



Sickle Cell 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

- #SickleCellDisease
- #SCD
- #ConquerSCD

Facebook

- Sickle Cell Disease Association of America

Twitter

- @ConquerSCD
- @SCDAAorg

Instagram

@sicklecellmn

YouTube

Sickle Cell Disease Association of America

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.

Sickle Cell Disease Association of America

- Advocacy Toolkit
- Education Materials
- About Sickle Cell Disease
- Links & Resources

Sample Tweets/Posts

It is possible to have a healthy pregnancy even when an expecting mother has #SCD. Early and consistent prenatal care is key! Talk with your health care provider today!

September is #SickleCellDisease Awareness Month! Visit @SCDAAorg to learn more about how to #ConquerSCD!

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