

# School-Based Health Care Awareness Month Social Media Toolkit

*2026 Theme: Thank you, Everyday Superheroes*

## Campaign Overview

This February, the School-Based Health Alliance (SBHA) is celebrating School-Based Health Care Awareness Month by recognizing the everyday superheroes who make school-based care possible: school-based health center (SBHC) teams and sponsors, school nurses, school partners, philanthropists, policymakers, and all the champions across the field.

In a time of uncertainty, limited resources, and shifting needs, you continue to show up for students. This toolkit includes ready-to-post graphics and sample copy to help you celebrate your teams and share the impact of school-based health care in your community.

## Objective

Increase awareness of SBHCs and promote SBHC staff well-being by uplifting and thanking the people who deliver and support school-based health care:

- Recognize SBHC staff and partners as trusted supports for students and schools.
- Highlight the impact of SBHCs and staff on student health, learning, and well-being.
- Make it easy for state affiliates, SBHCs, schools, and partners to celebrate locally using customizable graphics.

## Key Messages

Celebrate School-Based Health Care Awareness Month by recognizing and appreciating the everyday heroes who make school-based health care possible: SBHC staff, school nurses, educators, partners, advocates, and more.

## Who Can Celebrate and Share

We invite SBHCs and state affiliates to join us in celebrating alongside local centers, school nurses, schools, districts, and partners.

SBHA designed these posts for SBHC staff, healthcare professionals, school leaders, policymakers, and anyone who supports student health.

## Hashtags

Use one or more of the following on your posts:

- #2026SBCHeroes
- #2026SBHCAwarenessMonth

## How You Can Help Spread the Word

1. Download the campaign graphics from SBHA.
2. Celebrate your local heroes: add your logo, center name, and (if appropriate) photos or names of local staff to recognize their work.
3. Feel free to customize the graphics: adjust the copy to match your community, translate the text, and include local details (such as hours, location, and appointment/walk-in information).
4. Post on your SBHC/school channels (Instagram, Facebook, TikTok, LinkedIn, newsletters). Tag your school, district, and partners.
5. Repost and repeat: aim for 1-2 posts per week throughout February.

## Sample Captions for Social Media

- Happy School-Based Health Care Awareness Month! Today we're celebrating the everyday superheroes who support students where they are. Thank you to our SBHC team and partners for showing up for kids every day. #2026SBCHeroes #2026SBHCAwarenessMonth
- There's a lot of uncertainty and unknowns, but you will always be there for your students. Thank you to the SBHC team, school nurses, partners, and advocates for being a trusted source of care, information, and support. #2026SBCHeroes #2026SBHCAwarenessMonth
- Shout-out to our SBHC superheroes! Your care helps students feel healthier, safer, and ready to learn. Tag a school-based health hero you appreciate today. #2026SBCHeroes #2026SBHCAwarenessMonth

## Short Message for Your E-newsletter

Let's celebrate the 2026 School-Based Health Care Awareness Month with SBHA! This February, we're saying thank you to our everyday superheroes of school-based health care - SBHC teams, school nurses, advocates, and partners who continue to show up for students regardless of uncertainty and limited resources. Download SBHA's ready-to-post graphics, customize them to recognize your local staff, and share throughout the month to spotlight the impact of school-based health centers and school-based health care.

## Download the Graphics

Find and download the graphics [here](#) or visit [www.sbh4all.org](http://www.sbh4all.org). For those who have Canva accounts, you can use this [Canva template link](#) to edit the colors.