



# NATIONAL PUBLIC HEALTH WEEK

AN INITIATIVE OF THE **AMERICAN PUBLIC HEALTH ASSOCIATION**

## APRIL 5-11 NPHW Community Toolkit

The Arkansas Department of Health (ADH) and Arkansas Public Health Association (APHA) invite you to celebrate National Public Health Week with us on April 5-11, 2021. The theme this year is Building Bridges to Better Health. The toolkit will help make the job of promoting NPHW easy and convenient. The logos and graphics can easily be added to your email, Facebook, Twitter or other social media pages. There are several public service announcements and letters for promoting and communicating with your local TV, radio, newspaper and other print publications.



For detailed information regarding each daily topics, visit:  
<http://www.nphw.org/NPHW-2021>

Monday: Rebuilding

Creating a better, more inclusive, more just world through PUBLIC HEALTH

Tuesday: Advancing  
Racial Equity

Dismantling policies and practices that uphold racism and support inequalities

Wednesday:  
Strengthening  
Community

Work toward clean,  
well-designed  
connected,  
community for ALL

Thursday: Galvanizing  
Climate Change

Part of the  
on-going efforts to  
prepare for and  
respond to  
climate change

Friday: Constructing  
Covid 19 Resiliency

Promote sound public  
health practices and  
take action based on  
science

# Media Tools

Visit [arkpublichealth.org](http://arkpublichealth.org) each day at 12:00 noon, during Public Health Week for videos celebrating Public Health in Arkansas.

## Daily Themes/Hashtags

### Monday: Rebuilding

Rebuilding after the #COVID19 pandemic means having the vision to create a better, more inclusive, more just world through public health.

[www.NPHW.org](http://www.NPHW.org) #NPHW [www.nphw.org/NPHW-2021/Rebuilding](http://www.nphw.org/NPHW-2021/Rebuilding)

### Tuesday: Advancing Racial Equity

Advancing racial equity involves dismantling policies and practices that uphold racism and support inequities. We must make racial equity central to health equity.

[www.NPHW.org](http://www.NPHW.org) #NPHW #RacismOrHealth [www.nphw.org/NPHW-2021/Racial-Equity](http://www.nphw.org/NPHW-2021/Racial-Equity)

### Wednesday: Strengthening Community

Strengthening community improves #PublicHealth in the places where we live, work, play, and learn. Let's work toward clean, well-designed, connected communities for all.

[www.NPHW.org](http://www.NPHW.org) #NPHW [www.nphw.org/NPHW-2021/Strengthening-Community](http://www.nphw.org/NPHW-2021/Strengthening-Community)

### Thursday: Galvanizing Climate Justice

Galvanizing climate justice to address social inequities and improve our health must be part of ongoing efforts to prepare for and respond to climate change.

[www.NPHW.org](http://www.NPHW.org) #NPHW #ClimateChangesHealth [www.nphw.org/NPHW-2021/Climate-Justice](http://www.nphw.org/NPHW-2021/Climate-Justice)

### Friday: Constructing COVID-19 Resilience

Building #COVID19 resilience is key to moving forward. Urge Congress to invest in #PublicHealth, promote sound public health practices and take action based on science.

[www.NPHW.org](http://www.NPHW.org) #NPHW [www.nphw.org/NPHW-2021/COVID-19-Resilience](http://www.nphw.org/NPHW-2021/COVID-19-Resilience)

### Saturday: Uplifting Mental Health and Wellness

#COVID19 and racism have been the dual epidemics harming mental health in our country. Uplift mental health and wellness as key parts of public health. Learn more:

[www.NPHW.org](http://www.NPHW.org) #NPHW [www.nphw.org/NPHW-2021/Mental-Health-and-Wellness](http://www.nphw.org/NPHW-2021/Mental-Health-and-Wellness)

### Sunday: Elevating the Essential and Health Workforce

Elevating the essential and health workforce is crucial to public health. Worker protections equal better health outcomes. Frontline workers deserve adequate pay, supplies and support. Learn more: [www.NPHW.org](http://www.NPHW.org) #NPHW [www.nphw.org/NPHW-2021/Elevating-Workforce](http://www.nphw.org/NPHW-2021/Elevating-Workforce)

# Media Shareables

## Logos

Use the NPHW logo to enhance your NPHW communication efforts. Use them with e-mails, social media pages and your personal e-mail signature.



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## Daily Themes Graphics

Try sharing these easy, copy and paste graphics on your social media or emails.

NPHW 2021 — Share on:  
[Facebook](#) | [Twitter](#) | [Instagram](#)

**Building Bridges to Better Health**

**For Science**

**For Action**

**For Health**

NATIONAL PUBLIC HEALTH WEEK

www.nphw.org

Monday's theme — Share on:  
[Facebook](#) | [Twitter](#) | [Instagram](#)

**Rebuilding**

**For Science**  
Less than 3% of U.S. health spending is on public health.

**For Action**  
Build back environmental protections that have been removed, with a greater focus on communities of color.

**For Health**  
Investing in public health saves lives – 19,000 from the expansion of Medicaid through the Affordable Care Act alone.

NATIONAL PUBLIC HEALTH WEEK

www.nphw.org

Tuesday's theme — Share on:  
[Facebook](#) | [Twitter](#) | [Instagram](#)



**Advancing Racial Equity** NPHW 2021

**For Science**  
Inequities in health care, income, education and housing are caused not by race, but by racism.

**For Action**  
Work with local leaders to address racism as a public health crisis.

**For Health**  
Educating health care providers about racial and ethnic disparities can reduce disparities in maternal mortality.



NATIONAL PUBLIC HEALTH WEEK  
[www.nphw.org](http://www.nphw.org)

Wednesday's theme — Share on:  
[Facebook](#) | [Twitter](#) | [Instagram](#)



**Strengthening Community** NPHW 2021

**For Science**  
Seniors who feel lonely or isolated are at 26% higher risk for mortality.

**For Action**  
Engage your peers and elected officials on public health topics through social media.

**For Health**  
Rates of preventable deaths typically go down in communities where local public health spending goes up.



NATIONAL PUBLIC HEALTH WEEK  
[www.nphw.org](http://www.nphw.org)

Thursday's theme — Share on:  
[Facebook](#) | [Twitter](#) | [Instagram](#)



**Galvanizing Climate Justice** NPHW 2021

**For Science**  
As temperatures rise, heatwaves become more frequent and make heat stroke rates and cardiovascular illnesses worse.

**For Action**  
Urge lawmakers to help public health and medical communities prepare for and respond to health threats caused by climate change.

**For Health**  
Building strong communities makes them more resilient, so they have better health outcomes after disasters.



NATIONAL PUBLIC HEALTH WEEK  
[www.nphw.org](http://www.nphw.org)

Friday's theme — Share on:  
[Facebook](#) | [Twitter](#) | [Instagram](#)



**Building COVID-19 Resilience** NPHW 2021

**For Science**  
The pandemic shows that when governments fail to act before and during a public health crisis health suffers.

**For Action**  
Urge Congress to prioritize equitable vaccine distribution.

**For Health**  
Places that enforced stay-at-home orders have lower rates of COVID-19 and fewer deaths.



NATIONAL PUBLIC HEALTH WEEK  
[www.nphw.org](http://www.nphw.org)

Saturday's theme — Share on:  
[Facebook](#) | [Twitter](#) | [Instagram](#)



**Uplifting Mental Health and Wellness** NPHW 2021

**For Science**  
Fifty percent of mental illness begins by the age of 14, and 75% begins by the age of 24.

**For Action**  
Advocate for mental health support, especially with the COVID-19 pandemic.

**For Health**  
People who exercise have fewer days of poor mental health than those who do not.



NATIONAL PUBLIC HEALTH WEEK  
[www.nphw.org](http://www.nphw.org)

Sunday's theme — Share on:  
[Facebook](#) | [Twitter](#) | [Instagram](#)



**Elevating the Essential and Health Workforce** NPHW 2021

**For Science**  
About 3/4 of all U.S. workers must still go to their workplace during the pandemic, putting them at risk.

**For Action**  
Uphold standards that protect workers during a pandemic, including legal protections for public health officials.

**For Health**  
Funding a robust public health workforce supports strong programs to protect communities.



NATIONAL PUBLIC HEALTH WEEK  
[www.nphw.org](http://www.nphw.org)

## Sample Social Media Clips

Whether you're planning to participate in or host an event, online or offline, you can enhance your engagement with NPHW by using Facebook, Twitter, Instagram and more.

### On Twitter:

- Follow @NPHW across all your organizational and staff accounts!
- Actively favorite and retweet tweets posted by @NPHW.
- Use the official NPHW hashtag, #NPHW, in your tweets so your tweets show up when someone searches for more about NPHW!
- Like and engage with people who post about your NPHW event or your organization!
- Spend time in the lead-up to NPHW — as well each day during NPHW — engaging with other people and groups using #NPHW.
- Tweet multiple times leading up to NPHW to build anticipation, and tweet 2-4 times daily during NPHW (or more!).

### On Facebook:

- Post to Facebook 1-3 times per day during NPHW — Facebook's algorithm favors pages and profiles that are more active.
- Be sure to keep an eye on social media! Engage in a two-way conversation on ALL platforms by liking, commenting, sharing, retweeting and addressing any comments or questions that people make on Twitter and Facebook.
- Use the Facebook Event Page to organize your event, invite people and post reminders and updates.
- Boost posts promoting your event for \$25-\$50 on Facebook, which can help target audiences you want to participate.

### On photo-sharing platforms like Instagram:

- Share photos with your supporters and other public health groups.
- Use Instagram to capture compelling moments during NPHW and be sure to engage with other people using the #NPHW tag on Instagram by liking and commenting on their posts.

### Sample tweets:

- Join @PublicHealth and [YOUR ORG HANDLE HERE] April 5-11 as we spotlight how public health is "Building Bridges to Better Health" for our communities and our nation. #NPHW [www.NPHW.org](http://www.NPHW.org)
- Working together, we can build healthier communities and the healthiest nation. Join [YOUR ORG HANDLE HERE] @PublicHealth for "Building Bridges to Better Health" on April 5-11. #NPHW [www.NPHW.org](http://www.NPHW.org)

# Public Service Announcements

These sample PSA's can be copied for radio spots, newspapers, social media pages, e-mails, etc. Make sure to change the text to make it personal to your county or organization. These are samples to get you started thinking about how you want to share public health with your audience.

**Taken from: National Association of County and City Health Officials**

## PSA Scripts

### 30 Second PSA Script:

What do clean drinking water, safe foods, and flu shots have in common?

They're the result of ongoing efforts by America's Public Health System to keep our communities healthy.

The Arkansas Department of Health works every day to prevent disease, promote healthy living, and respond to threats to our wellbeing.

Learn about important public health activities in your area at [healthy.arkansas.gov](https://healthy.arkansas.gov)

A message from the Arkansas Department of Health

### 20 Second PSA Script:

From providing clean drinking water to immunizing our children, the Arkansas Department of Health works every day to prevent disease, promote healthy living, and respond to threats to our wellbeing.

Learn about important public health activities in your area at [healthy.arkansas.gov](https://healthy.arkansas.gov)

A message from the Arkansas Department of Health.

### 15 Second PSA Script:

The Arkansas Department of Health works every day to prevent disease, promote healthy living, and respond to threats to our wellbeing.

Learn about important public health activities in your area at [healthy.arkansas.gov](https://healthy.arkansas.gov)

A message from the Arkansas Department of Health.

### 30 Second PSA Script:

For many [INSERT NAME OF COUNTY/CITY] residents, [INSERT HEALTH NEED] is a serious threat to their health.

That's why the [INSERT HEALTH DEPARTMENT NAME] is launching [INSERT PROGRAM/INITIATIVE INFORMATION]. Our goal is to protect our communities by preventing disease, promoting healthy living, and responding to threats to our wellbeing.

Learn more about [INSERT PROGRAM/INITIATIVE NAME] and other public health activities at [INSERT WEBSITE ADDRESS or PHONE NUMBER].

A message from the [INSERT HEALTH DEPARTMENT NAME].

### 20 Second PSA Script

For many [INSERT NAME OF COUNTY/CITY] residents, [INSERT HEALTH NEED] is a serious threat to their health.

That's why the [INSERT HEALTH DEPARTMENT NAME] is launching [INSERT PROGRAM/INITIATIVE INFORMATION].

Learn more about [INSERT PROGRAM/INITIATIVE NAME] and other public health activities at [INSERT WEBSITE ADDRESS or PHONE NUMBER].

A message from the [INSERT HEALTH DEPARTMENT NAME].

### 15 Second PSA Script

[INSERT HEALTH DEPARTMENT NAME] is launching [INSERT PROGRAM/INITIATIVE INFORMATION].

Learn more about [INSERT PROGRAM/INITIATIVE NAME] and other public health activities at [INSERT WEBSITE ADDRESS or PHONE NUMBER].

A message from the [INSERT HEALTH DEPARTMENT NAME].

## Sample PSA Pitch Letter

A key step in bringing any PSA to the public in your community involves writing a letter promoting its placement — the “pitch letter.”

Whether you adapt this sample or write your own, be sure to cover the following points:

- Keep it brief, no more than one page.
- Get to the point quickly.
- Show how and why the issue is important to the people in your community.
- Underscore that the actions suggested in the PSAs are easy to take, and can advance the health and wellbeing of the community.
- Ask that the PSA be aired.
- Mention that you will be contacting them to follow up on your request.

Date

Name of Appropriate Person at Radio Station

Their Title

Station Name

Address

Dear [Addressee],

What do filling a glass of water from the faucet, ordering food in a restaurant and making sure your kids don't catch the measles have in common? They are all made safer, better and more reliable thanks to the work of your local Public Health Department. These examples represent but a small fraction of the work Arkansas Department of Health undertakes. All day, and every day, we work to preserve the health and wellbeing of our communities.

Yet many people still do not understand how their local health department operates, and how it can help to manage and improve their own health. That is why we need your help. From fighting obesity, to smoking cessation and across a range of health needs, ADH has resources that promote healthy living and work to improve the quality of life in our communities.

We need to let people know about the programs and tools available to them. Especially with [INSERT LOCAL SPECIFICS RELATED TO TOPICAL HEALTH NEEDS IN THE AREA]. The enclosed PSAs highlight the work of ADH and builds awareness of the resources we provide. We urge you to air these PSAs on behalf of all members of our community. I would appreciate a chance to discuss this initiative with you, and will call you next week to set up a time that is convenient.

Sincerely,  
SIGNATURE LINE  
YOUR NAME  
YOUR TITLE

# SUPPORTIVE THEMES AND FACT SHEETS

**Mental Health | Maternal and Child Health | Violence Prevention**  
<http://www.nphw.org/NPHW-2021/Violence-Prevention-2020>

**Environmental Health | Education | Healthy Housing | Economics**  
<http://www.nphw.org/NPHW-2021/Education>

**Healthy Communities | Violence Prevention | Rural Health**  
<http://www.nphw.org/NPHW-2021/Healthy-Communities-2019>

**Technology and Public Health | Climate Change | Global Health**  
<http://www.nphw.org/NPHW-2021/Global-Health>

## VIDEOS

### **What is Public Health?**

- [What is Public Health?? - YouTube](#)
- [What is Public Health? - YouTube](#)

### **Thank you Public Health**

- [Happy Public Health Thank You Day! - YouTube](#)
- [Thank you, public health - YouTube](#)



NATIONAL  
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# NATIONAL PUBLIC HEALTH WEEK

Building Bridges to Better Health

April 5-11 2021

**M**onday

**Rebuilding**

Creating a better, more inclusive, more just world through PUBLIC HEALTH

**T**uesday

**Advancing Racial Equity**

Dismantling policies and practices that uphold racism and support inequalities

**W**ednesday

**Strengthening Community**

Work toward clean, well-designed, connected community for ALL

**T**hursday

**Galvanizing Climate Change**

Part of the on-going efforts to prepare for and respond to climate change

**F**riday

**Constructing COVID-19 Resiliency**

Promote sound public health practices and take action based on science

**S**aturday

**Uplifting Mental Health and Wellness**

COVID-19 and racism have been the dual epidemics harming mental health

**S**unday

**Elevating the Essential and Health Workforce**

Frontline workers deserve adequate pay, supplies and support

Visit [arkpublichealth.org](http://arkpublichealth.org) each day at 12:00 noon, during Public Health Week for videos celebrating Public Health in Arkansas.

## Other Promotion Ideas

### Email newsletter or blog post

**Want to send an email about National Public Health Week to your constituents, members or followers? You can build on the language below, or trim it down to include in a newsletter or turn into a blog post.**

Example:

Dear XX,  
National Public Health Week is coming up fast, and we want you to join us! [Insert organization] will be recognizing the work of public health and taking part in the week by [insert your plans for NPHW].

Here are some other ways to get involved in NPHW:

- Sign up for the Keep It Moving Challenge. (link to <http://nphw.org/Get-Involved/Keep-It-Moving>)
- Become an official NPHW Partner. (link to <http://nphw.org/Get-Involved/Become-a-Partner>)
- Check out these NPHW fact sheets on the NPHW daily themes and how we can build a healthier nation. (link to <http://nphw.org/NPHW-2021>)
- Join the 2021 NPHW Twitter chat at 2 p.m. ET on Wednesday, April 7, with the hashtag #NPHWChat.

To learn more about National Public Health Week visit <http://www.nphw.org/>.

## NPHW 2021 Instagram Scavenger Hunt



Take part in a fun activity during #NPHW for the chance to win a \$25 Amazon gift card! The American Public Health Association and the Association of Schools and Programs of Public Health are hosting a digital scavenger hunt for National Public Health Week! The items to post relate to the daily themes of National Public Health Week. You are not required to publish an image relating to the daily theme on the day you post, though it may help your chances of winning! The more times you post, the higher your chances are to win. Happy hunting!

Rules:

- From April 5 - 11, snap pictures representing the items listed below and post them to your Instagram feed using the hashtag #NPHWinstahunt to be entered for a chance to win!
- Participant accounts must be set to public and posts must remain visible through the end of NPHW.
- Be respectful. If posting photos of others, make sure they consent and are comfortable with this.
- If you would like to enter without posting photos to Instagram, send your photos (clearly labeled with the hashtag #NPHWinstahunt) to [nphwcontest@apha.org](mailto:nphwcontest@apha.org).
- Five winners will be randomly selected and announced on April 13 at noon ET!

Disclaimer: This contest is not endorsed by Instagram. By participating in this contest, you are authorizing APHA and ASPPH to repost your #NPHWinstahunt post. Check back on Friday, April 2 for the list of scavenger hunt items. Follow APHA on Instagram @americanpublichealth and ASPPH @thisispublichealth for updates and winner announcements.