

# National School-Based Health Care Awareness Month

## 2023 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 #SBHCAM2023 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!

### Awareness Month Hashtags:

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

#SBHCAwarenessMonth  
#HealthyLearners

#SBHCAwareness  
#SBHCAM2023

### Our social media Accounts

 [@sbh4all](#)

 [School-Based Health Alliance](#)

 [School-Based Health Alliance](#)

 [@sbh4all](#)

We encourage you to use emojis with your posts.!



They help increase engagement and awareness.

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  
#telehealth  
#doctors

#wellness  
#healthy  
#healthyliving  
#healthcareworkers  
#mentalhealth

#COVID19  
#vaccine  
#vaccinations  
#publichealth  
#healthequity

#ruralhealth

## 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, Instagram, and LinkedIn 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.

## 3 Words for SBHCs Campaign

Below are sample social media posts for the specific campaign "3 words for your SBHCs" These messages can be used across all social platforms, including Facebook, Twitter, Instagram, and LinkedIn throughout the month. We encourage you to include the graphic listed below.

**Message:** Please provide us with three words that describe how important SBHCs are to you. What comes to mind when you think about your SBHCs? #3wordsSBHC #SBHCAwarenessMonth #SBHCAM2023

### Graphic:



1. 🧑🏫 February is National School-Based Health Care Awareness Month. This is a time to recognize the impact of the school-based health centers on the delivery of health care in the United States. These centers provide a range of services to students and can improve access to care in communities. <https://bit.ly/3YkXW81> #SBHCAwarenessMonth #SBHCAM2023
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! <https://bit.ly/3YkXW81> #SBHCAwarenessMonth #SBHCAM2023
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: <https://bit.ly/3YkXW81> #SBHCAwarenessMonth #SBHCAM2023
4. It's no secret that healthy students learn better. 🧑🏫 #SBHCs have been shown to improve attendance and decrease behavioral issues, leading to increased success for students in and out of the classroom. <https://bit.ly/3YkXW81> #SBHCAwarenessMonth #SBHCAM2023
5. The increased demand for school-based health services, particularly mental health services, has made it more important than ever to have such centers available. By providing easy access to healthcare, school-based health centers help ensure that children and teenagers receive the care they need. Learn more 🧑🏫 <https://bit.ly/3YkXW81> #SBHCAwarenessMonth #SBHCAM2023
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: <https://bit.ly/3YkXW81> #SBHCAwarenessMonth #SBHCAM2023
7. #DYK: School-based health centers are financially sustainable through reimbursement for care provided to students from Medicaid and other health insurers. All students receive care regardless of their ability to pay. Learn more: <https://bit.ly/3YkXW81> #SBHCAwarenessMonth #SBHCAM2023
8. School-based health centers are beneficial not only for children, but also for parents and employers. By being in schools, these centers allow parents to continue working while their children have access to necessary healthcare. Learn more about SBHCs: <https://bit.ly/3YkXW81> #SBHCAwarenessMonth #SBHCAM2023
9. School-based health centers ensure that all kids can receive primary care at school. Learn more about how #SBHCs increase access to healthcare: <https://bit.ly/3YkXW81> #SBHCAwarenessMonth #SBHCAM2023

1. February is National School-Based Health Care Awareness Month. 🇺🇸 This is a time to recognize the impact of school-based health centers on the delivery of health care in the United States. These centers provide a range of services to students and can improve access to care in communities. Learn more about these centers and how they are making a difference <https://bit.ly/3YkXW81> @SchoolBasedHealthAlliance
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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 in bio

#SBHCAwarenessMonth #HealthyLearners #SBHCAwareness #ruralhealth  
#SBHCAM2023#SchoolBasedHealth #healthcare #health #nurse #telehealth #doctors  
#wellness #healthy #mentalhealth #COVID19 #vaccine #healthequity #publichealth

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! Link in bio

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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 in bio.

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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. Check out the link in bio.

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5. The increased demand for school-based health services, particularly mental health services, has made it more important than ever to have such centers available. By providing easy access to healthcare, school-based health centers help ensure that children and teenagers receive the care they need. Learn more in bio's link.

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7. School-based health centers are financially sustainable through reimbursement for care provided to students from Medicaid and other health insurers. All students receive care regardless of their ability to pay. Check out the link in our bio for more information.

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8. 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. Check out the link in bio.

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Visit our [website](#) for more information!

