

# 2024 National School-Based Health Care Awareness Month

## 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, X, Instagram and LinkedIn
- Graphics to share on social media

We encourage you to include the hashtags #MySBHCStory, #SBHCAwarenessMonth, #SBHCAwareness, and #SBHCAM2024 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 part of this initiative and showing your support!

### 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 reach a wider audience across social media that is interested in school health.

#healthcare  
#health  
#nurse  
#telehealth  
#doctors

#wellness  
#healthy  
#healthyliving  
#healthcareworkers  
#mentalhealth

#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, X, Instagram, and LinkedIn throughout the month. We encourage you to include the graphics and links listed below.

Don't forget to include the #MySBHCStory, #SBHCAwarenessMonth, #SBHCAM2024, and #SBHCAwareness 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, X and LinkedIn. The graphics are sized for optimal sharing on Twitter, Instagram, Facebook and LinkedIn.

## #MySBHCStory Campaign

Join our movement and share your personal journey with SBHCs! Whether it's a transformative health experience or an inspiring educational story, we want to hear how SBHCs have touched your life. Together, let's illuminate the profound impact of School-Based Health Centers on our communities.

**Hashtags: #MySBHCStory**

**Graphics:**



## Sample Messages for #MySBHCStory Campaign

### X (Former Twitter):

1. 🗣️ Have an inspiring SBHC story? We're listening! Share your transformative experience with us and highlight the magic of school-based health centers. Use #MySBHCStory and #SBHCAwarenessMonth. Let's amplify SBHC's impact together! ✨
2. Join the conversation! 🌟 We're curating stories of resilience, hope, and community transformation centered around SBHCs. Share yours using #MySBHCStory and be part of the change. #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024

### Facebook:

1. Ever been impacted by a school-based health center? Whether it was a health turnaround or educational success, we'd love to hear your tale. Share with #MySBHCStory and be a beacon of inspiration for others! #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
2. Our community thrives on shared stories of triumph and transformation. Let's shed light on the vital role SBHCs play in our lives. Share your personal experience using #MySBHCStory and join the movement! #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
3. Stories have power. 📖 Share your personal journey with SBHCs and let's illuminate the profound impact they have on our communities. Use #MySBHCStory to be part of this empowering narrative. #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024

### LinkedIn:

1. School-based health centers are integral to our community's well-being. If you've experienced their transformative power, we encourage you to share your story. Highlight the significance of SBHCs using #MySBHCStory.
2. SBHCs play a pivotal role in shaping healthier, brighter futures. 🌱 Share your professional or personal stories of SBHCs using #MySBHCStory. Let's spotlight their impact! #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
3. Amplifying the role of SBHCs in our community is vital. Whether you're an educator, student, parent, or health professional, your experiences matter. Share using #MySBHCStory and be part of a collective voice. #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024

### Instagram:

1. 🌟 Your story can inspire others! Whether you've overcome health challenges or found educational success, we want to hear how SBHCs played a role. Share your journey using #MySBHCStory. #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
2. School-based health centers have touched countless lives. ❤️ Share a photo or a story that encapsulates your SBHC experience. Let's celebrate these pillars of our community! Use #MySBHCStory.
3. Join our mission to spotlight the magic of SBHCs! Share your memorable moments, stories, and transformations using #MySBHCStory. Together, let's amplify their impact. 🌍👉 #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024

## Sample Messages for Generic Posts

1. 📋📍 This February, we're celebrating how #SBHCs are revolutionizing children's access to healthcare! Join us in the #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
2. ✨ Did you know? School-based health centers make a significant difference in our children's lives, ensuring they thrive and grow. Support #SBHCAwarenessMonth!
3. Applause to all our partners who have contributed to the success of SBHCs. Your dedication ensures our kids have a brighter future! 🙌 #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
4. The heart of #SBHCAwarenessMonth? The children. Remember the young lives positively affected by school-based health care services. 🧒🧒
5. Our mission: Ensure all kids grow into the amazing young adults we know they can be. School-based health centers pave the way! 🌱 #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
6. This February, let's recognize and celebrate the difference SBHCs make in our communities. Healthier kids, brighter futures! ✨ #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
7. 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 healthcare 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. #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
8. 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. #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
9. Without access to healthcare, students in low-income communities are placed at a distinct disadvantage. SBHCs help increase access to healthcare and improve educational attainment. Learn more about SBHCs. #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024
10. Did You Know? 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. #SBHCAwarenessMonth #SBHCAwareness #SBHCAM2024



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