



# Newborn Screening Awareness Month Toolkit

**#2020NBS**

# Table of Contents

- [Introduction](#)
- [Stay Connected on Social Media](#)
- [Share Your Story](#)
- [Storytelling Tips](#)
- [Share Sample Posts](#)
- [Social Media Graphics to Share](#)
- [Raise Awareness on Facebook](#)
- [Educational Resources to Share](#)
- [Twitter Chat – Save the Date](#)
- [Contact Us](#)

# Celebrate Newborn Screening Awareness Month

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

Our #2020NBS toolkit has messaging guidance for this year's theme *Expect Newborn Screening* to help you raise awareness about the test that every parent can expect with sample social media messages, shareable graphics, and tips on how to share your story.

When you share a post, picture, or story, **use #2020NBS to be part of our larger awareness campaign and to join the national dialogue!** Together, we can amplify family stories and raise awareness for newborn screening.



# Stay Connected

*Like, favorite, and retweet all #2020NBS content from us and other organizations!*



**Facebook.com/BabysFirstTest**



**@BabysFirstTest**



**@BabysFirstTest**




**YouTube.com/BabysFirstTest**

# Share Your Story

Newborn Screening Awareness Month is a time to tell your story, to raise awareness, and to make a difference! Throughout the month, Baby's First Test will be sharing stories and photos from families and individuals about their personal experiences with newborn screening.


Submit your story today on our [Family Experiences](#) page.



That was the blood draw that would reveal Indie had a life threatening TREATABLE metabolic disorder called Maple Syrup Urine Disease. Because of this public health program we were able to get a timely and accurate diagnosis, begin treatment, and prevent irreversible brain damage. **We are forever thankful for newborn screening!**

- Susan Mays, mother of Indie

#2020NBS



## Share Your Story on Social Media

- Use Facebook Live or Instagram Live to tell your story or share what your day-to-day looks like.
- Post a photo and share your story in the caption.
- Include **#2020NBS** in your Instagram, Facebook, or Twitter posts.

# Learn How To Tell Your Story

- **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.** Focus on your main goal for telling your story. People only remember a few things at once, so 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.**

# Adelaide: A Rare Unicorn



Our daughter's life was saved not once, but twice by newborn screening. Adelaide's first screening was done 38 hours after delivery and indicated she had an abnormal result for blood phenylalanine. Her second newborn screening diagnosed her with classic phenylketonuria and allowed for follow-up treatment of a rare condition called transient tyrosinemia of the newborn. After our initial newborn screenings, our family was in disbelief that nobody had ever heard of PKU. Due to Adelaide's timely diagnosis, her brain was spared any damage, and with consistent blood monitoring and a strict diet low in protein, Adelaide lives a normal life. We are incredibly lucky that newborn screening allowed our daughter's condition to be quickly diagnosed and efficiently treated.

**She is our rare unicorn and she shines so brightly!**

## Storytelling Checklist

- ✓ Basics covered
- ✓ Authentic
- ✓ Picture included
- ✓ **Goal:** Share Adelaide's newborn screening story
- ✓ **Word count:** 128
- ✓ **Action:** Raise awareness for newborn screening

# Social Media Graphics to Share



***Expect newborn screening***

It's an essential health service that every baby receives at birth.



**Every baby born  
in the United  
States receives  
newborn  
screening.**

*The test every family can  
expect.*



For more graphics, visit <https://www.babysfirsttest.org/2020nbs>





## Share your story

*Use these sample posts by personalizing it and adding your own photo!*

- September is Newborn Screening Awareness Month! #Newbornscreening is important because it gave my child a healthy start #2020NBS
- My child is 1 of 12,500 newborn born each year who is given a 2<sup>nd</sup> chance because of #newbornscreening! #2020NBS
- Learn from other families, in their own words, what their #newbornscreening journey has been like: <https://expectinghealth.info/3gTKjH6> #2020NBS
- I'm proud to be part of the #newbornscreening community because every family can expect newborn screening and every baby deserves a healthy start! #2020NBS
- I am proud to be part of the #newbornscreening community because I (insert reason, activity, or profession)! #2020NBS
- What's your #newbornscreening story? Share yours today to make a difference and remind other families they are not alone! <https://expectinghealth.info/3gTKjH6> #2020NBS



## Post and Share

*Use these sample posts by copying it, sharing it, or adding your own photo!*

- September is Newborn Screening Awareness Month! To learn more about #newbornscreening and what to expect, visit [BabysFirstTest.org](https://babysfirsttest.org). #2020NBS
- Did you know there are three parts to #newbornscreening? 1) the blood test (or heel stick) 2) the hearing screen 3) pulse oximetry. Learn more about what to expect from your baby's first test: <https://expectinghealth.info/3fRp6vU> #2020NBS
- Looking for educational resources on #newbornscreening? Check out @BabysFirstTest's resource center: <https://expectinghealth.info/3izu9mD> #2020NBS
- Each year, about 12,500 babies are born with one of the conditions included in state #newbornscreening panels: <https://expectinghealth.info/3gOlkEP> #2020NBS
- Did you know that not every state screens for the same #newbornscreening conditions. Find out what your state screens for: <https://expectinghealth.info/3fI5ESg> #2020NBS



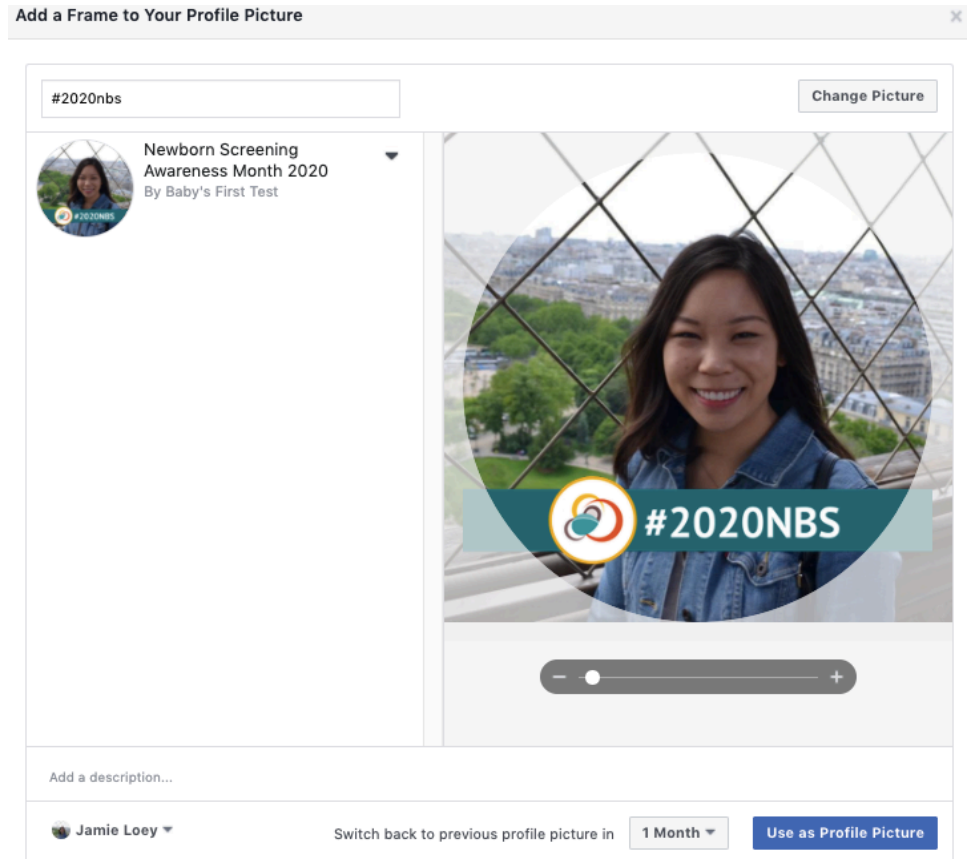
## Post and Share

*Use these sample posts by copying it, sharing it, or adding your own photo!*

- It's been a hard year filled with uncertainty. But babies are born every day and #newbornscreening continues to happen! Learn more about the basics of newborn screening:  
<http://expectinghealth.info/31HA41Z> #2020NBS
- #Newbornscreening is an essential #publichealth service that screens babies for serious but treatable medical conditions. Learn more here:  
<http://expectinghealth.info/31HA41Z> #2020NBS
- As we navigate changing policies and new #COVID19 information, it's more important than ever to raise awareness for #newbornscreening, a life-saving service that every family can expect!  
#2020NBS
- If you're an expectant parent, you may be overwhelmed with information! With the added stress of the #COVID19 pandemic, there's even more going on. Get started by learning about your baby's first test:  
<http://expectinghealth.info/31HA41Z> #2020NBS

# Raise Awareness on Facebook

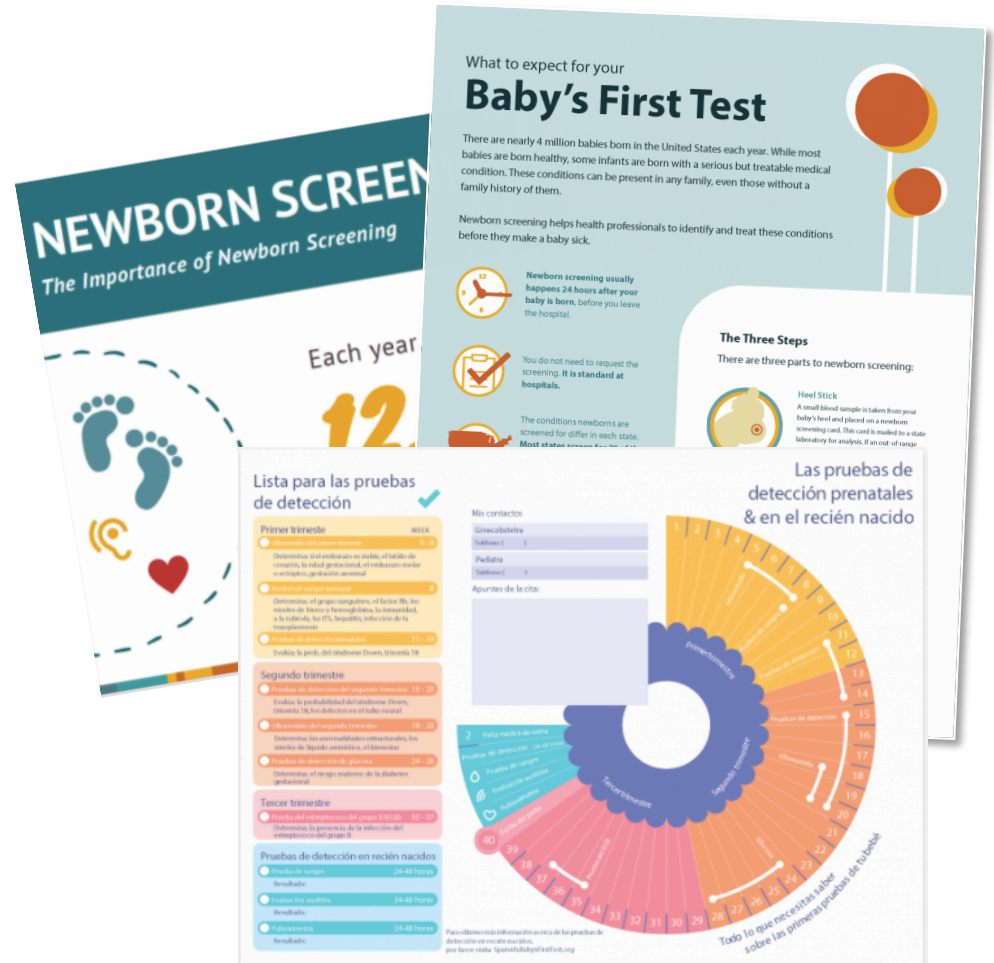
- Post, share, and comment using the hashtag #2020NBS
- Add the #2020NBS Frame to your profile picture
  1. Update your profile picture
  2. Click add frame
  3. Search for #2020NBS
  4. Reposition your profile picture accordingly
  5. Determine how long the frame will be displayed



# Educational Resources to Share

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>



**JOIN THE CONVERSATION**

**Newborn Screening  
Twitter Chat**

**#2020NBS**

**September 17, 2020  
2 PM EST**



For more information and  
ways to get involved, visit  
**BabysFirstTest.org**

