family Stories Month
Movember
National Family Caregivers Month

December

25th Christmas
2-10 Hanukkah
1-7 Cookie Cutter Week
3-9 National Hand-washing Awareness Week
25-31 It's About Time Week
Safe Toys and Gifts Month

January

TEMPLATE MESSAGES WITH E-POSTCARDS

The following ePostcards can be shared via social media, including Twitter, Facebook, Instagram, etc. or on your website. Separate image files are also available. Template messages are included with each ePostcard, but feel free to customize the messages to your program and community!



Suggested post text for e-postcard 1: New Years Day

Twitter, Facebook, Instagram, etc.: Wishing you peace, love and laughter into this New Year! Ahead lies for you new adventures, new opportunities, and new ways to give love to your family. May this be your best year yet.

Suggested post text for e-postcard 2: National Folic Acid Awareness Week

Twitter, Facebook, Instagram, etc.: January 3-9 is National Folic Acid Awareness Week. Are you pregnant or thinking about getting pregnant? Folic acid, which is naturally sourced in every day foods like leafy greens, nuts, and “enriched” foods like pasta and rice is a necessary component to a healthy pregnancy. It can also be consumed as a vitamin if you don’t consume the recommended amount of folic acid. Follow these links for simple ways to include folic acid into your busy schedule, why it’s important, and how much to take daily:

<https://www.cdc.gov/ncbddd/folicacid/index.html> and <https://www.womenshealth.gov/a-z-topics/folic-acid>





Suggested post text for e-postcard 4: National Birth Defects Month

Twitter, Facebook, Instagram, etc.: January is National Birth Defects Awareness Month. Birth defects in children are common, costly and critical. Follow these facts and ways to prevent birth defects put out by the Centers for Disease Control

<https://www.cdc.gov/ncbddd/birthdefects/index.html>

Suggested post text for e-postcard 3: National Bath Safety Month

Twitter, Facebook, Instagram, etc.: January is National Bath Safety Month. While drowning can happen at public places like pools or recreational fun spots, the majority of drownings happen in the house. Younger children are most at risk, and it's important for them to be accompanied at all times. More information here to keep your children safe at home while bathing __>

<http://www.nsc.org/learn/safety-knowledge/Pages/safety-at-home-drowning.aspx>

and

<http://www.nsc.org/learn/safety-knowledge/Pages/news-and-resources-water-safety.aspx>

and

<https://www.cdc.gov/HomeandRecreationalSafety/Water-Safety/waterinjuries-factsheet.html>



February

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Suggested post text for e-postcard 1: National Pizza Day

Twitter, Facebook, Instagram, etc.: February 9th is National Pizza Day! Follow this link to see what pizza places give out free pizza today --> <http://time.com/money/5138086/national-pizza-day-2018-deals-free/>

Suggested post text for e-postcard 2: Valentine's Day

Twitter, Facebook, Instagram, etc.: Happy Valentine's Day! Valentine's Day isn't just a day for couples, but to celebrate love in all forms! Show some love to the little ones in your life and to the important people in your life that support you and you're well-being.





Suggested post text for e-postcard 3: National Bake for Family Fun Month

Twitter, Facebook, Instagram, etc.: February is National Bake for Family Fun Month. Round up the little ones and find something to bake together! Follow these tips put out by the home baking association on how you can introduce kids helping in the kitchen and simple meals to make together. More here: <http://www.homebaking.org/familyfun/>

Suggested post text for e-postcard 4: National Children's Dental Health Month

Twitter, Facebook, Instagram, etc.: It's National Children's Dental Health Month! Get your kids excited about their dental health by making teeth-brushing and flossing fun. According to the American Dental Association, "3 out of 5 children are affected by tooth decay". Click the links in this post for fun coloring pages, and tips on how to make your child excited about brushing their teeth. More here:

<http://smilemichigan-old.dnn1.webascender.host/ncdhm>

<https://www.mouthhealthykids.org/en>

<https://www.ada.org/en/public-programs/national-childrens-dental-health-month>



March

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Suggested post text for e-postcard 1: National Children's Craft Day

Twitter, Facebook, Instagram, etc.: March 14th is National Children's Craft Day. Try this fun little craft and make a DIY kaleidoscope for them to use around the house or outside! More here: <https://littlebinsforlittlehands.com/how-to-make-a-simple-kaleidoscope-for-kids/>

Suggested post text for e-postcard 2: National Poison Prevention Week

Twitter, Facebook, Instagram, etc.: March 18-24 is National Poison Prevention Week. Young children 6 and under are most likely to be poisoned. Common causes for poisoning are cosmetics or personal care products, household cleaning products, painkillers, sedatives, and tiny objects like toys. Follow guidelines put out by HRSA and the National Safety Council to keep your child safe from potential poisonings. More here: <http://www.nsc.org/learn/safety-knowledge/Pages/safety-at-home-poisoning.aspx>

<http://www.nsc.org/learn/NSC-Initiatives/Pages/Childrens-Misuse-of-Medicine.aspx>

<https://poisonhelp.hrsa.gov/what-can-you-do/national-poison-prevention-week/index.html>





National Sleep Awareness Month

Suggested post text for e-postcard 3: National Sleep Awareness Week

Twitter, Facebook, Instagram, etc.: March is National Sleep Awareness Month. Sleep is one of the most important aspects in your life not only for your child, but for parents as well. Having a healthy sleep routine can improve your mental and physical health. Follow this link on tips for protecting your child while they sleep, how to introduce a routine, and much more! More here: <https://sleep.org/topic/age/>

Suggested post text for e-postcard 4: National Brain Injury Awareness Month

Twitter, Facebook, Instagram, etc.: March is National Brain Injury Awareness Month. The weather is getting warmer, and children will begin spending more time outside exploring, climbing and enjoying the outdoors. This is also the time when children become prone to severe brain injuries related to falls at parks. Many times, children will fall out of swings, off monkey bars, or fall off of climbing the jungle gym. Follow the link to see how you can protect and educate your child about falls. More here:

<http://www.nsc.org/learn/safety-knowledge/Pages/news-and-resources-playground-safety.aspx>

<https://www.cdc.gov/safechild/playground/index.html>

National Brain Injury Awareness
Month
**of playground-
related Traumatic
Brain Injuries**
2/3
occurred at school and places or recreation or
sports and often involved monkey bars,
climbing equipment, or swings
-Centers for Disease Control

April

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Suggested post text for e-postcard 1: National Siblings Day

Twitter, Facebook, Instagram, etc.: April 10th is National Siblings Day! Comment below with the sweetest photo of your little loved ones showing their siblings some love.

Suggested post text for e-postcard 2: National Infant Immunization Week

Twitter, Facebook, Instagram, etc.: Protecting the health of your baby is the most important aspect to you, and you'd do anything to see them grow up healthy and safe. Making decisions for your baby can be difficult, especially when faced with a list of immunizations. Choosing to vaccinate your baby gives you the power to protect them now and into the future to help them avoid serious illness, disability or death. Visit the Centers for Disease control to learn about the 14 vaccine preventable diseases, as well as a chart as to when these vaccinations occur. More here: <https://www.cdc.gov/vaccines/parents/downloads/parent-ver-sch-0-6yrs.pdf>



<https://www.cdc.gov/features/reasonstovaccinate/index.html>

National Window Safety Week

“Window falls account for approximately 8 deaths and 3,300 injuries among children ages 5 and under annually”

-National Safety Council

Are your windows safe?

Suggested post text for e-postcard 3: National Window Safety Week

Twitter, Facebook, Instagram, etc.: April 22-28th is National Window Safety Week. When thinking of your child's safety, many parents overlook window safety. During the warmer months, window safety can become pertinent when windows stay open. It is important to discuss and educate your children on window safety to prevent falls, injury, or in some severe cases, death. Follow these websites for kid's activities on window safety, and tips on how to keep your windows safe from your children when open and when closed. More here:

<http://www.nsc.org/learn/safety-knowledge/Pages/about-national-window-safety-week.aspx>

<http://www.nsc.org/learn/safety-knowledge/Pages/Window-Safety-Week.aspx>

http://www.nsc.org/NSCDocuments_Advocacy/Window-Safety-Week-Kids-Activities-2017.pdf

Suggested post text for e-postcard 4: Stress Awareness Month

Twitter, Facebook, Instagram, etc.: April is Stress Awareness Month. Feeling stressed lately? Remember, your mental health is equally important for you to be a great parent. Take time to unwind, relax, and take some much needed "you-time". Follow these tips on some quick and easy ways to destress among your busy parent life! More

here: <https://foh.psc.gov/calendar/stress.html>

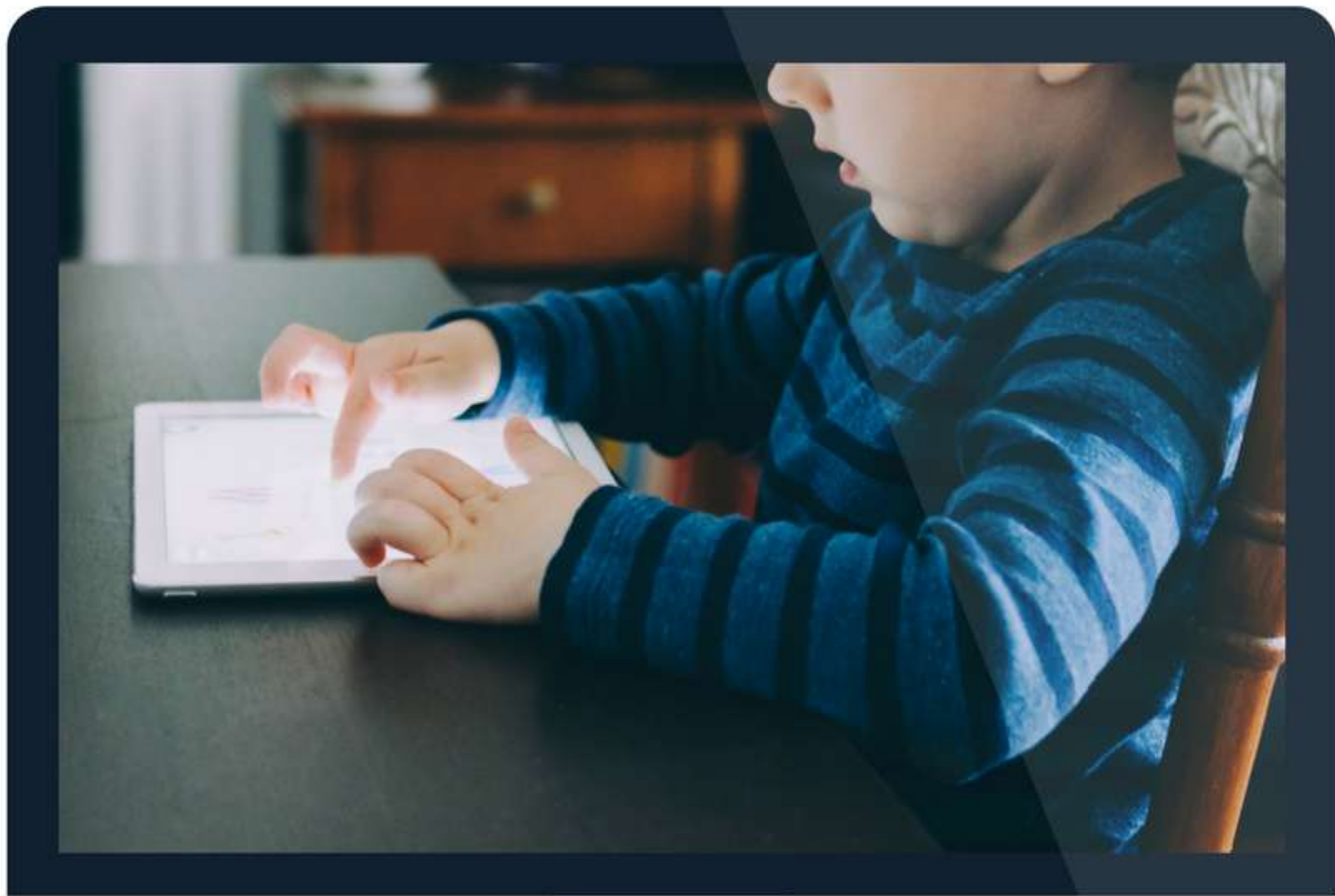


Stress Awareness Month

May

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National Screen-Free Week

Suggested post text for e-postcard 1: National Screen-Free Week

Twitter, Facebook, Instagram, etc.: May 6-12 is Screen-Free Week! Are your little one's glued to the T.V. or zoned out into video games? Take the opportunity this week to celebrate Screen-Free Week by following these "7 Parent-Tested Tips to Unplug and Play" by the Campaign for a Commercial-Free Childhood. With these tips, it can help you establish your house as a place to play instead of a place to sit down and watch T.V. More here:

<http://www.commercialfreechildhood.org/tip-1-rearrange-furniture>

Suggested post text for e-postcard 2: National Women's Health Week (starts on Mother's Day every year)

Twitter, Facebook, Instagram, etc.: What a better way to kick off National Women's Health Week with Mother's Day? Happy Mother's Day! This week, let's focus on being the healthiest versions of ourselves not only for your babies, but also for yourself! This week is a good time to realize that your health should be a priority above all other things. Get your recommended screenings, exercise daily, eat healthy, keep your mind healthy, and practice healthy behaviors. Follow the links on the Centers for Disease Control and Prevention on what recommended screenings you need, how to practice healthy behaviors, and better ways to improve your mental health.

More here:

<https://www.cdc.gov/features/nwhw/index.html>





Suggested post text for e-postcard 3: National Water Safety Month

Twitter, Facebook, Instagram, etc.: May is National Water Safety Month. It's that time of year again when the family wants to be outside swimming, kayaking, boating or doing any sort of water sports and activities. It's important to remember that while all of these activities can be fun, you and your child must also be safe while doing them. When near water give your child your undivided attention, and if you partake in water sports or recreations like boating, make sure you and your child wear life jackets. Be a good role model and protect yourself, because if you aren't participating in being safe, how can you protect your child? Follow these websites by the National Safety Council for more tips on how you and your family can stay safe in the water this spring. More here:

<http://www.nsc.org/learn/safety-knowledge/Pages/Boating-Safety.aspx>

<http://www.nsc.org/learn/safety-knowledge/Pages/news-and-resources-water-safety.aspx>

Suggested post text for e-postcard 4: National Bike Month

Twitter, Facebook, Instagram, etc.: May is National Bike Month. Spring is fully in bloom, and your kids will be spending a lot of time outside riding their bikes. What better way to celebrate bike month with safety tips? Visit the National Safety Council for tips on how to keep your kids safe while having fun. More here:

<http://www.nsc.org/learn/safety-knowledge/Pages/bike-safety.aspx>



June

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Suggested post text for e-postcard 1: National Sun Safety Week

Twitter, Facebook, Instagram, etc.: June 5-11 is National Sun Safety Week. While it's important to get outside and enjoy that summer sun, it's equally important to protect your family from excessive sun exposure. From an early age, sun protection should be introduced and used at all times. From March to October, the sun shines the brightest and the UV rays are strongest between the hours of 10AM to 4PM, so try to seek shade. Even though the kiddos might hate it, it's important to cover them up with hats, sunscreen every two hours, and waterproof long sleeve shirts when playing in the water. Follow these sun safety tips and more for your family at: https://www.cdc.gov/cancer/skin/basic_info/sun-safety-tips-families.htm

Suggested post text for e-postcard 2: National Men's Health Awareness Week

Twitter, Facebook, Instagram, etc.: June 11-17 is National Men's Health Awareness Week and an early Happy Father's Day! Let's take the time this week to not only focus on our health, but also how to be on top of your game to be a great father! Some things to keep in mind this week is that by keeping yourself happy and healthy you can improve your parenting. Make sure you're getting enough sleep, be sure to engage in some physical activity whether its running around outside with the kids or going to the gym, eat healthy, and most of all tame your stress by staying on top of your mental health. For more information follow this link to the Centers for Disease Control website on how you can celebrate National Men's Health Week:

<https://www.cdc.gov/family/nmhw/index.htm> and <https://www.cdc.gov/features/healthymen/index.h>





Suggested post text for e-postcard 3: Firework Safety Month

Twitter, Facebook, Instagram, etc.: June is National Firework Safety Month. Fireworks and sparklers can be a fun way to celebrate and enjoy those late summer nights, but it's important to remember that they can be dangerous. According to the National Fire Protection Association, "Children younger than 15 years of age accounted for one-quarter (26%) of the estimated" 11,900 hospital emergency room visits related to firework or sparkler injuries. Celebrate safely this year and follow these resources on how to keep you and your family safe when using fireworks or sparklers. More here:

<https://www.nfpa.org/Public-Education/By-topic/Seasonal-fires/Fireworks> and <http://www.nsc.org/learn/safety-knowledge/Pages/news-and-resources-fireworks-safety.aspx>

Suggested post text for e-postcard 4: National Fruits and Veggies Month

Twitter, Facebook, Instagram, etc.: June is National Fresh Fruits & Veggies Month! Did you know that when fruits and vegetables are in season they are much cheaper? Some of your favorites like blueberries, strawberries, watermelon, tomatoes and cucumbers are all in season. Follow this link to the United States Department of Agriculture for the full list of which fruits and veggies are in season. Make it a fun weekend and involve the kids by bringing them to a local farmer's market and pick some out together! More here:

<https://snaped.fns.usda.gov/seasonal-produce-guide>



July

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Suggested post text for e-postcard 1: Independence Day

Twitter, Facebook, Instagram, etc.: Happy 4th of July! Have a safe and fun holiday by following firework safety, grilling safety, beach safety, sun protection, water safety, and responsible drinking. Follow these detailed tips put out by the American Red Cross, and celebrate responsibly. More here:

<http://www.redcross.org/news/article/Red-Cross-Issues-Safety-Tips-For-4th-of-July-Holiday>

Suggested post text for e-postcard 2: National Father-Daughter Take a Walk Day

Twitter, Facebook, Instagram, etc.: July 7th is National Father-Daughter Take a Walk Day. What a better way to create a long lasting memory than enjoying some warm summer air with your daughter? Take a quick walk around the block when you get out of work, walk to the park and spend some father-daughter time with her, or make a day of it and find a trail to take a mini hike on! Enjoy this day and create a sweet memory with her. We'd love to see a photo of this. Comment below !





Suggested post text for e-postcard 3: National Ice Cream Month

Twitter, Facebook, Instagram, etc.: "I Scream, You Scream, We All Scream for Ice Cream!" July is National Ice Cream Month, so what better way to celebrate by commenting below with your kid's messiest face after indulging in their favorite ice cream treat?! Don't forget the napkins next time :)

Suggested post text for e-postcard 4: National Grilling Month

Twitter, Facebook, Instagram, etc.: What's better than having the family over on a Saturday afternoon and firing up the grill for some burgers and hot dogs? Absolutely nothing! July is National Grilling Month, and we wanted to give you some safety tips this summer on grilling on how to celebrate these warm months safely. According to the National Fire Protection Association "In 2014, 16,600 patients went to emergency rooms because of injuries involving grills". Follow these safety tips and more: <https://www.nfpa.org/Public-Education/By-topic/Seasonal-fires/Grilling/Grilling-safety-tips>



August

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Suggested post text for e-postcard 1: National Toasted Marshmallow Day

Twitter, Facebook, Instagram, etc.: August 30th is National Toasted Marshmallow Day! Don't have a campfire or a fire pit? No Problem! Grab the usual ingredients (marshmallows, graham crackers, and chocolate), place 4 graham squares on microwaveable plate; top with chocolate and marshmallows. Microwave on HIGH 15 to 20 sec. or until marshmallows puff. Cover with remaining graham squares; press together gently to secure. Enjoy a sweet treat tonight without the fuss!

Suggested post text for e-postcard 2: Exercise with Your Child Week

Twitter, Facebook, Instagram, etc.: August 7-13 is National Exercise with your Child Week. Do you have extra time this week? Take the family on an adventurous hike on a trail near you. Crunched for time this week? What family isn't? Watch this fun video to see exercises that involve your children in the backyard, and read the article for fun ways to include short bursts of exercise, like cranking up the music while making dinner and have a mini dance party before dinner is served! More here:

<https://www.parents.com/fun/sports/exercise/10-ways-to-exercise-as-a-family/>





Suggested post text for e-postcard 3: National Back to School Month

Twitter, Facebook, Instagram, etc.: It's that time of year again! Either your little one's are being introduced to school for the first time this year, or they're entering a different grade this year.

August is National Back-to-School Month, and we'd like to send you and your little one's off with some back-to-school safety this year. Are they riding the bus this year? While buses can be some of the safest modes of transportation, its important to discuss how and when to get off the bus, and looking before they cross the street. Are they coming home with heavier books and homework this year? Remember that backpacks should weigh no more than 10 percent of a child's weight. For more tips on back-to-school safety, follow these links:

<http://www.nsc.org/learn/safety-knowledge/Pages/backpack-safety-for-kids.aspx>

and

<http://www.nsc.org/learn/safety-knowledge/Pages/news-and-resources-school-bus-safety-rules.aspx>

Suggested post text for e-postcard 4: National Breastfeeding Month

Twitter, Facebook, Instagram, etc.: Are you thinking about breastfeeding, or does it seem like a daunting task to handle by yourself? August is National Breastfeeding Awareness Month, and we want to give you some tips and helpful hints on how to make breastfeeding an option for you. Besides the obvious fact that breastfeeding is cheaper, there are many benefits to breastfeeding such as lowering your risk to diseases like breast cancer or type 2 diabetes, and reducing your babies risk to obesity, SIDS, and asthma. Follow this link for why breastfeeding is important, tips on incorporating breastfeeding into your life, and where and how to get support. More here:

<https://www.cdc.gov/breastfeeding/index.htm>



September

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Suggested post text for e-postcard 1: National Grandparents Day (Sept. 9th)

Twitter, Facebook, Instagram, etc.: Happy National Grandparents Day! Being a Grandparent can be a gift and a blessing. You get the chance to be a little bit of a parent, a little bit of a teacher, and a little bit of a best friend. Thank you to all the grandparents who extend their hearts to their grandchildren not only to love them, but to aid the parents in times of need. Did you do anything this Grandparents Day? Let us know!

Suggested post text for e-postcard 2: National Get Ready Day (third Tuesday of each September)

Twitter, Facebook, Instagram, etc.: September 18th is National Get Ready Day. Is your family prepared for natural disasters, a sudden disease outbreak, or other emergencies? If not, today is the day to become prepared. Follow these tips put out by the American Public Health Association and the National Safety Council on how to create an emergency aid kit with a small stockpile of food and water, games to entertain the kids if you're stuck inside, an escape plan if you must leave the house, and an emergency car kit supply. More here:

<http://www.nsc.org/learn/safety-knowledge/Pages/What-to-Keep-in-the-Car.aspx>
<http://www.getreadyforflu.org/kids/index.htm>
<http://www.getreadyforflu.org/clocksstocks/index.htm>



National Women's Health & Fitness Day



Suggested post text for e-postcard 3: National Women's Health & Fitness Day

Twitter, Facebook, Instagram, etc.: September 28th is National Women's Health and Fitness day! We've recently celebrated National Women's Health Week, so let's focus this day on healthy pregnant women and new moms! Have you heard of "Text4baby"? The National Healthy Mothers, Healthy Babies Coalition (HMHB) set out to develop FREE text messages to pregnant and new mom's on subjects such as breastfeeding, car seat safety, developmental milestones, emotional well being, exercise and fitness, immunizations and much more. Follow this link to find out how to sign up and more about this feature:

<https://www.cdc.gov/women/text4baby/index.htm>

and

<https://www.text4baby.org/>

Suggested post text for e-postcard 4: National Baby Safety Month

Twitter, Facebook, Instagram, etc.: September is National Baby Safety Month. September can be a busy month for many families as the children go back to school, and you're all trying to shake off the summer blues. It can be easy to forget to tighten your kids car seat straps because you're in a rush, or letting a little one sit in the front seat when they're too young. According to the National Safety Council, "In 2015, 1,346 children under age 15 were killed in motor vehicle crashes. That's more than three children every day." Follow this link to more tips on how to keep your children safe in the car this year:

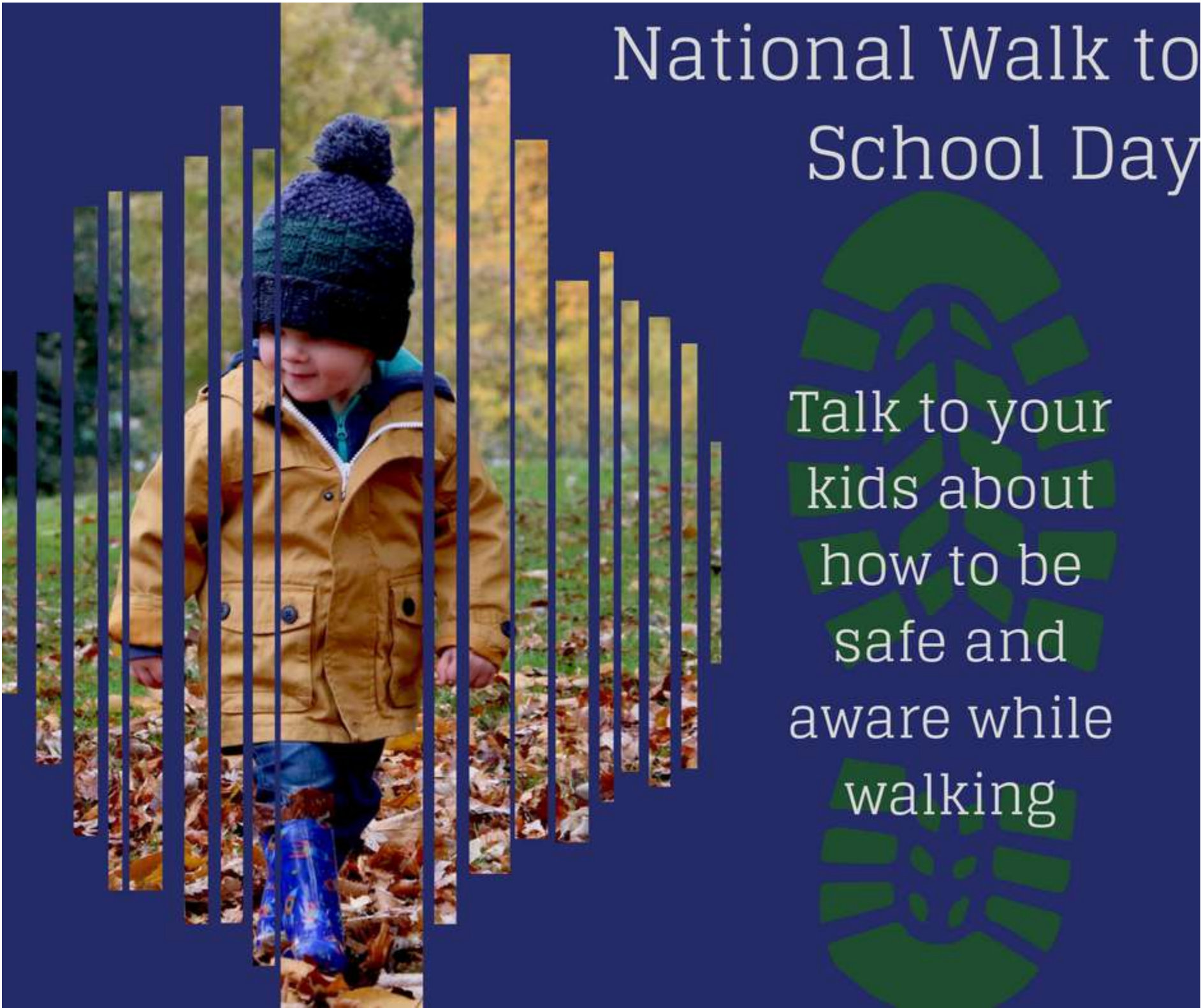
<http://www.nsc.org/learn/safety-knowledge/Pages/Child-Passenger-Safety.aspx>



October

TEMPLATE MESSAGES WITH E-POSTCARDS

The following ePostcards can be shared via social media, including Twitter, Facebook, Instagram, etc. or on your website. Separate image files are also available. Template messages are included with each ePostcard, but feel free to customize the messages to your program and community!



Suggested post text for e-postcard 1: National Walk to School Day

Twitter, Facebook, Instagram, etc.: Walking to school can be a great way for your child to get in some exercise, either with you or a friend! October 3rd is National Walk to school day, and today is a good day to explain walking safety to your child. One good way to feel safe about your child walking to school alone for the first time would be to practice walking to school with them, showing them the crosswalks and how to get to school. When they are ready to walk to school on their own discuss with them proper safety precautions. Follow this website for specific precautions to talk about with your children:

<http://www.nsc.org/learn/pages/keep-children-safe-at-school.aspx>

Suggested post text for e-postcard 2: Lead Poisoning Prevention Week

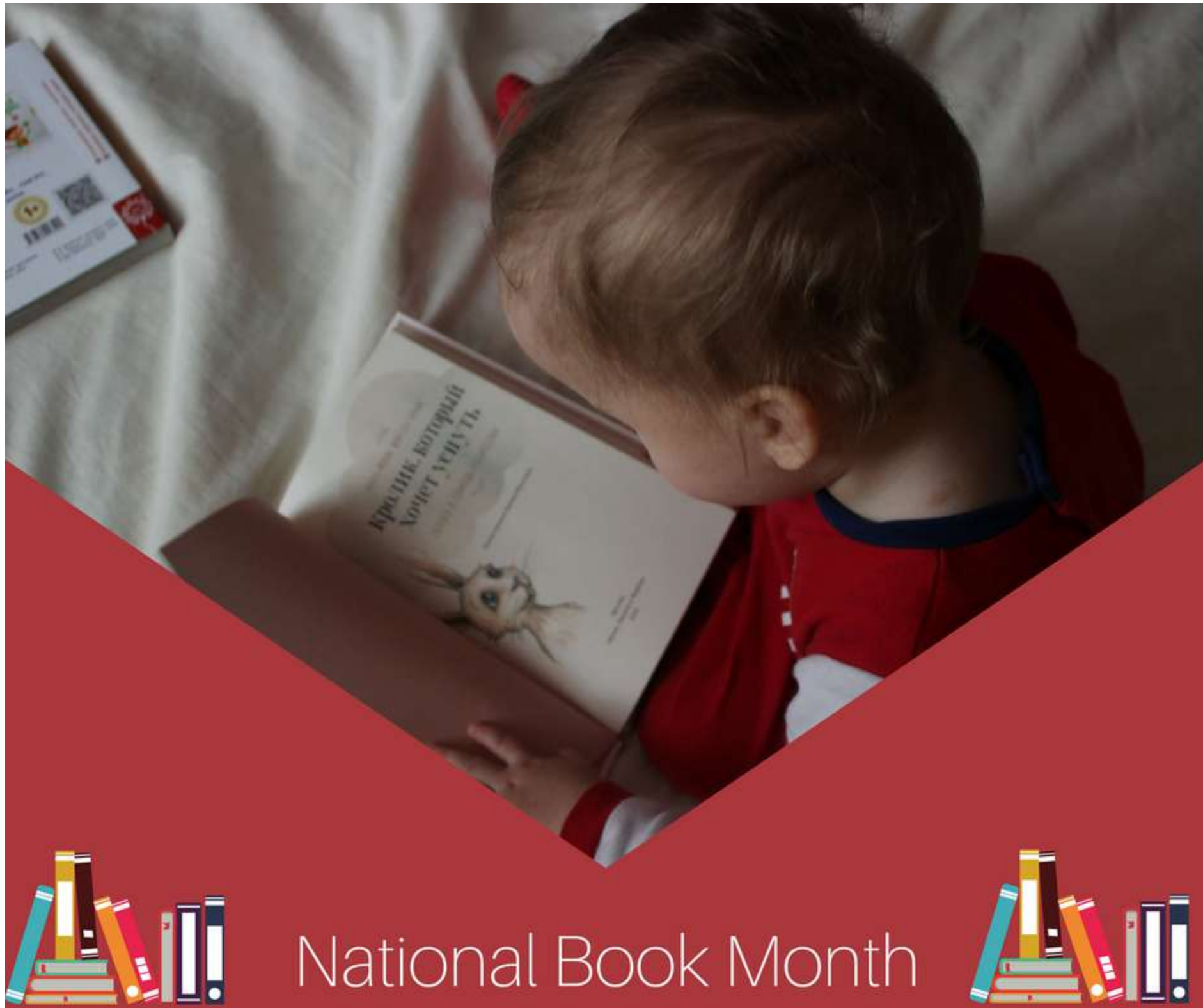
Twitter, Facebook, Instagram, etc.: October 22-28 is National Lead Poisoning Prevention Week. Could your child be at risk for lead poisoning? Lead based paints and contaminated dust were banned in houses after 1978, but any houses built before then are likely to contain some amount of lead paint. It is said that nearly 4 million houses in the United States have lead paint or contaminated dust and likely have one or two young children living in them. If you think your child may be at risk and they are younger than six, have them tested. Follow these websites for more tips on lead prevention

<http://www.nsc.org/learn/safety-knowledge/Pages/Lead-Poisoning-Prevention.aspx>
<https://www.cdc.gov/nceh/lead/tips.htm>

Lead Poisoning Prevention Week

Children aged 6 and under are most at risk for lead poisoning because of their tendencies to put objects in their mouths





Suggested post text for e-postcard 3: National Book Month

Twitter, Facebook, Instagram, etc.: Are you wondering when is the best time to start reading to your baby to get them interested in books and reading? October is National Book Month! There's no need to wait on introducing reading to your baby. By reading to your child, even at infancy, it can teach them to start understanding language and that reading together can be a fun cuddling time for both of you. Fisher-Price put out a detailed list of tips on ages and stages of reading to your child. Go here to find out more: https://www.fisher-price.com/en_US/parenting-articles/language-and-learning/when-should-i-start-reading-to-my-baby

Suggested post text for e-postcard 4: National Halloween Safety Month

Twitter, Facebook, Instagram, etc.: October is National Halloween Safety Month. Halloween can be a fun and exciting holiday for the entire family to enjoy, but it's important to remember these spooky facts about Halloween. Many people are out driving on this night, so it's important to accompany your young child at all times and be careful when crossing the road as this month ranks number 2 for motor vehicle deaths by month. If your child is older and plans on going with friends, be sure to review a route with them ahead of time and agree on a time and place to meet up again. Discuss with your children also to not eat treats before they come home and are inspected, you never know what may have been accidentally slipped into your little ones candy bag. Follow this website for more safe practices this month:

<http://www.nsc.org/learn/safety-knowledge/Pages/halloween-safety.aspx>



November

TEMPLATE MESSAGES WITH E-POSTCARDS

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Suggested post text for e-postcard 1: Family Health History Day

Twitter, Facebook, Instagram, etc.: November 24th is National Family Health History Day. Family health history is an important thing to be aware of during your pregnancy, as well as after your pregnancy for your newborn baby. During your pregnancy it might be important to know if any of your family members had any genetic diseases, disabilities or birth defects. After pregnancy it will be important for you to keep an updated record of health history for your child so they are able to have a healthy lifestyle. For more information on your family health history and a tool on creating a record of your family health history go here:

https://www.cdc.gov/genomics/famhistory/famhist_during_pregnancy.htm

https://www.cdc.gov/genomics/famhistory/famhist_child.htm

<https://familyhistory.hhs.gov/FHH/html/index.html>

Suggested post text for e-postcard 2: Thanksgiving

Twitter, Facebook, Instagram, etc.: Happy Thanksgiving! What is your family thankful for this year? Reply to this post with a photo of what you are most thankful for this year and caption it with something for our community to know why! We know we are most thankful for our growing community and empowering our healthy families!





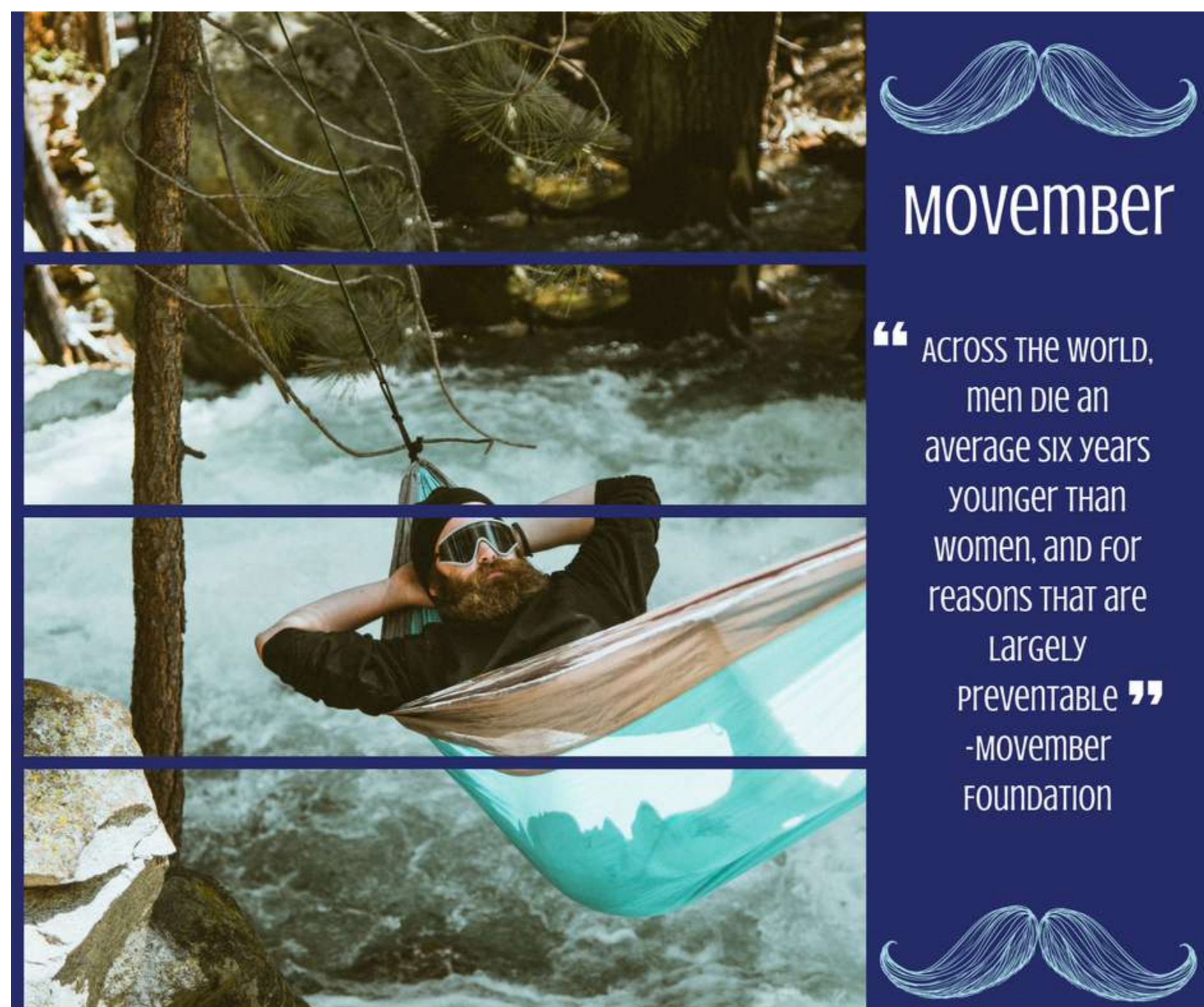
Suggested post text for e-postcard 3:

National Game & Puzzle Week

Twitter, Facebook, Instagram, etc.: November 18-24 is National Game and Puzzle Week! Break out that old Monopoly board game, your long lost Jenga blocks, or that puzzle you just haven't gotten to yet. No need to go out with the family and spend money, stay in this week and dedicate at least one day to an all-in family game night!

Suggested post text for e-postcard 4: Movember

Twitter, Facebook, Instagram, etc.: November is a month to celebrate "Movember". The Movember Foundation is working hard to stop men from dying too young from reasons that are preventable. To celebrate men's health this month, they want people to move! Take action, and live a healthy and long life by adding more activity to your day, have open conversations with friends or family for support, and go to regularly scheduled health screenings and tests. Go here to read more about men's health and how to reduce your risk at dying young:
<https://us.movember.com/?home>



December

TEMPLATE MESSAGES WITH E-POSTCARDS

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Suggested post text for e-postcard 1: Happy Holidays

Twitter, Facebook, Instagram, etc.: Happy Holiday's from our family to yours! Comment below with a festive photo of your family during this holiday season.

Suggested post text for e-postcard 2: National Hand-washing Awareness Week

Twitter, Facebook, Instagram, etc.: December 3-9 is National Hand-washing Awareness Week. Keeping our children healthy is one of our most important tasks as a parent. By instilling a hand-washing routine and teaching your kids on how to properly wash their hands not only will improve their health and reduce their risk to illnesses, it can also save time and money by spending less time going to the doctor's office or taking time off of work! Click on the Centers for Disease website for tips on how to teach your children how to properly wash their hands, and fun family activities to incorporate to make hand-washing fun. More here:

<https://www.cdc.gov/healthywater/hygiene/hand/handwashing-family.html>

<https://www.cdc.gov/nonpharmaceutical-interventions/>

<https://www.cdc.gov/handwashing/>





Suggested post text for e-postcard 3: National It's About Time Week

Twitter, Facebook, Instagram, etc.: December 25-31 is National It's About Time Week! Why wait until New Year's Day to start the changes we want to make? Take this week to get a head start on that hobby you always wanted to do, that room you just haven't cleaned yet, or that activity you always wanted to do with the kids. Time is valuable, so why not start now?

Suggested post text for e-postcard

Twitter, Facebook, Instagram, etc.: December is Safe Toys and Gifts Month. Since the Holidays are around the corner, it's important to know the safety of the gifts you are giving to other children and receiving from friends and family members. It's important to look at the recommended age group labeled on toys and to only let your child play with those and double check the toy for possible choking hazards. More here:

<https://www.safekids.org/tip/toy-safety-tips>

https://www.safekids.org/sites/default/files/documents/skw_home_fact_sheet_feb_2015.pdf

Safe Toys and Gifts Month

On average, 516 children visit the emergency room every day for toy-related injuries

-Safe Kids Worldwide

