



# National Birth Defects Prevention 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](http://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

**Instagram**  
@NBDPN  
@MarchofDimes

**Twitter**  
@CDC\_NCBDDD  
@MarchofDimes  
@NBDPN

**Facebook**  
- National Birth Defects Prevention Network

**YouTube**  
National Center on Birth Defects and Developmental Disabilities

## 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 Center of Birth Defects and Developmental Disabilities**  
Infographics  
Data & Statistics  
Fact Sheets  
Prevention Tips

**Sample Tweets/Posts**  
Birth defects affect #1in33 babies each year! Share how you #Prevent2Protect this month and visit @CDC\_NCBDDD for more information!

Thanks to medical advances, people with #birthdefects are living longer, but they still need help! Recognize them this January!

The Center is supported by the Health Resources and Services Administration (HRSA) of the US Department of Health and Human Services (HHS) under grant number T76MC00005 for Leadership Education in MCH in the amount of \$1,725,000. This information or content and conclusions of our outreach products are those of the authors and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the US Government.