



2024 NATIONAL PUBLIC HEALTH WEEK SOCIAL MEDIA TOOLKIT



NATIONAL
**PUBLIC
HEALTH**
WEEK

AN INITIATIVE OF THE AMERICAN PUBLIC HEALTH ASSOCIATION



Cook County DEPT. of
Public Health

**BUILDING
HEALTHIER
COMMUNITIES**

LETTER FROM OUR COO



Cook County DEPT. of
Public Health

BUILDING
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Dear Community Partner:

Cook County Department of Public Health is excited to once again celebrate National Public Health Week (NPHW), a 25-year national observance, taking place April 1-7. We want you to join us in recognizing the power of public health by sharing the social media graphics contained in this toolkit.

For more than 25 years, the American Public Health Association (APHA) has organized NPHW. About 3,000 local health departments as well as 58 state and territorial health departments across the country join together to educate policymakers, practitioners and the community at-large about public health.

Our research and engagement with the community during the COVID-19 response and recovery revealed the public has limited understanding of the work we do and the resources and services we offer.

This year, we are sharing messages and graphics from our newly launched Public Health Heroes League campaign. This innovative campaign features a diverse cast of fictional graphic novel characters, rendered in saturated, vibrant color, to convey the story of how our health department works with the community to tackle real public health challenges and prevent illnesses, injuries and deaths. While the campaign features CCDPH, it could represent any local health department because all health departments have similar core functions.

This social media toolkit includes graphics and messages from the campaign, featuring public health heroes fighting the opioid epidemic and tuberculosis, guarding against lead hazards, promoting immunizations, conducting community outreach and providing resources to schools. It was developed to show excellence through diversity – the diversity of our staff and the diversity of the residents we serve.

We need everyone to work together to make our communities, county, state, nation and world more equitable, safe, healthy and just. By building our connections, we build new possibilities for all of us to thrive together. Social media is the easiest way to join the conversation and show your support for local public health. We hope you will share this toolkit and its contents widely.

A handwritten signature in black ink, appearing to read "LaMar Hasbrouck".

LaMar Hasbrouck, MD, MPH, MBA
Chief Operating Officer





NPHW 2024 THEME: "PROTECTING, CONNECTING AND THRIVING: WE ARE ALL PUBLIC HEALTH"

Tips to support NPHW

Use CCDPH social handles:

- [Facebook](#) @CCDPH
- [Twitter](#) @CookCoHealth
- [LinkedIn](#) @cook-county-department-of-public-health

Use these hashtags

Public Health:

- #BuildingHealthierCommunities
- #NPHW
- #PublicHealthHeroes, #PHHL
- #PublicHealth
- #PublicHealthAwareness
- #OneCookCounty

Special Public Health Topics:

- #getnaloxone, #opioids
- #leadpoisoningprevention, #healthyhomes
- #tobaccofreeliving

Link to these websites

- CCDPH Public Health Heroes League (publichealthheroesleague.com)
- National Public Health Week (www.nphw.org)

SOCIAL MEDIA POSTS

We hope you will help us celebrate National Public Health Week by sharing some of the suggested posts and graphics (formatted for Facebook, Instagram, Twitter and LinkedIn) below. Use the links on page 4 to download graphics.

Today kicks off National Public Health Week. We are excited to celebrate our partners @[INSERT CCDPH HANDLE] and the important work they do #buildinghealthiercommunities. Visit www.NPHW.org. #NPHW



Public health is more than just health care. It includes #BuildingHealthier communities free from pollution, with safe food and water and strong personal relationships. Join @[INSERT CCDPH HANDLE] and [YOUR ORG HANDLE] April 1-7 for #NPHW. Learn more: Publichealthheroesleague.com.



Public health departments are not a hospitals or clinics. @[INSERT CCDPH HANDLE] has doctors and nurses and a wide range of other professionals working to prevent illnesses, injuries and premature deaths. Learn more this #NPHW at Publichealthheroesleague.com.



Meet the real #PublicHealthHeroes. We are proud of our partnership with @[INSERT CCDPH HANDLE] and the important work they do #BuildingHealthierCommunities. Watch #PHHL Episode 1, Dawn of Vigilance: <https://youtu.be/Vs6AIJ7Jdf8>.



DYK that 68% of @[INSERT CCDPH HANDLE] staff are #BIPOC compared to the national average of 25% at other health departments. Learn more about #CCDPH. Watch this #PublicHealthHeroes Dawn of Vigilance video: <https://youtu.be/Vs6AIJ7Jdf8>.



Where we live, work and play can have a huge effect on our health. Let's build healthier communities together. Watch this @[INSERT CCDPH HANDLE] #PublicHealthHeroesLeague Dawn of Vigilance video in celebration of #NPHW: <https://youtu.be/Vs6AIJ7Jdf8>. #NPHW



Where we live, work and play can have a huge effect on our health. Let's build healthier communities together. Watch this @[INSERT CCDPH HANDLE] #PublicHealthHeroes Smoke & Mirrors video featuring Dr. Amy Chen: <https://youtu.be/2rNI1ApdFM>. #NPHW #unfriendtobacco



Our friends @[INSERT CCDPH HANDLE] are committed to preventing opioid overdose deaths and helping people with #opioid use disorder find community-based treatment and support. #GetNaloxone. Visit: getnaloxonecookcounty.com [OR, add a link that's relevant to your organization].



We are excited to partner with @[INSERT CCDPH HANDLE] in celebration of #NPHW. DYK CCDPH is the health department for 2.3 million residents and 127 suburbs in Cook County? Learn more about these #PublicHealthHeroes at <https://youtu.be/Vs6AIJ7Jdf8>. #OneCookCounty



SOCIAL MEDIA POSTS

@[INSERT CCDPH HANDLE] protects children by removing lead from their homes, monitoring lead levels in their blood and providing nutrition counseling to their parents. Learn more at: bit.ly/3vH8FAd. #NPHW #PublicHealthHeroesLeague



In celebration of #NPHW and our partnership with @[INSERT CCDPH HANDLE], meet #PublicHealthHeroesLeague! **Dr. Henry Hughes** is health commissioner, guiding suburban Cook County to a healthier future. Watch Dawn of Vigilance video: youtu.be/Vs6AIJ7Jdf8.



In celebration of #NPHW and our partnership with @[INSERT CCDPH HANDLE], meet #PublicHealthHeroesLeague! **Dr. Sam Kuramoto** is on the frontline stamping out disease outbreaks with expertise. Watch Outbreak Detected video: youtu.be/CtcY5_4w7TQ.



In celebration of #NPHW and our partnership with @[INSERT CCDPH HANDLE], meet #PublicHealthHeroesLeague! **Dr. Lukas Schmidt** offers treatment for latent TB infections and TB disease. Learn more bit.ly/3TTxL8g.



In celebration of #NPHW and our partnership with @[INSERT CCDPH HANDLE], meet #PublicHealthHeroesLeague! **Lillian Okoye** and her team nurture our communities to better health. Learn more bit.ly/4atEgLy.



In celebration of #NPHW and our partnership with @[INSERT CCDPH HANDLE], meet #PublicHealthHeroesLeague! **Gabriella Torres** is a public information officer. She keeps the public and the media informed about important public health issues. Learn more bit.ly/3PGUe60.



In celebration of #NPHW and our partnership with @[INSERT CCDPH HANDLE], meet #PublicHealthHeroesLeague! **Priya Patel** and her team work with community partners to promote health. Learn more bit.ly/3TYRJid.



In celebration of #NPHW and our partnership with @[INSERT CCDPH HANDLE], meet #PublicHealthHeroesLeague! **Zoe Carter** and her team help us prepare, respond, mitigate and recover from public health emergencies. Learn more bit.ly/49oAKKI.



Downloadable Graphics

[Amy Chen \(Chronic Disease\)](#)

[Gabriella Torres \(Public Information\)](#)

[Henry Hughes \(Health Commissioner\)](#)

[Lillian Okoye \(Nursing\)](#)

[Lukas Schmidt \(TB\)](#)

[Priya Patel \(Community Mobilization\)](#)

[Zoe Carter \(Emergency Preparedness\)](#)

[Public Health Heroes League Logo](#)

[Public Health Heroes League Characters](#)

Instructions to save images:

Click the link for the image you would like to save.

Right click on image.

Click "save as."

Save to your computer.