

Newborn Screening Awareness Month Toolkit

Use **#2022NBS** to celebrate
Newborn Screening Awareness Month



Join in the Celebration of Newborn Screening

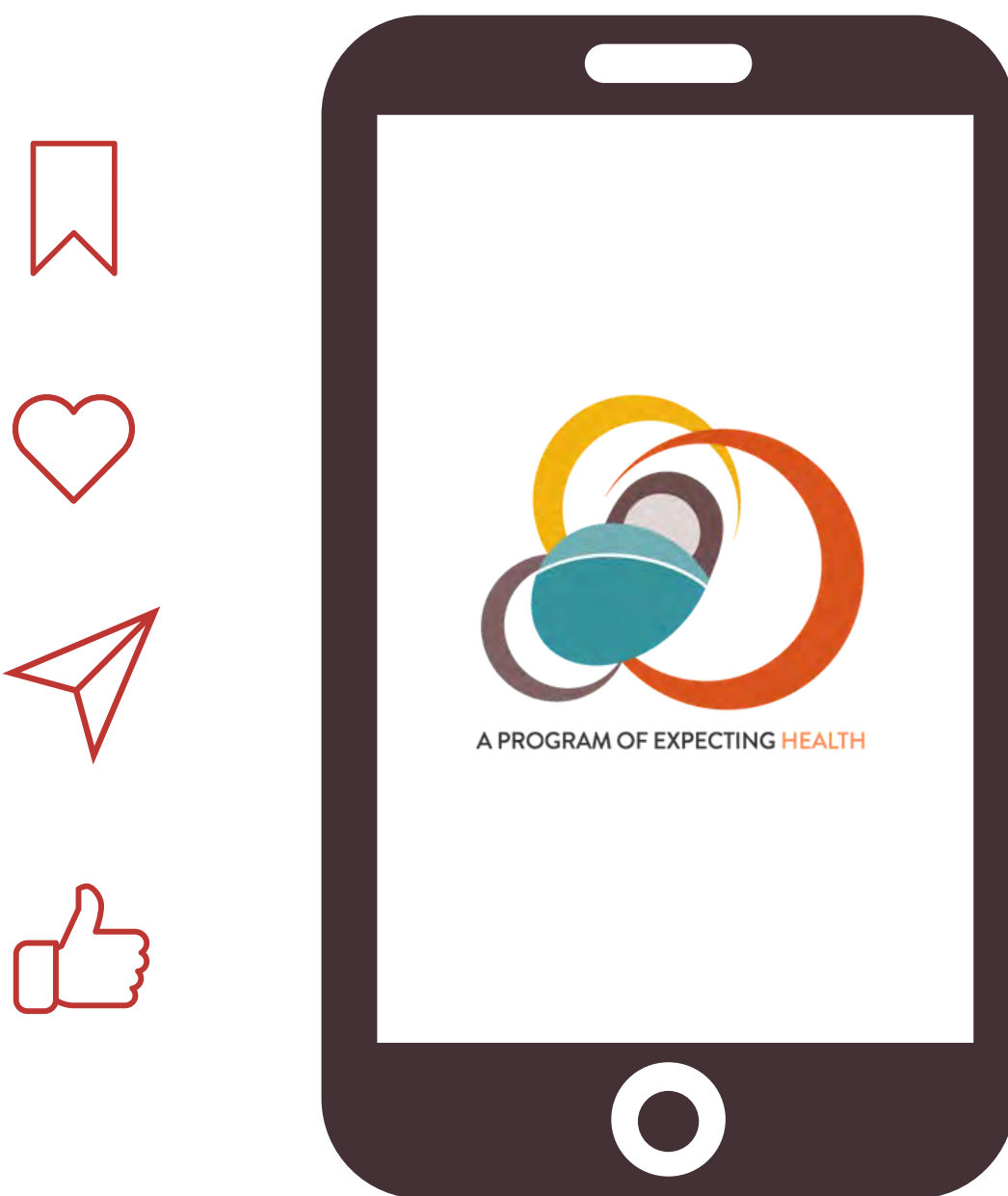
Kicking off 60 years of newborn screening (NBS), join Baby's First Test as we continue our annual tradition of sharing NBS facts, videos, and stories on our social media platforms while also highlighting education and awareness efforts from communities and organizations across the nation.

When sharing a post, picture, or story, use **#2022NBS** to join the national dialogue while participating in our larger awareness campaign! Together, we can amplify family stories and raise awareness for newborn screening.



Stay Connected

*Like, save, and share all **#2022NBS** content from Baby's First Test and other organizations!*



@BabysFirstTest



@BabysFirstTest



@BabysFirstTest_


Social Media Graphics to Share



Every baby born in the United States receives newborn screening.

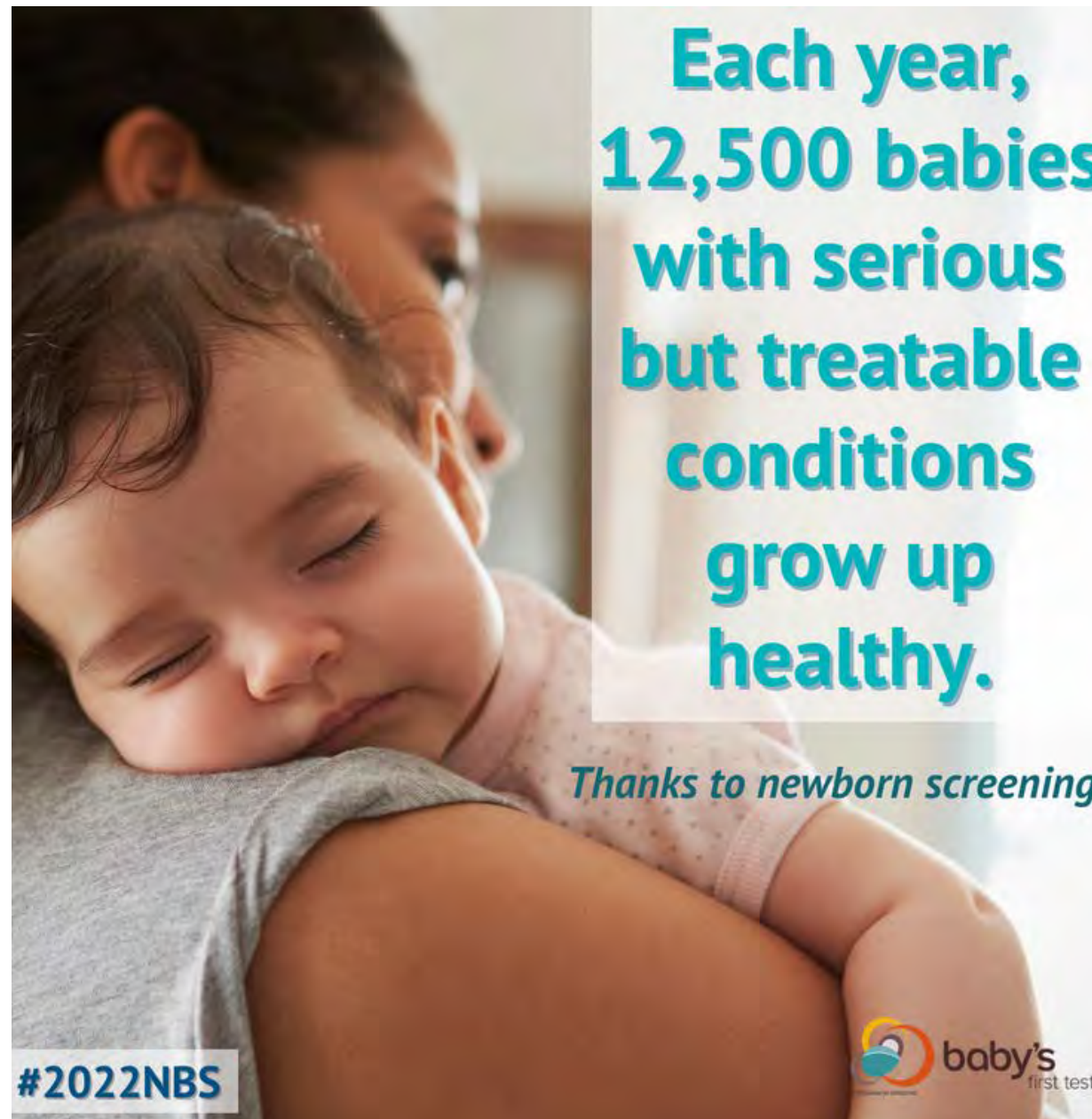
It's the test every parent can expect for their baby.

#2022NBS



Newborn Screening is **LIFE-CHANGING**

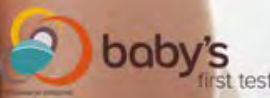
#2022NBS



Each year, 12,500 babies with serious but treatable conditions grow up healthy.

Thanks to newborn screening.

#2022NBS



Download and share these graphics on your social media to raise awareness for newborn screening. For more graphics, visit babysfirsttest.org/2022-newborn-screening-awareness-month.

Update Your Social Media Banners

Update your social media banners to raise awareness for newborn screening. We have different sizes for various platforms!



For more graphics, visit babysfirsttest.org/2022-newborn-screening-awareness-month.

Raise Awareness at Your Next Meeting



Zoom

- Download the **#2022NBS** background
- Navigate to **Settings**
- Under **Virtual Background**, upload the downloaded **#2022NBS** background

Microsoft Teams

- Download the **#2022NBS** background
- Select **Background filters** and click **" + Add new"**
- Upload the downloaded **#2022NBS** background

For more graphics,
visit babysfirsttest.org/newborn-screening/2022-newborn-screening-awareness-month.



Post and Share

Use these sample messages by copying and posting them on social media!

- September is Newborn Screening Awareness Month! To learn more about #newbornscreening and what to expect, visit [BabysFirstTest.org](https://babysfirsttest.org). #2022NBS
- Did you know there are three parts to #newbornscreening? The blood test (or heel stick), the hearing screen, and the pulse oximetry test. Learn more about what to expect from your baby's first test: babysfirsttest.org/newborn-screening/screening-procedures #2022NBS
- Each year, about 12,500 babies are born with one of the conditions included in state #newbornscreening panels: expectinghealth.org/after-delivery/what-newborn-screening #2022NBS
- Did you know that not every state screens for the same #newbornscreening conditions? Find out which conditions your state screens for here: babysfirsttest.org/newborn-screening/states #2022NBS



Post and Share

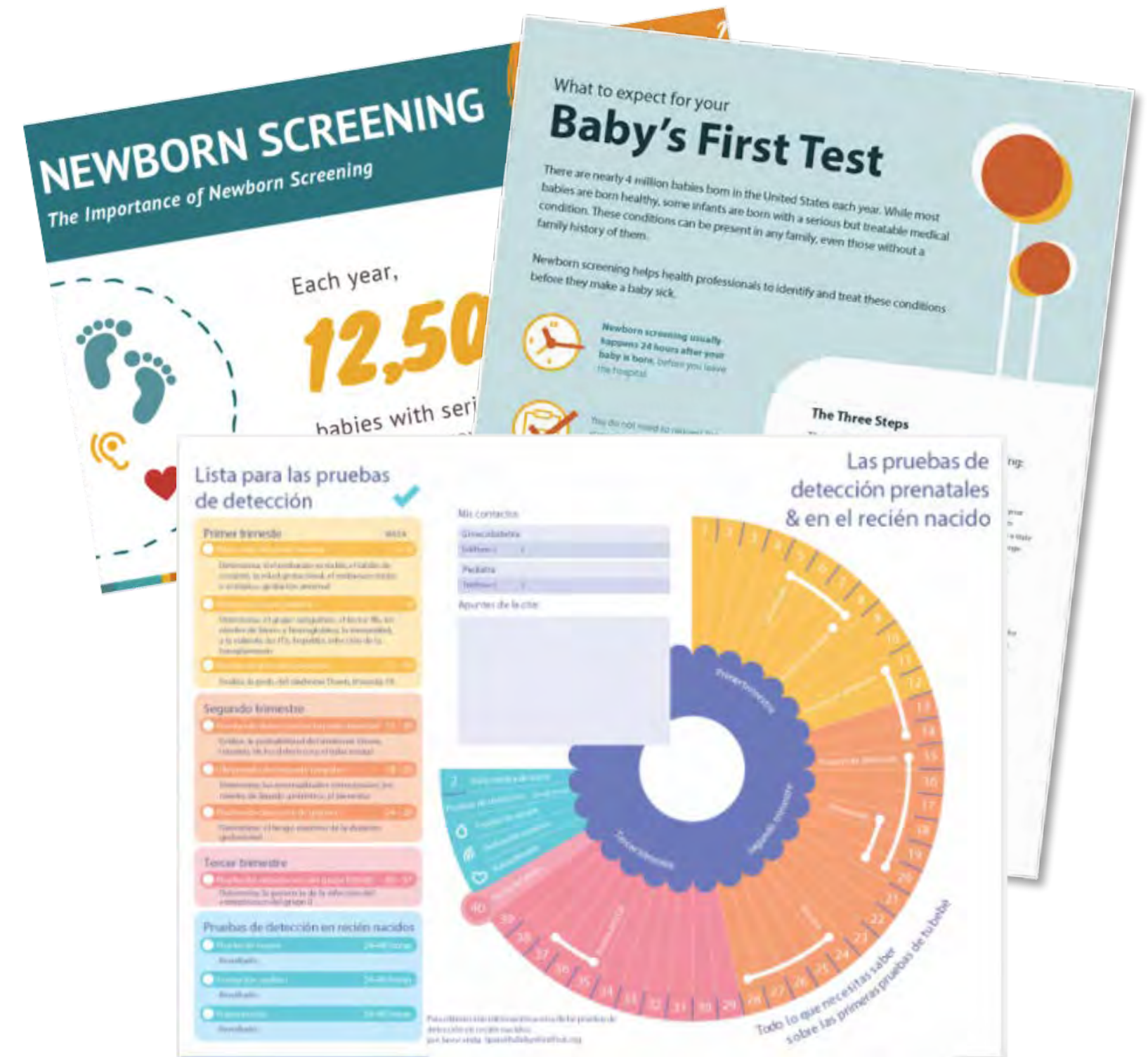
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- Learn from other families, in their own words, what their #newbornscreening journey has been like: babysfirsttest.org/newborn-screening/family-experiences #2022NBS
- #Newbornscreening is an essential #publichealth service that screens babies for serious but treatable medical conditions. Learn more here: babysfirsttest.org/newborn-screening/screening-101 #2022NBS
- #Newbornscreening is made up of stakeholders who are committed to giving babies a healthy start. Share what newborn screening means to you! #2022NBS
- #Newbornscreening is life-changing. It detects babies who may be at a higher risk for certain health conditions. This allows doctors to start treatment as early as possible! What does #newbornscreening mean to you? #2022NBS
- #Newbornscreening is community. It's filled with passionate family advocacy organizations and committed #publichealth professionals dedicated to serving families. We wouldn't be the NBS community without them! #2022NBS

Educational Resources to Share

Looking for newborn screening educational resources to share? 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 babysfirsttest.org/newborn-screening/resources



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

