



Hepatitis Awareness Month 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

- #HepAware
- #NoHep
- #VitalHepatitis

YouTube

- National Viral Hepatitis Roundtable (HVHR)
- World Hepatitis Alliance

Twitter

- @cdchep
- @Hep_Alliance
- @HepBFoundation

Facebook

- Hepatitis B Foundation
- HepatitisC.net
- National Viral Hepatitis Roundtable (NVHR)

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.

Centers for Disease Control and Prevention

- Digital Tools
- Fact Sheets & Posters
- ABCs of Viral Hepatitis

National Institute on Drug Abuse

- What is Hepatitis?
- Types of Viral Hepatitis
- Drug Use and Viral Infections

Sample Tweets/Posts

Chronic #hepatitis is a leading cause of liver cancer & transplants in the U.S. Millions of people live with chronic hepatitis, & most do not know. Help spread the word & encourage loved ones to get tested!

People can live for decades without symptoms, but over time, chronic hepatitis can cause serious health problems. Talk to your doctor about getting tested. Being #HepAware could save your life.

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