

# Newborn Screening Awareness Month Toolkit

Use **#2024NBS** to celebrate Newborn  
Screening Awareness Month



# Celebrate Newborn Screening Awareness Month

Throughout the month of September, Baby's First Test, a program of Expecting Health, will continue our annual tradition of sharing newborn screening facts, videos, and stories on our social media platforms as well as highlighting education and awareness efforts from communities and organizations across the nation.

When you share a post, picture, or story, use **#2024NBS** to be part of our larger awareness campaign and to join the national dialogue! **Together, we can amplify family stories and raise awareness for newborn screening.**



# Stay Connected

*Like, save, and share all the #2024NBS content from us and other organizations!*



**@BabysFirstTest**



**@BabysFirstTest**



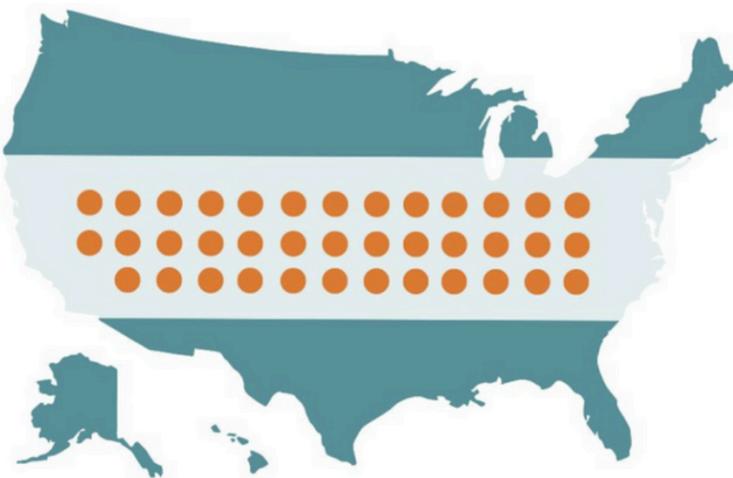
**@BabysFirstTest**

# Social Media Graphics to Share

Download and share these graphics on your social media to raise awareness for newborn screening.

#2024 NBS

**DID YOU KNOW?**



The RUSP includes a total of 38 conditions.



Each year, 12,500 babies with serious but treatable conditions grow up healthy.

*Thanks to newborn screening.*

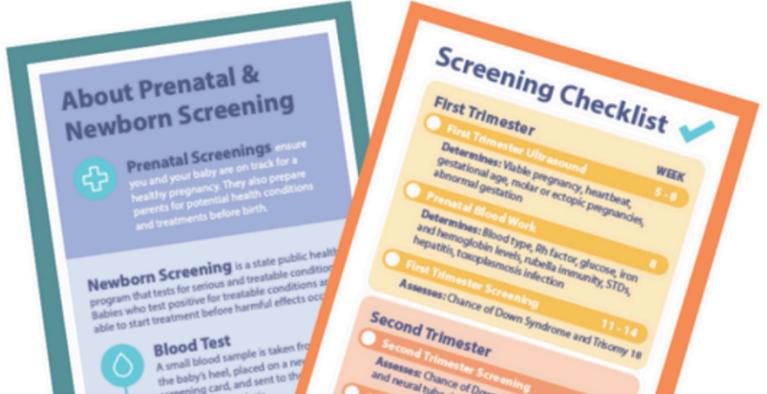




#2024 NBS

**The best time to learn about newborn screening is before your baby's born.**

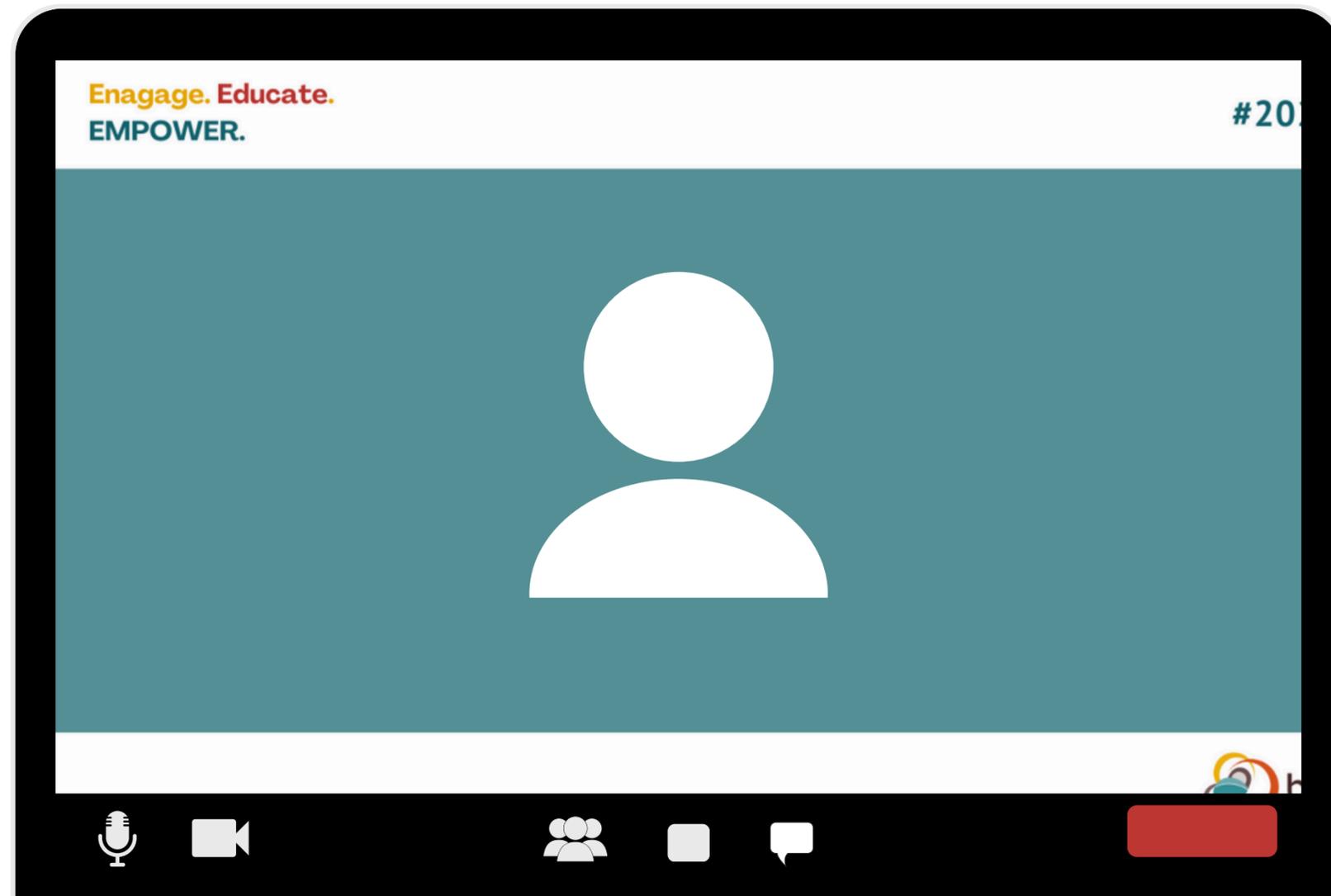
*Download our prenatal brochures, implementation guide and other resources to help educate expecting families about newborn screening.*





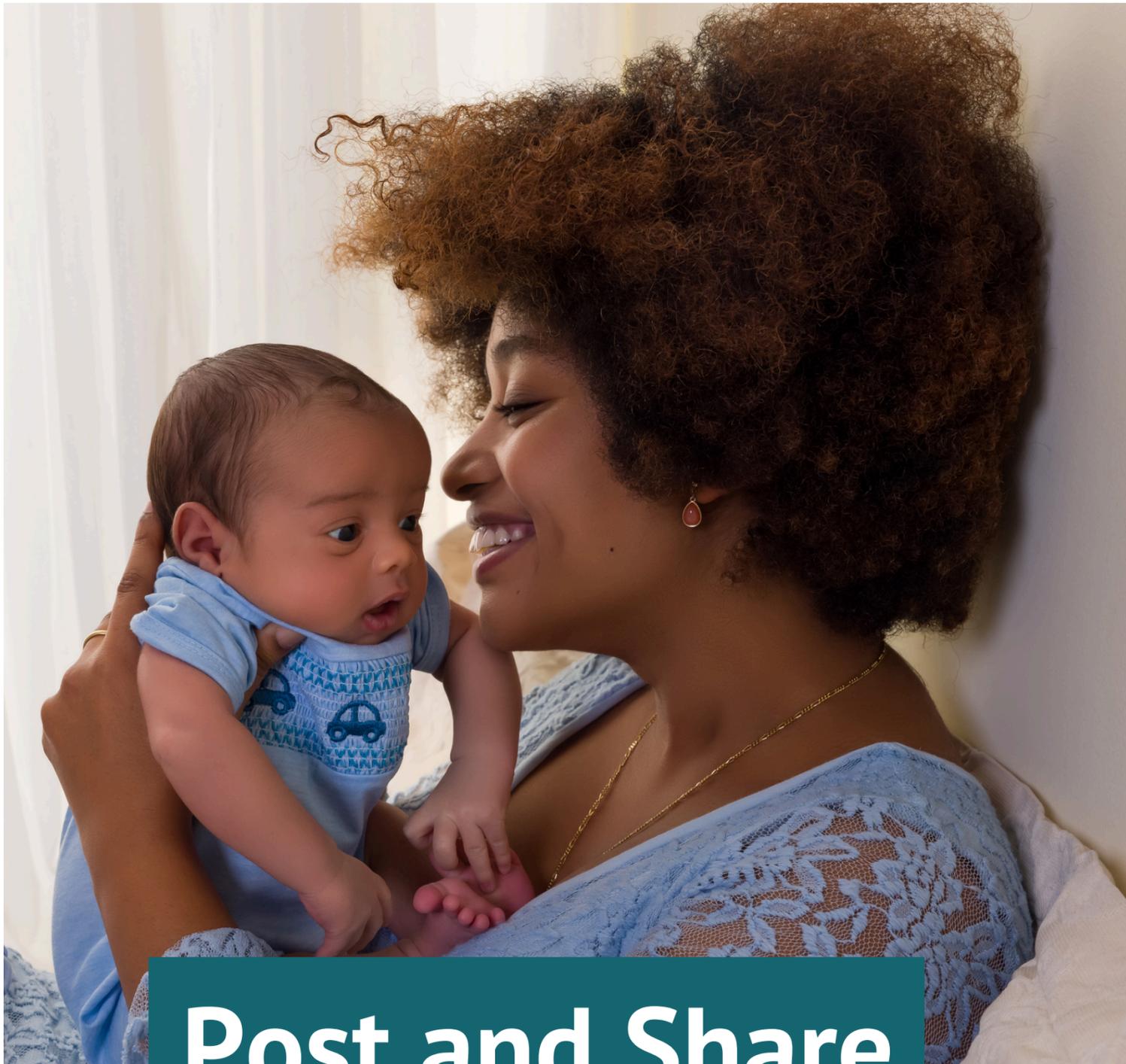
For more graphics, visit [babysfirsttest.org/2024nbs](https://babysfirsttest.org/2024nbs).

# Raise Awareness at Your Next Meeting



- Download the #2024NBS image
- Navigate to **Preferences** in the settings menu
- Under **Virtual Backgrounds**, click the plus (+) icon to the right of video filter
- Upload the downloaded #2024NBS background

For more graphics, visit [babysfirsttest.org/2024nbs](https://babysfirsttest.org/2024nbs).



## Post and Share

*Use these sample messages by copying it and posting it on social media!*

- September is Newborn Screening Awareness Month! To learn more about #newbornscreening and what to expect, visit [BabysFirstTest.org](https://babysfirsttest.org). #2024NBS
- Did you know there are three parts to #newbornscreening? 1) the blood test (or heel stick) 2) the hearing screen 3) pulse oximetry. Learn more about what to expect from your baby's first test: <https://expectinghealth.info/3fRp6vU> #2024NBS
- Looking for educational resources on #newbornscreening? Check out @BabysFirstTest's resource center: <https://expectinghealth.info/3izu9mD> #2024NBS
- Each year, about 12,500 babies are born with one of the conditions included in state #newbornscreening panels: <https://expectinghealth.info/3gOlkEP> #2024NBS
- Did you know that not every state screens for the same #newbornscreening conditions. Find out what your state screens for: <https://expectinghealth.info/3fl5ESg> #2024NBS
- Learn from other families, in their own words, what their #newbornscreening journey has been like: <https://expectinghealth.info/3gTKjH6> #2024NBS



## Post and Share

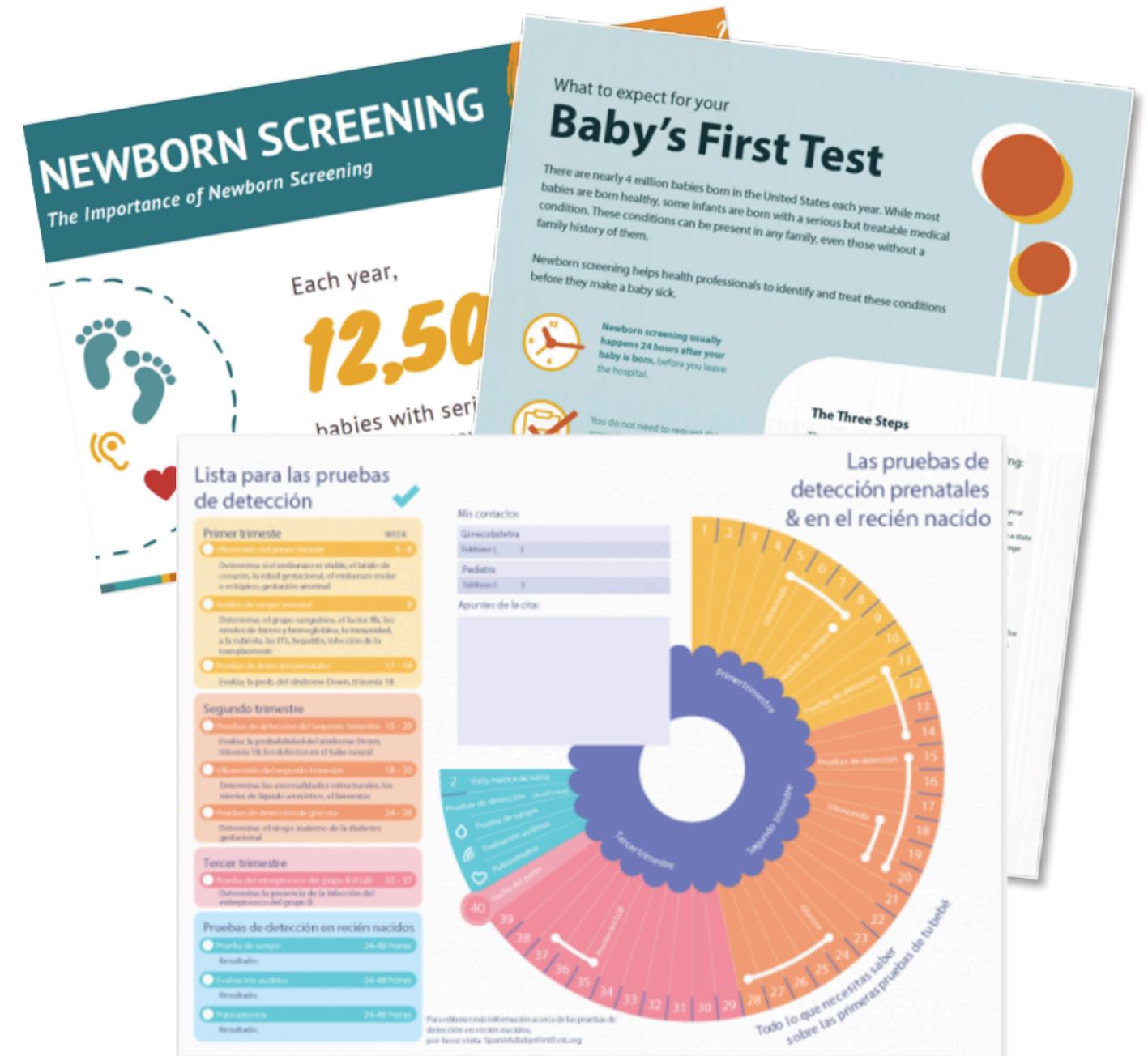
*Use these sample messages by copying it and posting it on social media!*

- **#Newbornscreening** is an essential **#publichealth** service that screens babies for serious but treatable medical conditions. Learn more here: <http://expectinghealth.info/31HA41Z> **#2024NBS**
- **#Newbornscreening** is a connected system. It's made up of diverse stakeholders who are committed to giving babies a healthy start! Share what newborn screening means to you **#2024NBS**
- **#Newbornscreening** is life-changing. It detects babies who may be a higher risk for certain health conditions. This allows doctors to start treatment as early as possible! What does **#newbornscreening** mean to you? **#2024NBS**
- **#Newbornscreening** is community. It's filled with passionate family advocacy organizations and committed **#publichealth** professionals dedicated to serving families. We wouldn't be the NBS community without them! **#2024NBS**
- What's your **#newbornscreening** story? Share yours today to make a difference and remind other families they are not alone! <https://expectinghealth.info/3gTKjH6> **#2024NBS**

# Educational Resources to Share

Looking for educational resources to share on newborn screening? We have lots of wonderful English and Spanish resources from our team and organizations across the country in our newborn screening resource center, including:

- Videos
- Webinars
- Fact Sheets
- Educational Tools
- Posters



Visit <https://www.babysfirsttest.org/newborn-screening/resources>



For more information and ways to get involved, visit **[BabysFirstTest.org](https://www.BabysFirstTest.org)**.

# Newborn Screening Storytelling Toolkit

Every story is *different*.  
Every story is *powerful*.

Share yours today.





Research shows that messages that are embedded in stories are

**22x**

more likely to be remembered than facts.

# How to Tell Your Story



**Include the basics**



**Be authentic**



**Use images or video**



**Choose one story to tell**



**Aim for 250 words or less**



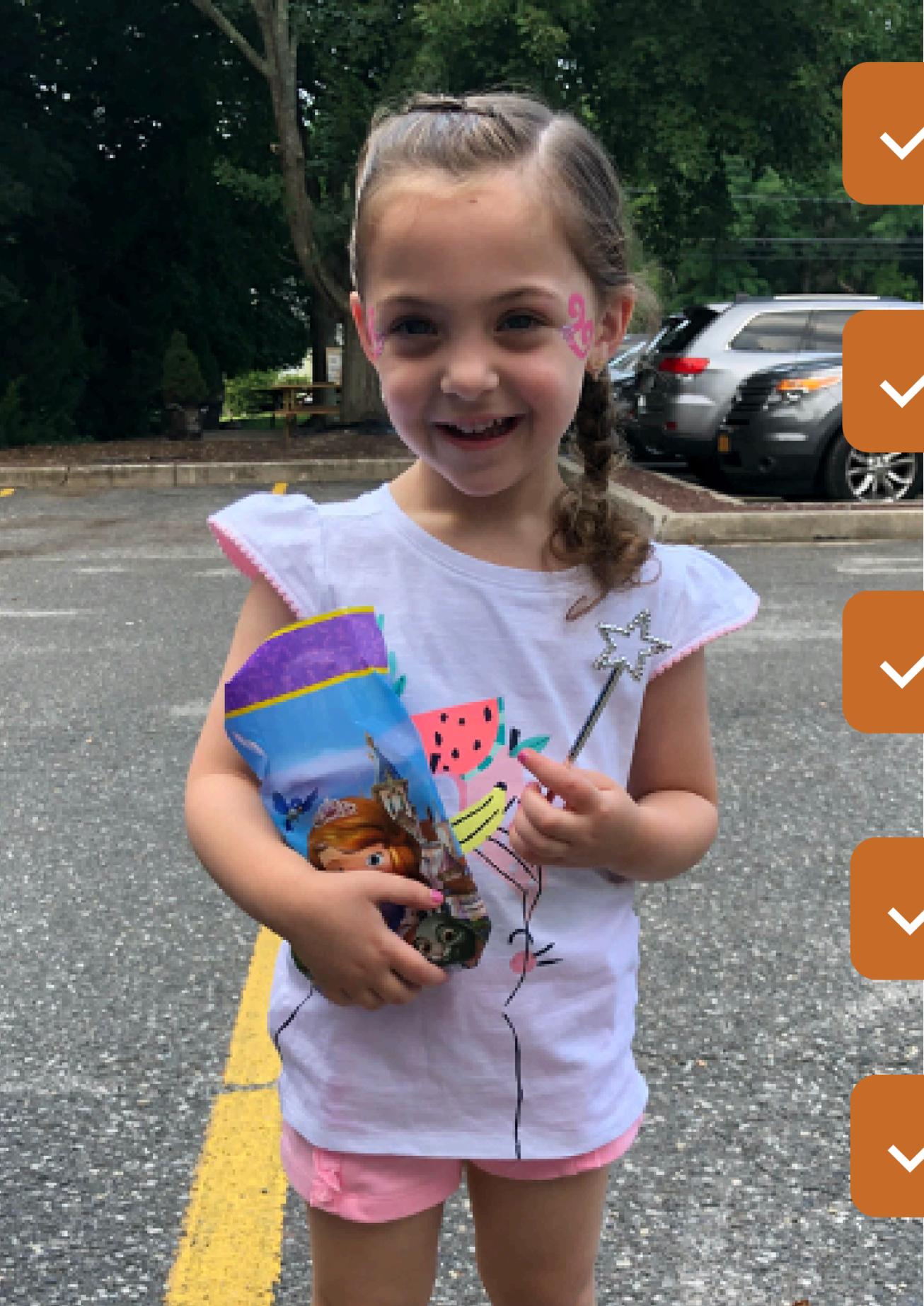
**Include a call to action**



# Adelaide: A Rare Unicorn

Our daughter's life was saved not once, but twice by newborn screening. Adelaide's first screening was done 38 hours after delivery and indicated she had an abnormal result for blood phenylalanine. Her second newborn screening diagnosed her with classic phenylketonuria and allowed for follow-up treatment of a rare condition called transient tyrosinemia of the newborn. After our initial newborn screenings, our family was in disbelief that nobody had ever heard of PKU. Due to Adelaide's timely diagnosis, her brain was spared any damage, and with consistent blood monitoring and a strict diet low in protein, Adelaide lives a normal life. We are incredibly lucky that newborn screening allowed our daughter's condition to be quickly diagnosed and efficiently treated.

**She is our rare unicorn and she shines so brightly!**



## Basics Covered

This family shares the basics of their daughter's story including what her newborn screening is, when she was diagnosed, and what their lives are like now.



## Authentic

Authenticity can look like different things. For this family story, their authenticity came through when they shared details about the rollercoaster of emotions they experienced throughout their process - disbelief, gratitude, and luck.



## Picture

Including a picture helps to build a connection to the audience and provides a visual to accompany the the story.



## Short and Sweet

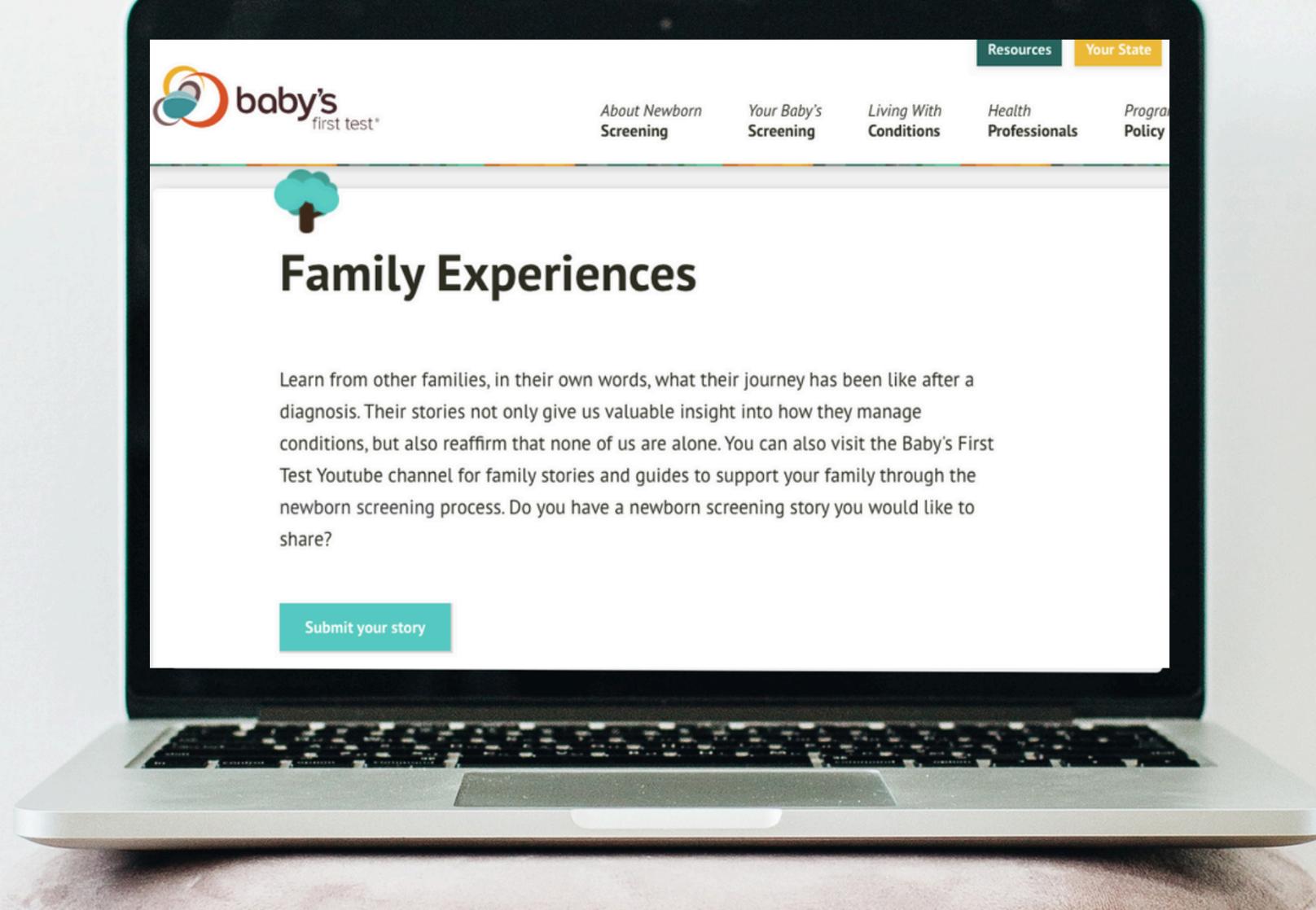
In 128 words, the family shares a focused story that details Adelaide's newborn screening diagnosis and treatment.



## Clear Goal and Call to Action

The family accomplishes its goal of sharing Adelaide's story and raising awareness for newborn screening by expressing how lucky they are for Adelaide's early diagnosis and treatment.

# Share Your Story



Newborn Screening Awareness Month is a time to tell your story, to raise awareness, and to make a difference! Throughout the month, Baby's First Test will be sharing stories and photos from families and individuals about their personal experiences with newborn screening.

Submit your story to be featured on our [Family Experiences](#) page

Snap a family picture, share your story on social media, and include #2024NBS