



NATIONAL PUBLIC HEALTH WEEK

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

APRIL 5-11

NPHW Administrator 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 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 #NPHW 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 #NPHW #RacismOrHealth 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 #NPHW 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 #NPHW #ClimateChangesHealth 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 #NPHW 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 #NPHW 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 #NPHW 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.



AN INITIATIVE OF THE AMERICAN PUBLIC HEALTH ASSOCIATION



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

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

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

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

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

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

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.

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
- 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

Sample County Judge Letter

Dear [County Judge's Name],

Join Arkansas Department of Health, Arkansas Public Health Association and the American Public Health Association in celebrating National Public Health Week

The Arkansas Department of Health (ADH) and Arkansas Public Health Association (APHA) invite you to celebrate National Public Health Week (NPHW) with us on April 5-11, 2021. The theme this year is *Building Bridges to Better Health*.

We know public health is built from the grassroots up. We're focusing on how we strengthen and support the very foundation of our health and our communities. By working together, we can achieve health equity and, eventually, become the healthiest nation.

Each day of NPHW will focus on a different piece of the bridges that connect us -- or keep us apart. Please see attached toolkit for details. We hope that, each day, you'll see how you fit into building stronger, healthier communities. We hope you'll join in!

To celebrate and reinforce gratitude for public health, attached is a proclamation to sign as well as a toolkit with suggestions for sharing on your social media outlets and community partners. Join ADH and the APHA to celebrate NPHW by attending our daily presentations highlighting various topics of Public Health. The presentations can be viewed at <https://www.arkpublichealth.org>

Sincerely,

Signature

Name

Title

Sample National Public Health Week Proclamation

Whereas the week of April 5-11, 2021, is National Public Health Week, and the theme is “Building Bridges to Better Health”; and

Whereas since 1995, the American Public Health Association, through its sponsorship of National Public Health Week, has educated the public, policymakers and public health professionals about issues important to improving the public’s health; and

Whereas U.S. life expectancy dropped from 2014 to 2017 in the longest sustained decline since the Great Recession and only in 2018 began to increase again; further, studies consistently show the United States has a lower life expectancy than comparable countries; and

Whereas there is a significant difference in health status, such as obesity, poor mental health and drug use, among people living in rural areas compared with people living in urban areas, and this variance increases because rural residents are often more likely to face social determinants that negatively impact health, such as poverty, transportation barriers and lack of economic opportunity; and

Whereas public health professionals help communities prevent, prepare for, withstand and recover from the impact of a full range of health threats, including disease outbreaks such as the COVID-19 pandemic, measles, natural disasters and disasters caused by human activity; and

Whereas public health action, together with scientific and technological advances, has played a major role in reducing and, in some cases, eliminating the spread of infectious disease, and in establishing today’s disease surveillance and control systems; and

Whereas six in 10 U.S adults have a chronic disease and four in 10 have two or more; and health risks such as alcoholism, obesity and tobacco use are the primary reason for 7 of every 10 deaths annually in the United States.

Whereas the COVID-19 pandemic has illuminated and exacerbated racial inequities and a growing number of local, state governments and public health leaders have declared racism a public health crisis.

NOW, THEREFORE, I, [name and title of your elected official], by virtue of the authority vested in me by the laws of **[city, state or locality],** do hereby proclaim the week of April 5-11, 2021, as **National Public Health Week 2021** in **[city or state]** and call upon the people of **[city or state]** to observe this week by helping our families, friends, neighbors, co-workers and leaders to better understand the value of public health and supporting great opportunities to adopt preventive lifestyle habits in light of this year’s theme, **“Building Bridges to Better Health.”**

IN WITNESS WHEREOF, I have hereunto set my hand this **[5th]** day of April, two thousand twenty one, and of the Independence of the United States of America the two hundred and forty sixth.

Signature

[Insert city/state or other official seal]

Sample County Health Officer Letter

Dear [CHO's Name],

Join Arkansas Department of Health, Arkansas Public Health Association and the American Public Health Association in celebrating National Public Health Week.

The Arkansas Department of Health (ADH) and Arkansas Public Health Association (APHA) invite you to celebrate National Public Health Week (NPHW) with us on April 5-11, 2021. The theme this year is *Building Bridges to Better Health*.

We know public health is built from the grassroots up. We're focusing on how we strengthen and support the very foundation of our health and our communities. By working together, we can achieve health equity and, eventually, become the healthiest nation.

Each day of NPHW will focus on a different piece of the bridges that connect us -- or keep us apart. We hope you'll join in and see how *you* fit into building stronger, healthier communities! Please see attached toolkit for details.

Join ADH and APHA in celebrating National Public Health Week by attending our daily presentations highlighting various topics of Public Health. The presentations can be viewed at <https://www.arkpublichealth.org>

Until we can meet again, stay engaged, active and safe as we join virtually and work toward a brighter, healthier future.

Sincerely,

Signature

Name

Title

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 [INSERT HEALTH DEPARTMENT NAME] 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 [INSERT WEBSITE ADDRESS or PHONE NUMBER].

A message from the [INSERT HEALTH DEPARTMENT NAME].

20 Second PSA Script:

From providing clean drinking water to immunizing our children, the [INSERT HEALTH DEPARTMENT NAME] 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 [INSERT WEBSITE ADDRESS or PHONE NUMBER].

A message from the [INSERT HEALTH DEPARTMENT NAME].

15 Second PSA Script:

The [INSERT HEALTH DEPARTMENT NAME] 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 [INSERT WEBSITE ADDRESS or PHONE NUMBER].

A message from the [INSERT HEALTH DEPARTMENT NAME].

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 that [INSERT HEALTH DEPARTMENT NAME] 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, [INSERT HEALTH DEPARTMENT NAME] 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 [INSERT HEALTH DEPARTMENT NAME] and build 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

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

ASPPH 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.
- 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.