

NATIONAL FOLIC ACID AWARENESS WEEK SOCIAL MEDIA TOOLKIT

National Folic Acid Awareness Week is January 7-13, 2018!

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 #Prevent2Protect.

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 folic acid BEFORE pregnancy? Share your tips with us! #Prevent2Protect
- 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 folic acid 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> #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
 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 folic acid daily. <http://www.cdc.gov/ncbddd/folicacid/data.html> #Prevent2Protect #1in33

Twitter

- Follow [@NBDPN](#) and [@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? #1in33
 - Make a resolution to take a multivitamin with folic acid daily for beautiful hair, skin and nails – and to prevent birth defects. #Prevent2Protect
- Share some of the sample tweets below:
 - Folic acid daily before pregnancy can help prevent spina bifida, affecting 1,500 US babies each year. #Prevent2Protect 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

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 #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 National Folic Acid Awareness Week #Prevent2Protect



I'm preparing for another baby, which is why I #Prevent2Protect by taking a multivitamin with folic acid every day.



In addition to taking 400mcg of folic acid, I #Prevent2Protect by eating a healthy diet.



I #Prevent2Protect by eating a bowl of fortified cereal.

- 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, New Year! Daily vitamins with folic acid make your nails strong, hair shiny and skin glow – and prevent birth defects. #Prevent2Protect #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.