



Every Kid Healthy Week (April 23-27, 2018)

QUICK-GUIDE

A publication of the Center for Leadership Education in Maternal and Child Public Health



This is one of 50+ "Quick-Guides" created to help you take advantage of national health observances. It can help you guide your maternal and child health promotion efforts, especially when using social media. Most messages, materials, and facts can be adapted to fit many audiences.

For other Quick-Guides, visit: z.umn.edu/qguides

Social Media

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to see what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media networks. Include it in any posts you create.

Please share this Quick-Guide and tag @UMN_MCH!

Hashtag

#EveryKidHealthy

Twitter

@Act4HlthyKids

Facebook

- Action for Healthy Kids

Instagram

@Act4HealthyKids

YouTube

Action for Healthy Kids

Print, Post, or Share

If available, use logos or other graphics to enhance your posts, emails, or websites. Visuals help catch people's attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

Action for Healthy Kids

Family Tip Sheets

Tools for Schools

Healthy Kids Week Toolkit

Healthy School Tip Sheets

Sample Tweets/Posts

Kids spend more than 1,200 hours a year in school, so their school environment needs to reflect #healthyhabits. Visit @Act4HlthyKids to learn how you can help "healthify" your child's school spaces

#EveryKidHealthy Week is April 23-27, 2018! Learn how to better incorporate #healthy #snacks before and after school, at school celebrations, or in the classroom.

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