



National Folic Acid Awareness Week (First Full Week in January) 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
#Prevent2Protect
#1in33
#FolicAcidAwarenessWeek

YouTube
CDCStreamingHealth

Twitter
@NBDPN
@CDC_NCBDDD

Instagram
@cdcgov
@spinabifidaassn

Facebook
-National Birth Defects Prevention Network (NBDPN)
-Spina Bifida Association
-Centers for Disease Control and Prevention (CDC)

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.

National Birth Defects Prevention Network
Social Media Toolkit
FAAW Infographic
Sample FAAW Article

Centers for Disease Control and Prevention (CDC)
Facts About Folic Acid
Folic Acid Recommendations
Folic Acid Materials

Sample Tweets/Posts
Make health a habit! Daily #FolicAcid before pregnancy can help prevent spina bifida, a common birth defect #Prevent2Protect #1in33 #FolicAcidAwarenessWeek

~1,300 babies are born each year without a neural tube defect since #FolicAcid fortification began #Prevent2Protect #1in33

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