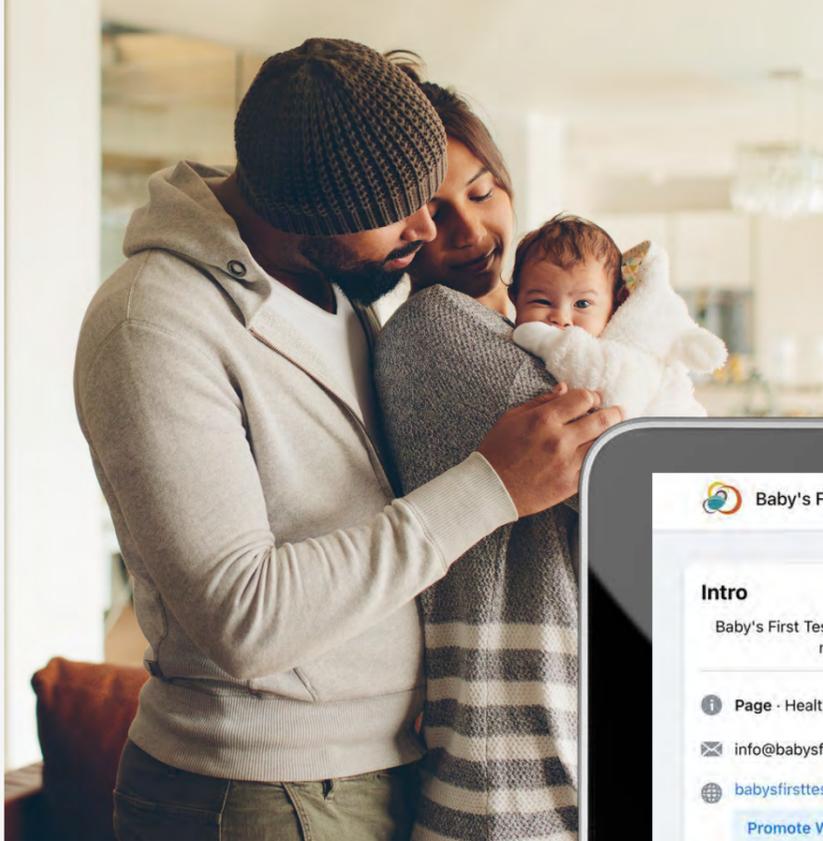




babysfirsttest



September is  
Newborn Screening Awareness Month!  
#NBS60Years #2023NBS



# 2023 Newborn Screening Awareness Month Toolkit

Baby's First Test



### Intro

Baby's First Test is the nation's educational resource center for newborn screening. It informs and

Page · Health & wellness website

info@babysfirsttest.org

babysfirsttest.org

Promote Website

### Photos

See all photos



Baby's First Test

July 20 at 12:07 PM ·

Newborn Screening Awareness Month will be here before you know it! Help us raise awareness while amplifying the #newbornscreening community by using these hashtags. #NBS60Years #2023NBS

September is

## Newborn Screening Awareness Month!

Help us raise awareness by using these hashtags on all your newborn screening-related social and professional media posts!

#NBS60Years | #2023NBS



A PROGRAM OF EXPECTING HEALTH

**baby's**  
first test

# Celebrating 60 Years of Life-Changing Achievements

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2023 marks **60 years** of newborn screening (NBS)! **Baby's First Test** invites you to join us as we celebrate this NBS milestone all month long.

Throughout September, we will continue our annual tradition of sharing NBS facts on social media while highlighting stories, education, and awareness efforts from NBS advocates, communities, and organizations nationwide.

When sharing an NBS-related fact, picture, video, or story on social media, use the hashtags below to join the national NBS dialogue while participating in our larger awareness campaign.

Let's all work together to raise awareness for NBS!

**#NBS60Years**

**#2023NBS**



# Stay Connected

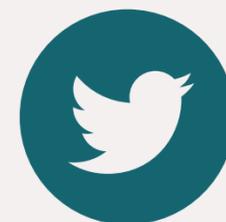
*Like, save, and share* all **#NBS60Years** and **#2023NBS** content from **Baby's First Test** and other organizations!



**@BabysFirstTest**



**@BabysFirstTest**



**@BabysFirstTest**

# Social Media Graphics to Share



Download and share these graphics on your social media platforms to raise awareness for newborn screening. For more graphics, visit our [2023 Newborn Screening Awareness Month](#) webpage.



## Post and Share

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

- September is Newborn Screening Awareness Month! To learn more about #newbornscreening and what to expect, visit [BabysFirstTest.org](https://www.babysfirsttest.org). #NBS60Years #2023NBS
- Did you know there are three parts to #newbornscreening? The blood test, the hearing screen, and the pulse oximetry test. Learn more about what to expect from your baby's first test: <https://bit.ly/3cSMRlZ> #NBS60Years #2023NBS
- Each year, about 12,500 babies are born with one of the conditions included in state #newbornscreening panels: <https://bit.ly/3PduoqE> #NBS60Years #2023NBS
- Did you know that not every state screens for the same #newbornscreening conditions? Find out which conditions your state screens for here: <https://bit.ly/2TEKgE1> #NBS60Years #2023NBS
- Learn from families, in their own words, what their #newbornscreening journey has been like: <https://bit.ly/2MnE6Yk> #NBS60Years #2023NBS

# Update Your Social Media Banners

Update your social media banners, headers, and covers to raise awareness for newborn screening. We have different sizes for various platforms!



Visit our [2023 Newborn Screening Awareness Month](#) webpage to download your favorite social media banners, headers, and covers.

# Raise Awareness at Your Next Meeting



## Zoom

- Download the background
- Click the " " in your window
- Choose "**Virtual Background**"
- Click on the "+" and then select "**Add Image**"
- Upload the background

## Microsoft Teams

- Download the background
- Select "**Effects and avatars**" and "**More video effects**" then click "**Add new**"
- Upload the background

To download the virtual background,  
visit our [2023 Newborn Screening Awareness Month](#) webpage.

# Educational Resources to Share

Looking for newborn screening educational resources to share? Our [Newborn Screening Resource Center](#) has many excellent English and Spanish resources from our team and organizations nationwide, including:

- Videos
- Webinars
- Fact sheets
- Educational tools
- Posters



Visit [babysfirsttest.org/newborn-screening/resources](https://babysfirsttest.org/newborn-screening/resources) for more resources.



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

