

# Social Media Toolkit

## September 2021

### FACEBOOK

#### National Awareness Months in September

##### National Childhood Obesity Month

September is National Childhood Obesity Month. About 1 in 5 children in the United States has obesity. Learn ways to promote healthy growth in children and prevent obesity. <https://bit.ly/3j1RdgI>

##### Newborn Screening Awareness Month

September is Newborn Screening Awareness Month! To learn more about #newbornscreening and what to expect, visit [www.babysfirsttest.org](http://www.babysfirsttest.org)

##### World Suicide Prevention Day (Sept. 10)

One in every 100 deaths worldwide is the result of suicide. It can affect every one of us. Each and every suicide is devastating and has a profound impact on those around them. By raising awareness, reducing the stigma around suicide and encouraging well-informed action, we can reduce instances of suicide around the world.

<https://bit.ly/2W3mlUF>

#### Back to School

Listen to PediaCast! Dr Parker Huston, clinical director of @OnOurSleeves, visits the studio as we consider the new school year's impact on mental health. In a normal year, anxiety is common when classes resume. Add in a pandemic, and things are tougher still. We explore what students and parents can do to ease the transition. <https://bit.ly/3giJMJF>

As you and your family prepare for a new school year, it's normal for kids to feel anxious, excited and nervous. Whether you're returning to school in-person, using a hybrid approach, learning online or being home schooled, @OnOurSleeves resources for you to maintain a positive outlook and take on this school year with confidence! [#OnOurSleeves](#) <https://bit.ly/3zboHiA>

Back to school and back to sports! In sports, there is natural pressure to perform. But how can we help teach our youth athletes to balance these desires with other important skills so they can manage the pressure and expectations placed on them? Here are five tips for parents and coaches from @OnOurSleeves to help kids find a more balanced way of thinking. [#OnOurSleeves](#) <https://bit.ly/2Wa3VS1>

A good night's sleep impacts everything: feelings, stress levels, how you feel physically, performance at school, sports and other after-school activities and more. Here's how to make sure your child is getting enough z's from @OnOurSleeves. [#OnOurSleeves](#) <https://bit.ly/3mgqoI>

Start back-to-school conversations with your child anytime. Use this list of back-to-school conversation starters from @OnOurSleeves so you and your child can reflect on the summer and get excited about the upcoming school year. [#OnOurSleeves](#) <https://bit.ly/3ASQEvg>

As we've learned during the COVID-19 pandemic, going to school in person is how children and teens learn best. Many students also get vital resources they need to thrive at school. Here are some steps you can take to keep students as safe as possible in school this year from @OnOurSleeves. [#OnOurSleeves](#) <https://bit.ly/3zhdeh6>

The American Academy of Pediatrics (AAP) has updated guidance for the 2021-2022 school year. The AAP strongly recommends in-person learning and urges all who are eligible to be vaccinated to protect against COVID-19. In

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addition to vaccinations, the AAP recommends a layered approach to make school safe for all students, teachers, and staff. <https://bit.ly/3miKT6B>

#### **COVID Updates & Resources**

Did you know that as a renter—or a landlord—you can apply for Emergency Rental Assistance to help with rent, utility bills, and moving costs? Watch this video to learn more about the help available to you and our new Rental Assistance Finder to locate a program in your community. <https://bit.ly/2UEYUQM>

Are COVID-19 vaccines safe for my child? Yes. COVID-19 vaccination provides safe and effective protection against the virus that causes COVID-19. CDC recommends vaccination for everyone 12 years and older to help protect against COVID-19. <https://bit.ly/3mkhnNW>

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