

National Public Health Week 2018

April 2–8

Healthiest Nation 2030

Changing Our Future Together



**National
Public Health
Week** www.nphw.org

AN INITIATIVE OF THE AMERICAN PUBLIC HEALTH ASSOCIATION



“Healthiest Nation 2030: Changing our Future Together”

Everyone deserves to live a long and healthy life in a safe environment. To ensure this outcome, we must tackle the causes of poor health and disease risk among individuals and within our communities. Where we live, learn, work, worship and play impacts each of us and can determine our health and life expectancy. In the workplace, let’s partner across public and private sectors to make sure decisions are made with the public’s health in mind. Within our communities, let’s start new conversations with our neighbors and become advocates for positive change. Working together, we can build healthier communities and eventually, the healthiest nation. But we need your help to get there.

During each day of National Public Health Week (NPHW), we will focus on a particular public health topic. We consider these topic areas critical to our future success in creating the healthiest nation.

MONDAY Behavioral Health, *advocate for and promote well-being*

TUESDAY Communicable Diseases, *learn about ways to prevent disease transmission*

WEDNESDAY Environmental Health, *help to protect and maintain a healthy planet*

THURSDAY Injury and Violence Prevention, *learn about the effects of injury and violence on health*

FRIDAY Ensuring the Right to Health, *advocate for everyone’s right to a healthy life*

Join us in observing NPHW 2018 and become part of a growing movement to create the healthiest nation in one generation. During the week, we will celebrate the power of prevention, advocate for healthy and fair policies, share strategies for successful partnerships, and champion the role of a strong public health system.

**Get started today with our toolkit, which includes all the tools
and tips you’ll need for a successful NPHW!**



Letter from Our Leader

Dear Public Health Advocate,

Now more than ever, we need the support of people like you to improve the public's health. It is through grassroots education and advocacy that we reach policymakers who have the greatest opportunity to make a positive difference. We see it in cities like Philadelphia, which instituted the first tax on sweetened beverages and saw consumption drop. We see it in states like California, which instituted the first statewide indoor smoking ban. We see it in laws like the Affordable Care Act that provided an additional 20.8 million people with access to insurance coverage and continues to improve people's physical, mental and financial well-being.

However, our work is far from done. For the first time in decades, life expectancy in the U.S. has dropped, which means today's generation of children may not outlive their parents. It will take every one of us to preserve the health gains of the past and create even more opportunities for health in the future — our children deserve it.

One of the most pressing public health issues we — and our children — face is climate change. APHA declared 2017 the Year of Climate Change and Health, and NPHW 2018 will surely highlight ways we can all take action to prepare for a changing climate and mitigate its impact on community health.

This year, NPHW will focus on our collective power to change our future together. By amplifying the critical role of diverse and cross-sector partnerships, we can make a difference and eventually become the healthiest nation.

Best and healthy wishes,

Georges C. Benjamin, MD
Executive Director
American Public Health Association



APHA and NPHW

NPHW is a key piece of APHA's driving mission: To create the healthiest nation in one generation. Our strategic plan identifies three key areas in which we hope to have the greatest impact toward improving the nation's health.



OUR MISSION

For what purpose does APHA exist?

- Improve the health of the public and achieve equity in health status

OUR UNIQUE VALUE

What unique role does APHA play in meeting this mission?

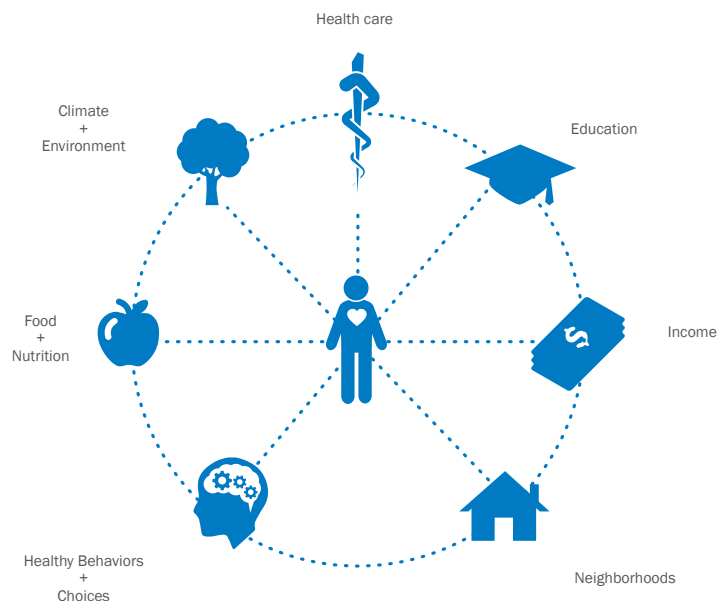
- Community of public health professionals and collective voice advocating for the public's health
- History and broad constituency give us unique perspective

OUR GUIDING PRIORITIES

What must be accomplished for APHA to achieve its mission?

- Building public health infrastructure and capacity
- Creating health equity
- Ensuring the right to health and health care

NPHW is the key to building a public health movement. It brings together everyone to join the fight for healthier communities, cities and a healthier nation.





Healthiest Nation: Get The Facts

NPHW is a perfect opportunity to engage members and the public in building a diverse, nationwide movement toward greater health. APHA's strategic plan identifies and tracks yearly statistics and outcomes for the nine indicators that will be used to track our healthiest nation progress. These indicators are:



Build a nation of safe, healthy communities

Health must be a priority in designing our communities, from healthy housing to accessible parks and playgrounds. Walking and biking must coexist with cars and public transportation. We need to invest in preventing violence and crime so everyone can safely live, work, learn and play. Support local businesses that value health, such as retailers that don't sell tobacco.



Help all young people graduate from high school

Education is the leading indicator of good health, giving people access to better jobs, incomes and neighborhoods. Call for policies that support early school success and lead to higher on-time high school graduation rates. Be a champion for school-based health centers in your local schools. Become a mentor — you can make a difference!



The relationship between increased economic mobility and better health

The science is clear: Poverty and poor health go hand-in-hand. It's time to fix our country's growing income inequality and the unhealthy stresses it puts on adults and children. Support policies that ensure a living wage and remove barriers that make it harder to advance to higher incomes.



Achieving social justice and health equity

Everyone has the right to good health. We must remove barriers so everyone has the same opportunity to improve their lives and their health. Speak out against racism and an unequal criminal justice system. Demand a fair allocation of community resources. Fight against the trend of growing voter restrictions. Everyone needs a voice in improving our communities.



Healthiest Nation: Get The Facts



Give everyone a choice of safe, healthy food

Our food system should provide affordable food with nutritious ingredients, free from harmful contaminants. For many families, eating healthy is a daily challenge. Call for policies that help eliminate food deserts and bring healthy food to all neighborhoods and schools. Support measures like menu labeling that help people make healthier choices. Start a community garden. Volunteer for a local food bank!



Preparing for the health effects of climate change

Our health is connected to our environments. What happens upstream in our environments affects our health downstream. Support policies that protect the air we breathe, both indoors and outdoors, and the clean water we drink. Policies that protect our health from natural and manmade weather events and disasters are just as important. Support efforts that help communities prepare for and adapt to the health impacts of climate change.



Making the healthy choice the easy choice

Avoid using tobacco, alcohol and other drugs. Eat healthy foods and exercise. We need to make these and other healthy choices for ourselves. But it doesn't stop there – we need to work together to create communities that make the healthy choice the easy choice for everyone.



Provide quality health care for everyone

Health reform was just a start. To fulfill its potential, we must continue to pursue options for expanded access to quality care at the federal, state and local levels. But we also need to shift the main focus of our health system from one that treats illness to one that equally emphasizes prevention.



Strengthen public health infrastructure and capacity

Strong and consistent funding levels are necessary for the public health system to respond to both everyday health threats and unexpected health emergencies. Support more funding for key public health agencies like CDC and HRSA. These agencies strengthen the public health workforce and are a major source of funding for state and local health departments and programs.



2018 NPHW Daily Themes: Get The Facts

It will take all of us working together to advance public health. That's why this year's theme for NPHW is:

"Healthiest Nation 2030: Changing Our Future Together."

Each day of NPHW will focus on a daily theme that speaks to the unique and pressing issues facing our nation. In this section, you will find current facts and statistics that correspond to each day's theme. We hope you'll use these fact sheets to spark new conversations in your organization or community.

MONDAY



Advocate for and promote well-being

Focus on and advocate for improved access to mental and behavioral health services. Use education and training to destigmatize mental health diagnoses and encourage people experiencing mental illness to seek treatment. Coverage for mental health services must be on par with physical health services in all health insurance coverage.

TUESDAY



Learn about ways to prevent disease transmission

Wash your hands. Know your HIV status. Call on employers to support and provide sick leave so sick workers can care for themselves and avoid spreading disease to others. Support comprehensive sexual health education in schools, which can reduce rates of sexually transmitted disease (as well as teen pregnancy). Keep yourself and your families immunized against vaccine-preventable diseases — and get your flu shot!

WEDNESDAY



Help to protect and maintain a healthy planet

Reduce our collective carbon emissions footprint. Transition to renewable energies. Protect our natural resources and use evidence-based policy to protect our air, water and food. Support environmental health efforts that monitor our communities for risks and develop health-promoting interventions. Call for transportation planning that promotes walking, biking and public transit — it not only reduces climate-related emissions, but helps us all stay physically active.

THURSDAY



Learn about the effects of injury and violence on health

Support commonsense gun safety laws and research into the roots and causes of gun violence. Increase funding to programs that reduce and prevent community violence. Advocate for occupational health and safety standards that keep workers safe on the job. Support policies that save those struggling with addiction from a fatal drug overdose. Many injuries are preventable with the appropriate education, policy and safety measures in place.

FRIDAY



Advocate for everyone's right to a healthy life

Everyone deserves an opportunity to live a life free from preventable disease and disability. The places where we live, learn, work, worship and play should promote our health, not threaten it. That's why creating the healthiest nation requires a dogged focus on achieving health equity for all.



APHA's 1 Billion Steps Challenge

APHA makes it easy and fun for you to promote walking in your organization, your community or even among a small group of friends. We've partnered with [Stridekick](#) to give you free access to their fitness tracking platform. Organize a walking challenge within your neighborhood, workplace or congregation, or use our sample marketing materials to invite your whole community to join! No matter how big or small, we make it easy for you to get people moving.

We will also be providing a Billion Steps Toolkit. The toolkit is a how-to guide on:

- Participating in the challenge
- Starting and leading a challenge team
- Hosting a Billion Steps Challenge event

Visit the [Steps Challenge webpage](#) to learn more, sign up and get moving!

Support NPHW

- Become an NPHW partner – show that you or your organization supports public health.

What does it mean to be an NPHW partner? *Becoming a partner shows that you or your organization supports and celebrates the work of APHA and NPHW to raise awareness about the many ways public health benefits everyone. When you sign up as an NPHW partner, you are also joining [Generation Public Health](#), a national movement of people, communities and organizations working to ensure everyone has the opportunity to be healthy. Our vision is to create the healthiest nation in one generation.*

- [Sign-up to participate](#) in the NPHW Twitter chat on April 4.
- Sign the [Generation Public Health pledge](#).
- Host an NPHW event.

Bring NPHW to life in your community by organizing special events April 2-8, 2018, that raise awareness of the value of public health and prevention and their roles in creating a healthier nation. Publicize your NPHW event on our national NPHW calendar by completing an [event form](#) and [checking out what else is going on in your community and throughout the nation](#). Be sure to check the "Events" page at www.nphw.org for more information on APHA activities you can take part in!

[View this year's NPHW events](#)



Participate in NPHW

Planning to host an NPHW event in your community? Find all the tips and information you need right here! We have suggestions for events of all sizes. Pick the style that feels right for you.

Host an Informal Event

How?

Your NPHW 2018 event can be as simple as hosting a healthy dinner with your family and friends or a healthy happy hour with coworkers. The important thing is that you're coming together to think about ways to improve the health of your family, your workplace, your school and your community, and joining a larger movement to create the Healthiest Nation in One Generation!

- **Talk to your family over a healthy breakfast** about what each of you can do to lead healthier lives in 2018 and beyond.
- **Invite your neighbors over for a healthy dinner** and tell them about your work in the public health community.
- **Ask your colleagues to join you for a healthy happy hour** and brainstorm healthier best practices for your workplace, such as taking more walking meetings, using the stairs instead of elevators, drinking more water throughout the day, and standing up to stretch and walk around between sessions on your computer.

Host a Table at a Farmers Market

How?

Your local farmers market is a great setting to talk to people about public health. Your community should have information available online for how to set up a table at a local market. Be sure to look now, well ahead of time, and find out whether there are any fees or other constraints you'll need to be prepared for — for example, farmers markets typically have both “free” and “fee” areas, but it's different in every community. You should also be able to access guidelines for what equipment to bring or avoid, how and when to set up, and other details.

- **Hand out materials** about public health services in your community.
- **Ask people to sign the [Healthiest Nation pledge](#).**

Making the most of it:

- **Create an eye-catching table:** Feature posters and banners that show off NPHW 2018 visuals and your organization's logo.
- **Draw people in with freebies.** Think about offering healthy snacks, water or health-related items such as stress balls or toothbrushes to encourage people to stop by your table and chat.



Host an Event with your Member of Congress

A great way to draw attention to NPHW 2018 in your community is hosting an event with your member of Congress in their congressional district or state. Contact your member of Congress' office to coordinate an event or appearance. Be specific about where, when and how the event will be organized. Make the case for why attending a NPHW event is the perfect opportunity to engage with constituents on an issue that everyone cares about — our health.

How?

- **Ask a member of Congress to sign the [Healthiest Nation pledge](#)** — along with other public health, health care and community partners — in support of building the Healthiest Nation in One Generation.
- **Hold your event at a location that makes a “healthy” impression**, such as a new farmers market or park, or a corner store that recently began selling fresh produce.
- **Hold a local town hall meeting** to educate community members about the everyday role of public health in our lives. Invite other community leaders to discuss the state of your community's health, how public health makes it better and the health risks that come with dwindling public health resources. Contact your legislator's press secretary or scheduler and arrange for his or her participation. If the representative can't make it in person, ask if he or she can send prepared remarks via video.

Making the most of it:

- **Highlight local success stories** using specific data and outcomes. For example, share positive outcomes unfolding thanks to federal programs such as the Prevention and Public Health Fund.
- **Feature real people from your community** to put a human face on the value of public health for your member of Congress and leave a memorable impression. For example, share a story about a little girl who experiences fewer asthma complications and missed school days because a public health outreach program helped her family rid their home of asthma triggers.
- **Invite subject experts, such as public health officials, community advocates or academic researchers, to share insights** and perspectives on how public health initiatives have made all of our lives healthier, safer and better.
- **Garner media attention** by working with your member of Congress' press secretary or relevant staff to send a media advisory, draft a news release, create talking points and formulate an outreach strategy around the event using social media.



Host an Announcement or Awards Ceremony

What?

Host an awards presentation to honor those who are improving public health in your community! Our communities are full of public health heroes — from teachers and doctors to local policymakers and parents — who are making it easier for people to get healthy and stay healthy every day. A great way to draw attention to NPHW 2018 and your own agency or organization is to present an award to a public health hero in your community.

How?

- **Consider one or more individuals or organizations you believe deserve recognition in your community for their service on behalf of public health** and how your organization can make note of that through an award.
- **Create a meaningful award** such as a certificate or trophy.
- **Organize an event to award recipients:** a short news conference, a dinner, a luncheon, etc.
- **Coordinate with recipients ahead of time** to ensure their enthusiastic participation and attendance.
- **Roll out the announcement of the award(s)** through your online properties and other communications.

Making the most of it:

- **Invite partners** to join you in selecting and awarding recipients in order to maximize event attendance and increase interest in the awards process.
- **Prepare recipients with social media materials** so they can announce the award to their own networks.
- **Consider conducting media outreach** around the event and help willing recipients prepare for talking with local reporters.



Host an Online Event

What?

An online event is a real-time public conversation that can take place on a social media channel and is focused on a specific topic. It provides your audience an opportunity to share information, opinions, statistics and best practices while promoting your overall message.

If you have a strong following on one or more social media platforms, an online event — like a Google Hangout or a Twitter Chat — during NPHW 2018 could be a great opportunity for engaging current supporters and attracting new ones.

We also encourage you to participate in APHA's national NPHW Twitter Chat!

How?

- **Participate in the NPHW Twitter Chat with @NPHW**, on Wednesday, April 4, at 2 p.m. ET. [RSVP online!](#)
- **Promote a call to action** across your social media profiles asking supporters to help you spread the word about creating the Healthiest Nation and supporting the [Healthiest Nation pledge](#).
- **Initiate a conversation on Reddit** about one element of public health and what it means in your community or nationally. Check out this year's [Facts for the Week](#) for ideas!

Making the most of it:

- **Promote your event on Facebook with a low-cost Boosted Post** of \$25-\$50, being sure to target the people you're most interested in encouraging to participate, such as students, public health professionals, parents, etc.
- **Use an existing hashtag** that's already being used by other people who care about public health — such as #healthiestnation or #NPHW. This way, you'll tap into a conversation that's already going on, and people will be much more likely to see your promotion.
- **Tag staff, board members, volunteers and other people related to your organization in posts about your event** and ask them to spread the word with their own friends and fans.
- **Tag partners, decision-makers, local experts and local media in posts about your event** so they can participate, listen in or report on your event.
- **Engage in a two-way conversation during the event**, being sure to engage with what participants ask or do related to your event. For instance, like their Facebook posts, like and retweet their tweets, and respond to comments and questions.
- **Post-event, make the most of the content and energy you've gathered by:** pulling out quotes from the event and using them in future social media posts; doing a write-up of the event and sharing it online; and following up on any questions or comments you didn't have time to address during the event.



Event Planning Timeline

Six to eight weeks before your event:

- Secure your event location.
- Determine technology needs for your event (cameras, microphones, etc.) — even if you're doing an online event.
- Reach out to health experts or local policymakers to participate in the event.
- Reach out to potential sponsors for donations.

Four weeks before your event:

- Post your event to the official NPHW calendar at www.nphw.org.
- Begin promoting your events. Use communication tools already at your fingertips, such as publications, email lists, bulletin boards, social media accounts and announcements. Highlight NPHW during staff meetings and presentations.
- Begin promoting your event on Facebook, Twitter and other online venues.
- Decide what media, if any, you would like to invite to your event and begin reaching out.
- Reach out to backup speakers and secure an alternate event venue.
- Follow up to confirm the attendance of your speakers, public health partners and local stakeholders.
- Send event invitations to the general public.
- Continue promoting events using social media and other tools.

Two weeks before:

- Finalize event logistics.
- Continue promoting the event using social media and other tools.

One week before:

- Send out a media advisory.
- Follow up with local media.
- Ready speakers for media inquiries.
- Purchase or collect donated food or beverages.
- Appoint a photographer for the event (could be an in-house staffer!).
- Appoint someone to live tweet during the event.
- Confirm VIP attendees.
- Provide social media posts/tweets to VIP attendees and speakers and ask them to post to their own networks to help promote the event.
- Continue promoting events using social media and other tools.



Week of:

- Distribute news release.
- Confirm all speakers and distribute run-of-show schedules.
- Test technology and equipment for event.
- Hold your event, and good luck!

Week after:

- Send a thank-you note to all participants.
- Follow up with any media or policymakers who attended the event.
- Follow up on any questions or suggestions people made during the event — particularly for online events if you didn't have time to take all questions.
- Use pictures, quotes and other content from the event in future social media or other communications efforts.



Organize on campus

Thursday, April 5, is this year's NPHW Student Day! What can your local campus do to help raise awareness about the value of public health and our work to create a healthier nation?

You can plan a rally, partner with another campus organization to host a seminar on prevention and active living, organize a research symposium for students to present scholarly and creative work, or invite local public health officials to campus to promote their campaigns and services.

THERE ARE COUNTLESS WAYS TO GET INVOLVED AND TAKE ACTION. By participating in NPHW and celebrating Student Day, you're helping your generation serve as a model of public health! Check out our event suggestions for specific tips and ideas for activities you can organize with students on your campus. Also visit [APHA's Student Assembly page](#) to learn more about ways to get involved throughout the year.

*APHA's **Student Assembly** is the nation's largest student-led organization dedicated to furthering the development of education and opportunities for students, the next generation of professionals in public health and health-related disciplines. The Student Assembly represents and serves students of public health and other health-related disciplines by connecting individuals who are interested in working together on public health and student-related issues. The Student Assembly is available to all current APHA student members.*



Help promote National Public Health Week

NPHW is a great opportunity to raise awareness about your organization and public health with local media and with your audiences on social media.

Tips for Promoting Your Event to Media

The same best practices apply whether you're pitching print, TV, radio or online media:

- **Send a pitch email with a news release or media advisory at least a week before your event.** Many journalists are on tight deadlines and may have to file a story about your event the same day it takes place — giving plenty of advance notice gives reporters time to gather information and arrange interviews before the event and helps them meet their quick deadlines.
- **After you send your pitch, follow up with a phone call.** For print journalists, call during the middle of the day, between 10 a.m. and 3 p.m., to avoid calling when they're on deadline. For radio, call between 7:30 a.m. and 8:30 a.m. or after 10 a.m. to reach reporters before and after their morning drive-time shows. Offer to answer questions, provide more information and connect reporters with potential interview sources.
- **If you get an editor or reporter on the phone, explain your event's purpose, what makes it newsworthy and why it's relevant to their audience.** Why should their publication or program care about NPHW? What sets your event or program apart from the rest of what is going on in your community? How does your event offer solutions to pressing health problems in your community? How is your event relevant to the day's top political news?
- **Follow up to remind media about your event a few days before.**
- **For TV and radio, be sure to follow up again the morning of your event, before 8:30 a.m.!**

If a story about your NPHW event is published or broadcast, please let us know. Send an email or link to mediarelations@apha.org. If possible, send news clippings to us at Communications, American Public Health Association, 800 I Street NW, Washington, DC 20001.



Tips for Promoting Your Event on Social Media

Whether you're planning to participate in or host an event, online or offline, you can enhance engagement with NPHW by using social media platforms such as Facebook, Instagram and Twitter. To help bring attention to your NPHW activities and the importance of public health, you can:

- Follow @NPHW across all your organizational and staff accounts.
- Actively favorite and retweet tweets posted by @NPHW.
- Use the official NPHW 2018 hashtag, #NPHW or #ChangeOurFutureTogether, in your tweets so that when someone searches for NPHW, your tweets and posts are there!
- Like and engage with people who post about your NPHW event or your organization.
- Spend time in the lead-up to NPHW 2018 — as well as each day of NPHW — engaging with other people and groups using #NPHW.
- Tweet multiple times leading up to NPHW 2018 to build anticipation and tweet two to four times daily during NPHW (or more!).
- Post to Facebook 1-3 times per day during NPHW — Facebook's algorithm favors pages and profiles that are more active.
- Be sure to keep an eye on social media! Engage in a two-way conversation on ALL platforms by liking, commenting, sharing, retweeting and addressing comments or questions that people make on Twitter and Facebook.
- Use the Facebook Event Page to organize your event, invite people and post reminders and updates.
- Boost posts promoting your event for \$25-\$50 on Facebook, which can help target audiences you want to participate.
- Share photos with your supporters and other public health groups on Facebook, Flickr or Instagram.
- Share your Flickr album with news reporters so they can browse through available NPHW photos they may want to publish alongside their coverage.
- Use Instagram to capture compelling moments during NPHW and be sure to engage with other people using the #NPHW tag on Instagram by liking and commenting on their posts.

Promote NPHW 2018 [Facts for the Week](#) across social media platforms, using these sample posts/tweets:

- This NPHW 2018, we're focusing on public health topics that need our attention. Join us today! www.nphw.org
- Monday's #NPHW theme is Behavioral Health: All people deserve affordable access to behavioral health care.
- Tuesday's #NPHW theme is Communicable Disease: Investing in disease prevention saves lives and money.
- Wednesday's #NPHW theme is Environmental Health: There is no Planet B. We must preserve and protect our planet's natural resources.
- Thursday's #NPHW theme is Injury/Violence Prevention: Communities of color disproportionately bear the burden of injury and violence.
- Friday's #NPHW theme is Ensuring the Right to Health: Everyone has the right to live a healthy life free of preventable disease.



- We can become the Healthiest Nation by 2030, but we can't do it alone! Find out how YOU can help during #NPHW 2018.
- Pledge today to help make America the Healthiest Nation in One Generation #NPHW 2018. www.apha.org/2030
- All policy impacts health. Make sure your local leaders consider health in all decisions. Learn more during #NPHW 2018.
- A key lever to achieve Healthiest Nation 2030? Education. This #NPHW, call for policies that help kids learn, thrive and graduate on time.
- Poverty is hazardous to health. This #NPHW support policies that ensure living wages and support families facing financial hardship.
- Becoming the healthiest nation means recognizing impacts of racism. Speak up for social justice and health equity this #NPHW and every week!
- It's hard to eat healthy if you can't find affordable produce. Learn how to help change that in your community at www.nphw.org.
- Now is the time to prepare for the health impacts of climate change. Ensure a healthy environment for everyone this #NPHW #ClimateChangesHealth.
- This #NPHW tell policymakers you want a health system that values prevention on par with treatment. Prevention works!
- Public health makes our lives healthier, safer and better every single day. This #NPHW, demand adequate funding for public health.



Creating a Communication Plan

One of the easiest ways to organize and promote your social media messaging during NPHW is by using a communications plan. By organizing the messages and methods of promotion, you can create a plan and execute it using automation tools.

Identify your channels

Decide which social media platforms you would like to use to communicate with your audience. It is helpful if you already use these platforms throughout the year. Each platform will require a different format of messaging, so choose wisely. Cultivating timely, exciting content can be time consuming.

Choose your messages

Select the overarching theme that you want to focus on during NPHW. Ideally, the topic you select is relevant to your existing audience and is pertinent to your organization's mission and vision before, during and after NPHW.

Organize your content

Choose a method for keeping all of the content for your social media channels in a single place. An Excel spreadsheet can provide the flexibility to keep dates, status and the messages that are going out on multiple social media accounts in a single place. Organize your messaging by date. It can be helpful to color code the messages by the social media platform. An example:

Date	Method	Content	Target audience	Author	Status
10-Feb	Affiliate E-news	News	Affiliates		
		Tweets:			
13-Feb	SM - Twitter		Twitter followers		
		Posts:			
13-Feb	SM - Facebook		Facebook friends		
18-Feb	1 Billion Steps email		participants and non-participants		

Each social media channel or other method of communication is color-coded, with the person responsible for drafting and sending that content reflected on the spreadsheet. The spreadsheet is then organized in date order. It allows you to see the previous content and manage time in between posts.

Schedule It and Forget It

Once you have developed the content schedule, use a website like Hootsuite once a week to schedule your content to send automatically. Hootsuite allows you to manage the content and engagement for multiple social media accounts. It also allows you to track your interactions and level of engagement with your audience.



Cultivating Content

Twitter

Twitter limits any individual message to 140 characters. You'll have to keep it brief and catchy. Twitter moves at a faster pace than other social media platforms, so keeping your audience engaged will require a higher volume of messaging. Ideally, you'll want to tweet one to two times per day. Twitter allows for polls and can increase engagement around a specific topic. Open-ended questions also allow your audience to engage with your account.

When creating your messaging:

- Amplify the overall message of NPHW, — that we're all part of a larger movement to improve the nation's health.
- Stick to what you know. Focus on topics in your organization's area of expertise.
- Provide short, relatable content. Use links to provide additional information.
- Share the content of other organizations that are also doing similar work.
- Attach photos! Tweets that contain graphics have higher engagement rates.
- Check your analytics. Twitter provides every account with statistics to track your traffic.
- Need inspiration? Check out APHA's Twitter — www.twitter.com/publichealth. APHA's Twitter has nearly 500,000 followers and has been tapped as [one of the best health and science feeds in the country](#).

Facebook

Facebook lends itself to longer messages that provide personal stories or special interest pieces. The average Facebook user will watch a video on a topic, take action on a pledge or repost a story that their network would find interesting.

When creating messaging:

- Draft each post with a specific purpose/information for your audience.
- Share interesting news related to your organization's work.
- Post at least once per day.
- Feature interesting content that your organization is tagged in by your audience, like photos of events.
- Don't be afraid to make an 'ask' to your audience. Donations, volunteering or signing a pledge can get a lot of reach through sharing to the extended network.

Other content

If your organization has a lot of events and receives photos from volunteers and staff, consider sharing these via Instagram. If your organization has a lot of resources and ideas, consider sharing via Pinterest. The best way to share content is to choose platforms that fit the type of content that your organization naturally creates. For more social media inspiration, visit www.apha.org/news-and-media/social-media.



About NPHW

During the first full week of April each year, APHA brings together communities across the U.S. to observe National Public Health Week as a time to recognize the contributions of public health and highlight issues important to improving our nation's health. For over 20 years, APHA has served as the organizer of NPHW. Every year, the Association develops a national campaign to educate the public, policymakers and practitioners about issues related to each year's theme. APHA creates new NPHW materials each year that can be used during and after NPHW to raise awareness about public health and prevention.

In the seven years since the Affordable Care Act became the law of the land, the U.S. uninsured rate has dropped to record lows. Today, millions more Americans have access to timely and affordable medical care, and that's a monumental step forward in creating the healthiest nation in one generation. But expanding access to health insurance is just one piece of the healthiest nation puzzle. To ensure everyone has a chance at a long and healthy life, we must also tackle the underlying causes of poor health and disease risk. Those causes are rooted in how and where we live, learn, work and play. It's the child who goes to school hungry and can't take full advantage of the education that leads to a healthier, more productive adulthood. It's the low-wage worker who must choose between losing much-needed income and staying home with a sick child. It's the family that struggles to find nutritious, affordable food anywhere in their community. It's the student who can't walk to school because there are no sidewalks. These are the types of conditions that shape the health and well-being of our people and communities.

Thankfully, we can do something. If we partner across public and private sectors to ensure decisions are made with people's health in mind, we can build healthier communities and eventually, the healthiest nation. But we need your help to get there.

Join us in observing National Public Health Week 2018 and become part of a growing movement to create the healthiest nation in one generation. We'll celebrate the power of prevention, advocate for healthy and fair policies, share strategies for successful partnerships, and champion the role of a strong public health system.

Future National Public Health Week dates:

- April 1-7, 2019
- April 6-12, 2020
- April 5-11, 2021
- April 4-10, 2022

The American Public Health Association champions the health of all people and all communities. We strengthen the public health profession. We speak out for public health issues and policies backed by science. We are the only organization that influences federal policy, has a 140-plus year perspective and brings together members from all fields of public health. APHA publishes the *American Journal of Public Health* and *The Nation's Health* newspaper. At our Annual Meeting and Expo, thousands of people share the latest public health research. We lead public awareness campaigns such as Get Ready and National Public Health Week. Together, we are creating the healthiest nation in one generation.

