



# Newborn Screening Awareness Month

**#2019NBS**

*Social Media Toolkit*



# Table of Contents

- [Introduction](#)
- [Follow Us on Social Media](#)
- [Share Our Sample Posts](#)
- [Use Our Educational Materials](#)
- [Twitter Chat – Save the Date!](#)
- [Raise Awareness on Facebook](#)
- [Share Your Story](#)
- [Contact Us](#)

# September is Newborn Screening Awareness Month

Throughout the month of September, Baby's First Test will continue our annual tradition of sharing newborn screening facts, videos, and stories through our social media platforms as well as highlighting education and awareness efforts from communities and organizations across the nation.

When you share a post, picture, or story, use **#2019NBS** to be part of our larger awareness campaign and to join the dialogue! We are excited to continue to support your efforts and expand the reach of newborn screening awareness.



# Follow Us



[Facebook.com/BabysFirstTest](https://www.facebook.com/BabysFirstTest)



[@BabysFirstTest](https://twitter.com/BabysFirstTest)



[@BabysFirstTest](https://www.instagram.com/BabysFirstTest)



[YouTube.com/BabysFirstTest](https://www.youtube.com/BabysFirstTest)



# Post and Share

*Copy the text, personalize it, or add your own photo*

- September is Newborn Screening Awareness Month! To learn more about #newbornscreening and what to expect, visit [BabysFirstTest.org](http://BabysFirstTest.org). #2019NBS
- Looking for educational resources on #newbornscreening? Check out @BabysFirstTest's resource center here: <http://bit.ly/3067Z2m> #2019NBS
- Did you know there are three parts to #newbornscreening? 1) the blood test (or heel stick); 2) the hearing screen; and 3) pulse oximetry. Learn more about what to expect by visiting: <http://bit.ly/3089vB2> #2019NBS
- Why think about #newbornscreening during pregnancy? Learn more here: <http://bit.ly/2HcMUMh> #2019NBS
- Not every state screens for the same #newbornscreening conditions. Find out what your state screens for: <http://bit.ly/2P065PQ> #2019NBS
- #Newbornscreening began in the 1960s w/ a screen for #PKU, but today, NBS screens babies for many conditions (~29+). The term "PKU test" is no longer accurate and is confusing for parents. Check out this one-pager to learn more: <http://bit.ly/2Nmdbvt> #2019NBS



# Post and Share

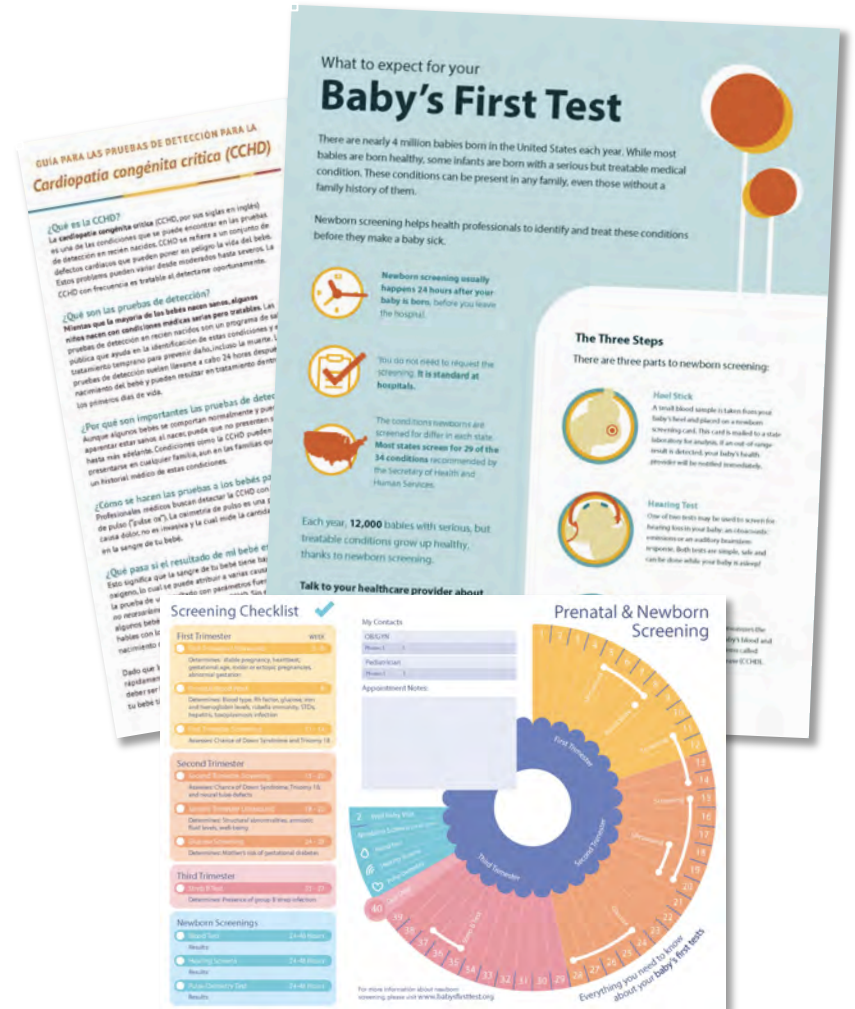
## *Copy the text, personalize it, or add your own photo*

- Each year, about 12,500 babies are born with one of the conditions included in state #newbornscreening panels: <http://bit.ly/2TEKgE1> #2019NBS
- More than 1 in 300 newborns have a treatable condition through #newbornscreening: <http://bit.ly/2OZsQTQ> #2019NBS
- #Newbornscreening is a state public health service that screens babies for serious but treatable medical conditions. Learn more here: <http://bit.ly/2OZsQTQ> #2019NBS
- Most states screen for 29 out of the 35 recommended #newbornscreening conditions: <http://bit.ly/2OZsQTQ> #2019NBS
- 1-3 of every 1,000 babies are born w/ some degree of #hearingloss. To learn more about hearing loss: <http://bit.ly/2MpbjLR> #2019NBS
- Did you know about 2 in 1,000 babies born in the United States are affected with Critical Congenital Heart Disease? Learn more here: <http://bit.ly/2N8WzY8> #2019NBS #CCHD
- Nearly 4 million babies receive #newbornscreening each year in the United States: <http://bit.ly/2OZsQTQ> #2019NBS

# Use Our Educational Resources

Looking for educational resources to share on newborn screening? We have lots of wonderful English and Spanish resources from our team and organizations across the country in our newborn screening resource center, including:

- Videos
- Webinars
- Fact Sheets
- Educational Tools
- Posters



Visit <https://www.babysfirsttest.org/newborn-screening/resources>

*Save the Date*

**Newborn Screening  
Twitter Chat**

**#2019NBS**

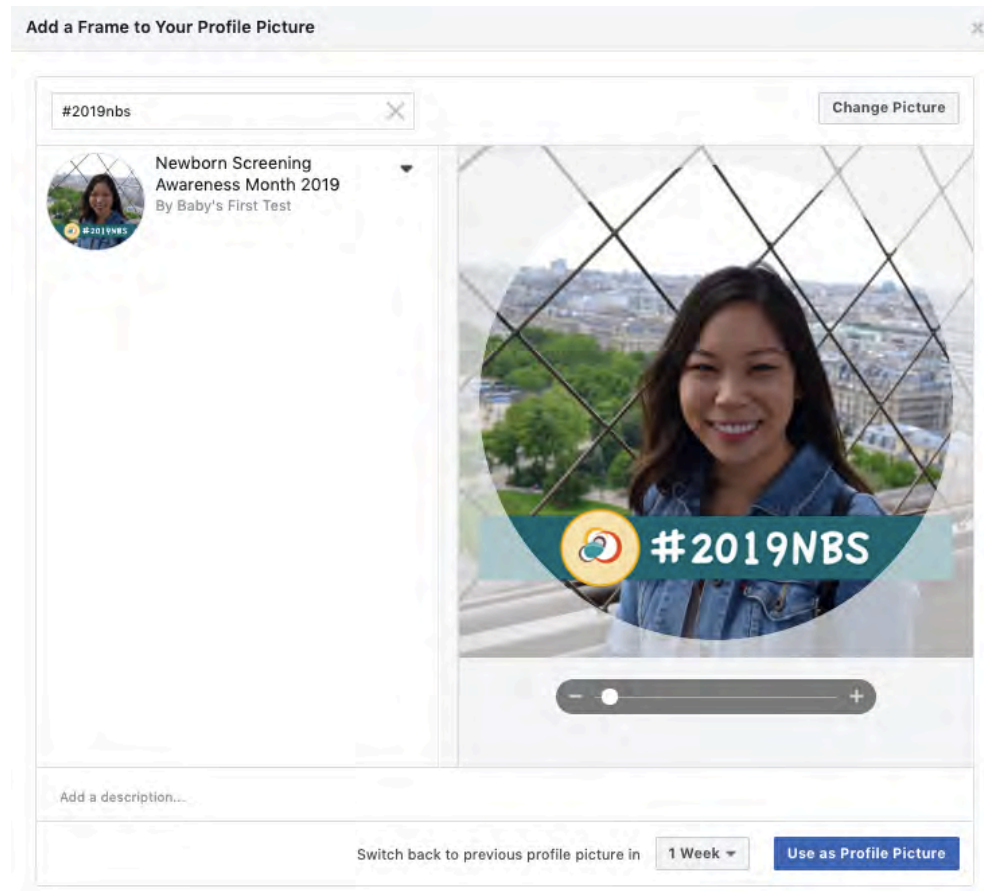
**September 17, 2019  
2 PM EST**





# Raise Awareness on Facebook

- Post, share, and comment using the hashtag #2019NBS
- Add the #2019NBS Frame to your profile picture
  1. Update your profile picture
  2. Click add frame
  3. Search for #2019NBS
  4. Reposition your profile picture accordingly
  5. Determine how long the frame will be displayed



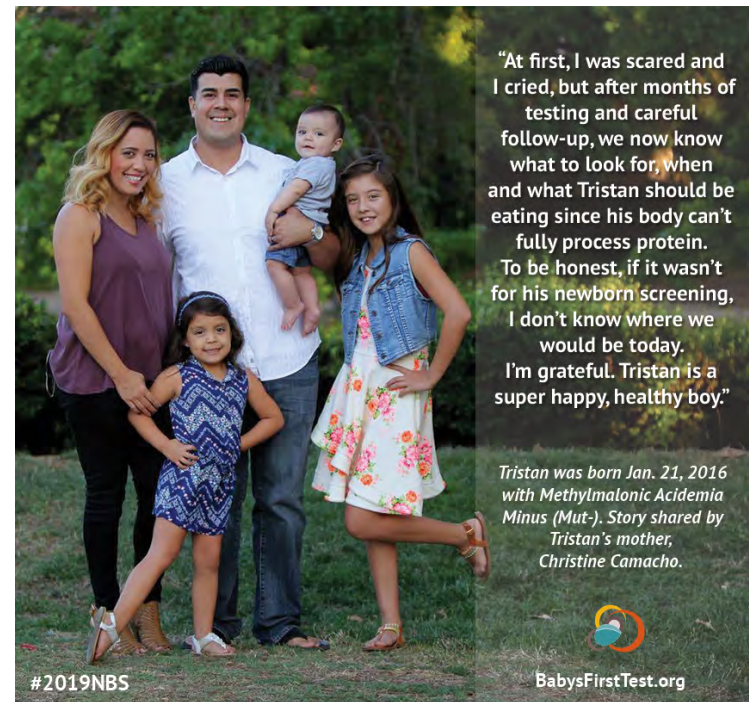
# Share Your Story

Newborn Screening Awareness Month is a great time to tell your story and raise awareness about newborn screening. Throughout the month, Baby's First Test will be sharing stories and photos from families and individuals about their personal experiences with newborn screening. These stories will be collected through our Family Experiences page.

You can submit your story [here](#).

## Other Ways to Share Your Story

- Use Facebook Live or Instagram Live to share your experience
- Include a picture with your story and add the hashtag #2019NBS to your Instagram, Facebook, or Twitter posts



# Share Your Story – Tips & Tricks

- **Include the basics.** Who, what, when, and why.
- **Be authentic.** Everyone's experience may be different; tell your truth.
- **Use images or video.** Photography is one of the simplest and most powerful ways to tell a story.
- **Choose one story to tell.** What's the goal for telling this particular story? Remember to tell a story that speaks directly to your goal, and remove any unnecessary details.
- **Keep it short and sweet.** Aim for 250 words or less.
- **Include a call-to-action.** What's the goal for telling your story? To raise awareness? To advocate? Make sure to end your story with a call-to-action.

**Research shows that we remember details of things much more effectively when they are embedded in a story.**



# Share Your Story

*Copy the text, personalize it, or add your own photo*

- I am part of the #newbornscreening community because I (*insert reason, activity or profession*)! I'm proud to help babies have healthy lives. #2019NBS
- September is #NewbornScreening Awareness Month! Newborn screening is important because it gave my child a healthy start! #2019NBS
- September is #NewbornScreening Awareness Month! Newborn screening is important to me because (*insert reason, activity or profession*)! #2019NBS
- My child is 1 of 12,500 newborns each year who is given a 2nd chance because of #newbornscreening! #2019NBS
- Do you have a #newbornscreening story you would like to share? Submit your story here: <http://bit.ly/2MnE6Yk> #2019NBS
- Learn from other families, in their own words, what their #newbornscreening journey has been like: <http://bit.ly/2MnE6Yk> #2019NBS

A close-up photograph of a woman with dark hair holding a young child. The child is sleeping peacefully with their head resting on the woman's shoulder. The woman is looking down at the child with a gentle expression. The background is softly blurred, suggesting an indoor setting with natural light.

For more information and  
ways to get involved, visit  
[BabysFirstTest.org](http://BabysFirstTest.org)

