**Folic Acid Awareness Week**

**Social Media Toolkit**

2017 Folic Acid Awareness Week is January 8-14

Join the National Birth Defects Prevention Network (NBDPN) this January to promote 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 #Prevent2Protect.

Folic Acid Awareness Week kicks off during the second week of Birth Defects Prevention Month. Taking a daily multivitamin with 400mcg of folic acid is one thing every woman can do to prevent birth defects. If you can reach Hispanic women, they are especially likely to be helped by the folic acid because they are less likely to consume foods fortified with folic acid and have relatively elevated rates of neural tube defects.

In this document, we have provided suggestions for using various social media platforms to promote Folic Acid Awareness Week, including example posts and more!

**New to social media?**

If you are new to social media, start [here](http://www.cdc.gov/SocialMedia/Tools/guidelines/index.html) with a great resource from CDC for learning the basics. Don’t be intimidated! Just by creating an account and simply “liking”, sharing or commenting on our posts about folic acid, you can help spread the word.

**Facebook**

* “Like” [National Birth Defects Prevention Network](https://www.facebook.com/nbdpn?fref=ts)’s page on Facebook. We will be featuring links to great state websites and folic acid messages. “Like”, share or comment.
* Tag [National Birth Defects Prevention Network](https://www.facebook.com/nbdpn?fref=ts) on your own posts.
* Share the 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 raise awareness: How are you making sure you get enough folic acid BEFORE pregnancy? Share your tips with us! #Prevent2Protect
* Post some of the sample posts below:
1. Did you know that more than half of the serious birth defects spina bifida and anencephaly can be prevented if women take folic acid daily BEFORE pregnancy? Start taking a daily multivitamin with folic acid as your PACT for prevention. For more information visit: <http://www.nbdpn.org/faaw.php> #Prevent2Protect #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 folic acid daily BEFORE pregnancy? For more information visit: <http://www.nbdpn.org/faaw.php> #Prevent2Protect #1in33

### Latinas have the highest rate of pregnancies affected with a neural tube defect. They have lower blood folate levels and are less likely to consume foods fortified with folic acid. <http://www.cdc.gov/ncbddd/folicacid/data.html> #Prevent2Protect #1in33

### Same text as #3 but in Spanish:

### Las latinas tienen la tasa más alta de embarazos afectados por espina bífida o anencefalia. Tienen niveles de folato más bajos en la sangre y tienen menos probabilidad de consumir alimentos fortificados con ácido fólico. <http://www.cdc.gov/ncbddd/Spanish/folicacid/data.html> #Prevent2Protect #1in33

### Latinas are less likely to know that folic acid can prevent birth defects. <http://www.cdc.gov/ncbddd/folicacid/data.html> #Prevent2Protect #1in33

### Same text as #5 but in Spanish:

### Las latinas tienen menos conocimiento que el ácido fólico puede prevenir defectos de nacimiento. <http://www.cdc.gov/ncbddd/Spanish/folicacid/data.html> #Prevent2Protect #1in33

### Latinas are less likely to take vitamins containing folic acid before pregnancy. <http://www.cdc.gov/ncbddd/folicacid/data.html> #Prevent2Protect #1in33

### Same text as #7 but in Spanish:

### Las latinas tienen menos probabilidad de tomar vitaminas que contengan ácido fólico antes del embarazo. <http://www.cdc.gov/ncbddd/Spanish/folicacid/data.html> #Prevent2Protect #1in33

**Twitter**

* Follow [@NBDPN](https://twitter.com/NBDPN) and [@CDC\_NCBDDD](https://twitter.com/cdc_ncbddd) on Twitter. Retweet, favorite, and comment.
* Use the #Prevent2Protect 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 folic acid every day. Tell us how: multivitamin? B-complex? Fortified cereal? #Prevent2Protect.
	+ Make a PACT to take a multivitamin with folic acid daily for beautiful hair, skin and nails – and prevent birth defects. #Prevent2Protect
* Share some of the sample tweets below:
	+ Folic acid daily before pregnancy can prevent spina bifida, affecting 1,500 US babies each year. #1in33 Learn more: [http://go.usa.gov/gH8T](http://t.co/9LaL9hjl5E)
	+ Getting your body ready for pregnancy-preconception health-can help reduce the risk of birth defects. [http://go.usa.gov/g6jx](http://t.co/VpyqEzioql) #1in33

**Instagram**

* Follow @CDC
* Post photos of how you are making sure you get folic acid daily. Ideas include photos of making a folate-rich smoothie, taking vitamins, or eating fortified cereal. Incorporate the hashtag #Prevent2Protect.
* 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 folic acid daily. #Prevent2Protect

**Examples of social media posts for Folic Acid Awareness Week #Prevent2Protect**

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| --- | --- | --- |
| I #Prevent2Protect by taking a multivitamin with folic acid every day. #1in33 | I #Prevent2Protect by taking a B-Complex with folic acid every day. #1in33 | My oatmeal is healthy but it’s not fortified. That’s why I #Prevent2Protect by taking a multivitamin with folic acid every day.  |

* Not all new year's resolutions need to be hard - take folic acid every day. #Prevent2Protect #1in33
* Folic acid taken BEFORE pregnancy prevents many birth defects of the spine and brain. #Prevent2Protect #1in33
* I set an alert on my phone to take my folic acid every day. #Prevent2Protect #1in33
* Your new year’s resolution? Daily folic acid. You deserve it. #Prevent2Protect #1in33
* Happy, beautiful New Year! Daily vitamins with folic acid make your nails strong, hair shiny and skin glow. #Prevent2Protect #1in33

**Other folic acid resources:**

* CDC has great resources on their [folic acid](http://www.cdc.gov/ncbddd/folicacid/index.html) page, including latest research.
* Arizona’s [Power Me A2Z](https://www.powermea2z.org/) program has great information about folic acid and other ways to get healthy before considering a pregnancy.
* North Carolina’s [EveryWoman NC](http://everywomannc.com/) campaign has information on multivitamins, reproductive life planning and men’s health.
* Florida’s [Folic Acid Coalition](http://www.folicacidnow.net/index.shtml) has great information on folic acid for different age groups, quizzes and games, and folate-rich recipes.