



NATIONAL PUBLIC HEALTH WEEK

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

APRIL 5-11 NPHW SCHOOL 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. We are highlighting the essential partnership between public health and school health; healthy schools equal healthy communities. Students must be healthy to be educated and must be educated to be healthy. It is easier to teach a child healthy habits than to break unhealthy habits of an adult.



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

Help us promote the valuable partnership of public health and education each day of the week. We have provided links and resources to make this quick and easy.

Here are some suggestions for using this toolkit in your schools:

- **Link the videos included to your message boards and CCTV**
- **Promote public health through social media accounts including Twitter, Facebook and Instagram**
- **Include quotes and information on your school marquee.**
- **Include information with links and quotes in school newsletters**
- **Utilize in Health, Career Orientation, similar classes. Watch the longer videos provided and link to a class lesson**
- **Encourage faculty to start a discussion with students about public health through essays, posters, open class discussion, etc.**
- **Hold poster or other multimedia contests using one of the daily topics or Public Health in general**

Each day of NPHW has a theme. Below are links to related articles and resources that you can share with your school administration, teachers, staff and students.

Monday: Rebuilding

School nurses are public health's eyes and ears for the nation's children and families. Their position within schools and their understanding of the social environment that surrounds the school offers a point of access for care that can extend the reach of public health.

To put it simply, school nursing is public health nursing. School nurses work with children, families, communities, as well as public health departments and educators. The primary goal for school nurses is to keep children safe, healthy, and ready to learn.

Healthcare is vital to all of us some of the time, but Public Health is vital to all of us ALL of the TIME!

C. Everett Koop

<https://www.youtube.com/watch?v=ot6CZtHCIQo>

Tuesday: Advancing Racial Equity

Racism and Mental Health.

<https://www.youtube.com/watch?v=aV4Hk4PQ4Tc>

Conquering Discrimination and Inequality in Education

<https://www.youtube.com/watch?v=EwM4YOELH8s>

Why Reading is Fundamental to Racial Equality

<https://www.the74million.org/article/why-reading-is-fundamental-to-racial-equity/>

Wednesday: Strengthening Community

Whole school, whole community, whole child model:

https://www.cdc.gov/healthyyouth/wsc/pdf/wsc_fact_sheet_508c.pdf

NASN The role of the school nurse:

[Healthy Communities - The Role of the School Nurse - National Association of School Nurses \(nasn.org\)](#)

Edutopia- 5 steps to better school/community collaboration:

[5 Steps to Better School/Community Collaboration | Edutopia](#)

2019 YRBS Report:

https://t.emailupdates.cdc.gov/r/?id=h400aef69%2C1383f933%2C1383fb19&ACSTrackingID=USCDC_1009-DM51900&ACSTrackingLabel=2019%20YRBS%20Data%20Shows%20Connection%20Between%20Health%20and%20Academic%20Achievement%20&s=T27MGswjE-tCb-6Hh4a0oXBqLHsj43xyZ7wwcfbFfg

Thursday: Galvanizing Climate Change

Resources for incorporating climate change education into classroom lessons:

<https://www.nea.org/professional-excellence/student-engagement/tools-tips/climate-change-education-essential>

American Lung Association- Climate Change: <https://www.lung.org/clean-air/climate-change>

Five ways to protect air quality in schools: <https://www.lung.org/clean-air/at-school>

Ted Talk on climate justice:

https://www.ted.com/talks/jill_macintyre_witt_climate_justice_now_how_jan_2018

Friday: Constructing Covid 19 Resiliency

Taking care of yourself: https://www.nctsn.org/sites/default/files/resources/fact-sheet/taking_care_of_yourself.pdf

Matrix of trauma-sensitive strategies of school success: https://nysteachs.org/wp-content/uploads/2018/09/INF_SS_MatrixOfTraumaSensitiveStrategies_090718.pdf

Supporting virtual A.W.A.R.E podcast: <https://dese.ade.arkansas.gov/Offices/learning-services/school-health-services/aware-podcast>

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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NPHW



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

This graphic features a blue bridge with two people standing on it. The text is arranged vertically on the left, and the NPHW 2021 logo is in the top right corner.

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

This graphic features a woman placing a red brick on a stack of other bricks. The text is arranged vertically on the left, and the NPHW 2021 logo is in the top right corner.

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



Advancing Racial Equity

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

This graphic features three people climbing a set of stairs. The text is arranged vertically on the left, and the NPHW 2021 logo is in the top right corner.

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



Strengthening Community

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

This graphic features a diverse group of people, including a person in a wheelchair, standing together. The text is arranged vertically on the left, and the NPHW 2021 logo is in the top right corner.

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



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



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
- 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
- National Public Health Week 2021 is “Building Bridges to Better Health” and needs your help to get there. Join [YOUR ORG HANDLE HERE] and @PublicHealth online April 5-11. #NPHW www.NPHW.org

Share Arkansas Public Health Association link in all your communications:

<https://www.arkpublichealth.org>