



National School-Based Health Care Awareness Month 2021 Social Media Toolkit

Overview

February is National School-Based Health Care Awareness Month, an annual effort to increase awareness about how school-based health centers (SBHCs) transform children’s access to and delivery of comprehensive health services. Every child needs healthcare to thrive and SBHCs can help them get there.

This toolkit includes the following content for you to post on social media to share with your networks:

- Social media posts for Facebook, Twitter, Instagram and LinkedIn
- Graphics to share on social media

You are encouraged to include the hashtags #SBHCAwarenessMonth, #SBHCAwareness and #SBHCAM2021 on social media during Awareness Month and when posting relevant content in the future.

We’ve created a [few graphics](#) that can be shared on social media that highlight school-based health care. As a result of Awareness Month, we hope to highlight the importance of school-based health centers and raise awareness of the essential work happening in the field.

Thank you for being a part of this initiative and showing your support!

Twitter Handles

@sbh4all

Awareness Month Hashtags:

To use across social media. After February, you can continue to use the #SBHCAwareness hashtag throughout the year.

#SBHCAwarenessMonth

#HealthyLearners

#SBHCAwareness

#SBHCAM2021

#SchoolBasedHealth

Healthcare related hashtags:

These healthcare related hashtags can be used in posts to help boost your posts to reach a wider audience across social media interested in school health.

#healthcare
#health
#nurse
#healthylifestyle
#doctors

#wellness
#healthy
#healthyliving
#healthcareworkers
#mentalhealth

Social Media Posts

Below are sample social media posts for you to share with your networks. These messages can be used across all social platforms, including Facebook, Twitter and Instagram throughout the month. We encourage you to include the graphics and links listed below. Don't forget to include the #SBHCAwarenessMonth, #SBHCAwareness and #HealthyLearners hashtag(s) in your posts!

We've created a few graphics that can be shared on social media that highlight School-Based Health Care. Graphics can be directly downloaded [here](#). Please note that the graphics are organized into four folders: Facebook, Instagram, Twitter and LinkedIn. The graphics are sized for optimal sharing on Twitter, Instagram, Facebook and LinkedIn.

Twitter:

1. February is National School-Based Health Care Awareness Month. This is an opportunity to raise awareness of school-based health centers and how they are transforming health care delivery across the country! Learn more about #SBHCs here: bit.ly/SBHCAwareness #SBHCAwarenessMonth
2. February is National School-Based Health Care Awareness Month! Find out more about what school-based health centers across the country are doing to help kids grow up healthy! bit.ly/SBHCAwareness #SBHCAwarenessMonth
3. Healthy children are more likely to attend school ready and able to learn, and achieve at high academic levels, providing greater access to future opportunities and a pathway out of poverty. Learn more about school-based health: bit.ly/SBHCAwareness #SBHCAwarenessMonth
4. It's no secret that healthy students learn better. SBHCs help improve attendance as well as decrease behavioral problems, all of which make students more likely to succeed outside of the classroom. bit.ly/SBHCAwareness #SBHCAwarenessMonth

5. The need for school-based health services, especially mental health, is greater now more than ever. School-based health centers remove common barriers to access so kids and teens can receive the necessary healthcare they need. Learn more: bit.ly/SBHCAwareness #SBHCAwarenessMonth
6. Without access to health care, students in low-income communities are placed at a distinct disadvantage. SBHCs help increase access to health care and improve educational attainment. Learn more about SBHCs: bit.ly/SBHCAwareness #SBHCAwarenessMonth
7. Just because many school buildings are closed doesn't mean that students do not need the services of school-based health centers! Learn more about how SBHCs are using #telehealth to increase the availability of health services: bit.ly/SBHCAwareness #SBHCAwarenessMonth
8. #DYK: School-based health centers are financially sustainable; while all students receive care regardless of ability to pay, centers are reimbursed for care provided to students from Medicaid and other health insurers. Learn more: bit.ly/SBHCAwareness #SBHCAwarenessMonth
9. School-based health centers not only benefit kids, but parents and employers as well. By being in schools, #SBHCs let parents stay at work while their children are able to access vital healthcare. Learn more about SBHCs: bit.ly/SBHCAwareness #SBHCAwarenessMonth
10. School-based health centers ensure that all kids can receive primary care at school. Learn more about how #SBHCs increase access to healthcare: bit.ly/SBHCAwareness #SBHCAwarenessMonth

Facebook:

1. February is National School-Based Health Care Awareness Month. This is an opportunity to raise awareness of school-based health centers and how they are transforming health care delivery across the country! Learn more about #SBHCs here: bit.ly/SBHCAwareness @SchoolBasedHealthAlliance
2. February is National School-Based Health Care Awareness Month! Find out more about what school-based health centers across the country are doing to help kids grow up healthy! bit.ly/SBHCAwareness @SchoolBasedHealthAlliance
3. Healthy children are more likely to attend school ready and able to learn, and achieve at high academic levels, providing greater access to future opportunities and a pathway out of poverty. Learn more about school-based health: bit.ly/SBHCAwareness @SchoolBasedHealthAlliance

4. It's no secret that healthy students learn better. SBHCs help improve attendance as well as decrease behavioral problems, all of which make students more likely to succeed outside of the classroom. bit.ly/SBHCAwareness @SchoolBasedHealthAlliance
5. The need for school-based health services, especially mental health, is greater now more than ever. School-based health centers remove common barriers to access so kids and teens can receive the necessary healthcare they need. Learn more: bit.ly/SBHCAwareness @SchoolBasedHealthAlliance
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#SchoolBasedHealth #healthcare #health #nurse #healthylifestyle #doctors #wellness #healthy #healthyliving #stayhome #healthcareworkers #mentalhealth

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7. Just because many school buildings are closed doesn't mean that students do not need the services of school-based health centers! Learn more about how SBHCs are using #telehealth to increase the availability of health services: bit.ly/SBHCAwareness

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LinkedIn:

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