

NATIONAL FOLIC ACID AWARENESS WEEK SOCIAL MEDIA TOOLKIT

National Folic Acid Awareness Week is January 6-12, 2019!



A small study in Atlanta found that 2 of 20 corn masa flour products and 0 of 21 soft corn tortilla products contained folic acid. Is this the same in your city or state? Go to the grocery store and try to #FindFolicAcid! Learn more at http://www.ffinetwork.org/about/stay_informed/releases/FindFolicAcid.html

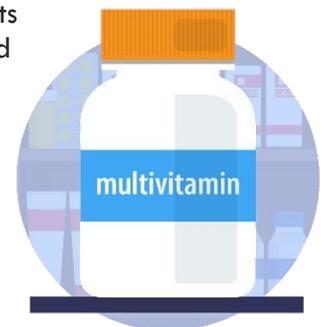
Join the National Birth Defects Prevention Network (NBDPN) this January to promote National Folic Acid Awareness Week using your social media networks. Use this toolkit to raise awareness about folic acid and join the conversation about preventing neural tube defects using #Best4YouBest4Baby.

National Folic Acid Awareness Week kicks off during the second week of Birth Defects Prevention Month. Taking a daily multivitamin with 400 micrograms (mcg) of folic acid is one thing every woman can do to help reduce their risk of having a pregnancy affected by a serious birth defect.

Here are some suggestions for using various social media platforms to promote National Folic Acid Awareness Week, including example posts and more!

New to social media?

If you are new to social media, start [here](#) with a great resource from CDC for learning the basics.



Facebook

- “Like” [National Birth Defects Prevention Network](#)’s page on Facebook. We will be featuring links to folic acid messaging, so be sure to share and comment.
- Tag [National Birth Defects Prevention Network](#) on your own Facebook posts. Use @NBDPN on Twitter.
- Share the National Folic Acid Awareness Week Infographic, CDC social media buttons, or change your profile photo to one of the folic acid infographic images!
- **For organizations or partners**, post this sample message to encourage your patients to spread the word: How are you making sure you get enough #FolicAcid BEFORE pregnancy? Share your tips with us! #Best4YouBest4Baby
- Post some of the sample posts below:
 1. Did you know that serious birth defects, such as spina bifida and anencephaly, can be prevented if women take #FolicAcid daily BEFORE pregnancy? Start taking a daily multivitamin with folic acid for your baby’s protection. For more information visit: <http://www.nbdpn.org/faaw.php> #Best4YouBest4Baby #1in33

2. Anencephaly is a fatal birth defect that develops in the first weeks of pregnancy. Did you know that you can reduce your risk of having an anencephaly-affected pregnancy by taking #FolicAcid daily BEFORE pregnancy? For more information visit: <http://www.nbdpn.org/faaw.php> #Best4YouBest4Baby #1in33
3. Latinas have the highest rate of births affected by a neural tube defect. They are less likely to consume foods fortified with folic acid, less likely to take vitamins with folic acid, and so they have lower blood folate levels. Get 400 mcg of #FolicAcid daily. <http://www.cdc.gov/ncbddd/folicacid/data.html> #Best4YouBest4Baby #1in33

Twitter

- Follow [@NBDPN](#) and [@CDC_NCBDDD](#) on Twitter. Retweet, favorite, and comment.
- Use the #Best4YouBest4Baby, #FolicAcid or #1in33 hashtags when sharing information, resources, photos or your own experiences.
- **For organizations or partners**, post these sample messages to encourage your patients to raise awareness:
 - This week, make a resolution to take your #FolicAcid every day. Tell us how: multivitamin? B-complex? Fortified cereal? #1in33
 - Make a resolution to take a multivitamin with #FolicAcid daily for beautiful hair, skin and nails – and to prevent birth defects. #Best4YouBest4Baby
- Share some of the sample tweets below:
 - #FolicAcid daily before pregnancy can help prevent spina bifida, affecting 1,500 US babies each year. #Best4YouBest4Baby Learn more: <http://go.usa.gov/gH8T>
 - Getting your body ready for pregnancy-preconception health-can help reduce the risk of birth defects. <http://go.usa.gov/g6jx> #1in33 #FolicAcid

Instagram

- Follow [@CDC](#) on Instagram. Post photos of how you are making sure you get folic acid daily.
- Ideas include photos of taking vitamins or eating fortified cereal. Incorporate the hashtag #Best4YouBest4Baby and #FolicAcid
- Have you or someone you care about had a pregnancy affected by spina bifida or anencephaly? Share your own #1in33 story of how birth defects affect you. Tag photos with #1in33.
- For organizations or institutions, encourage your patients to raise awareness by posting: Show us how you are getting your #FolicAcid daily. #Best4YouBest4Baby

Examples of social media posts for National Folic Acid Awareness Week #Best4YouBest4Baby



I'm preparing for another baby, which is why I take a multivitamin with #FolicAcid every day. #1in33



In addition to taking 400mcg of #FolicAcid, I eat a healthy diet. #Best4YouBest4Baby



I eat a bowl of fortified cereal because it's best for me and my baby. #Best4YouBest4Baby #FolicAcid



I'm taking my prenatal vitamin every day because it's best for me and best for baby. What are you doing that's #Best4YouBest4Baby?

- Not all New Year's resolutions need to be hard - take #FolicAcid every day. #Best4YouBest4Baby #1in33
- #FolicAcid taken BEFORE pregnancy prevents many birth defects of the spine and brain. #Best4YouBest4Baby #1in33
- I set an alert on my phone to take my #FolicAcid every day. #Best4YouBest4Baby #1in33
- Your New Year's resolution? Daily #FolicAcid. You deserve it. #Best4YouBest4Baby #1in33
- Happy New Year! Daily vitamins with #FolicAcid make your nails strong, hair shiny and skin glow – and prevent birth defects. #Best4YouBest4Baby #1in33

Other folic acid resources:

- CDC has great resources on their [folic acid](#) page, including latest research.
- Arizona's [Power Me A2Z](#) program has great information about folic acid and other ways to get healthy before considering a pregnancy.
- North Carolina's [EveryWoman NC](#) campaign has information on multivitamins, reproductive life planning and men's health.
- Florida's [Folic Acid Coalition](#) has great information on folic acid for different age groups, quizzes and games, and folate-rich recipes.