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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
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.

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**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.

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*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
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.
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!
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
- 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 2nd 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

*Share your story*

*Use these sample posts by personalizing it and adding your own photo!*
September is Newborn Screening Awareness Month! To learn more about #newbornscreening and what to expect, visit 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/3fl5ESg #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

Post and Share

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