

NORTH CAROLINA CHILD HEALTH REPORT CARD 2016 SOCIAL MEDIA KIT

NC Child and NCIOM have prepared a number of posts and infographic content to make it easy for you to engage your networks and followers in conversation about key trends in this year's North Carolina Child Health Report Card.

The Report Card is an annual analysis of more than 30 measures of child health and safety. This year's report highlights the relationship between parent and child health with the theme, *Healthy Families for Healthy Children*. Visit <http://bit.ly/1KdWjBc> (password CHRC) for a first look at the full report.

The Report Card is embargoed for access until 12:01 AM on Tuesday, February 16, 2016.

Facebook

Use one of the prepared social media messages or infographics below to spark conversation about child health and safety on your page.

Twitter

Use the hashtag #2016CHRC to join the online conversation about this year's report. *TIP! Tag @nckidscount in your tweets to alert us to your post so we can retweet your content.*

Pre-Written Social Media Messaging

We've developed the following messages for Facebook and Twitter to help you communicate the findings in the Report Card and to ignite discussion within your networks about issues and solutions to promote the health and safety of North Carolina children. *TIP! Including an image with your post or tweet increases audience interest in your message and extends reach.*

Feel free to create your own tweets and posts. Refer to our joint press release (<http://bit.ly/1TfpDKg> password: CHRC) for recommendations and highlights to develop messages and encourage dialogue about the issues that matter most to your organization.

Use these messages to announce the release of the Report Card:

- The #2016CHRC shows improvement in key areas of child health. View the #2016CHRC <http://bit.ly/1KdWjBc> to learn more
- North Carolina earns 1 A, 7 Bs, 3 Cs, and 5 Ds on child health. Find out why in the #2016CHRC <http://bit.ly/1KdWjBc>
- How healthy are North Carolina Children? Find out in the #2016CHRC <http://bit.ly/1KdWjBc>

Use these messages to highlight improvements in child health:

- Teen births declined 39% between 2010 and 2014. Learn more in the #2016CHRC <http://bit.ly/1KdWjBc>

- Great news--fewer children in NC are being hospitalized for asthma. More in the #2016CHRC <http://bit.ly/1KdWjBc>
- Child poverty in NC unchanged since 2010 at 24%. Find out what this means for child health in the #2016CHRC <http://bit.ly/1KdWjBc>

Use these messages to highlight opportunities to improve child health:

- One in 19 NC children remains uninsured. Learn strategies to move the needle in the #2016CHRC <http://bit.ly/1KdWjBc>
- Every baby deserves to be healthy. Mortality worsened for Hispanic + American Indian babies. More in the #2016CHRC <http://bit.ly/1KdWjBc>
- One in four NC children lives in poverty. Learn how this affects child health in the #2016CHRC <http://bit.ly/1KdWjBc>

Use these messages to highlight this year's theme, *Healthy Families for Healthy Children*:

- Strengthening parent health + access to care bolsters family well-being and improves outcomes for kids #2016CHRC <http://bit.ly/1KdWjBc>
- One in six NC parents is uninsured. Find out how this impacts child health in the #2016CHRC <http://bit.ly/1KdWjBc>
- Children thrive when their parents are healthy. Learn more in the #2016CHRC <http://bit.ly/1KdWjBc>
- Parents' health before pregnancy plays a critical role in birth outcomes. Learn more in the #2016CHRC <http://bit.ly/1KdWjBc>

TIP! When in doubt, reach out! The data in the Report Card is intended to inform public policy conversations about strategies to improve child health. We're happy to serve as thought partners as you develop content to make connections between your advocacy or public education efforts and the findings in this year's report. Contact, Laila A. Bell, director of research and data, at laila@ncchild.org for technical assistance or support.

Infographics and Visual Content

We have prepared a chart book containing infographics and other visual content that highlight key findings from this year's Report Card. Visit (<http://bit.ly/1KdWjBc>), or see the attached folder, to access .jpeg files of this content.





Births to teens declined

39% to 12.2 per 1,000 girls ages 15-17 between 2010 and 2014

More in the 2016 NC Child Health Report Card
<http://bit.ly/1KdWjBc>

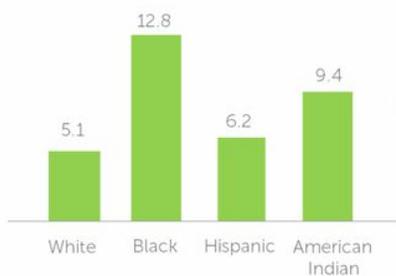
More than **8,700** births in NC are to mothers who receive late or no prenatal care



More in the 2016 NC Child Health Report Card
<http://bit.ly/1KdWjBc>

EVERY BABY IN NC DESERVES A HEALTHY START IN LIFE

Infant deaths per 1,000 live births



Strengthening parents' health **before pregnancy** improves birth outcomes

More in the 2016 NC Child Health Report Card
<http://bit.ly/1KdWjBc>

Healthy families start with healthy parents



1 in 6
parents in NC lacks access
to health insurance

More in the 2016 NC Child Health Report Card
<http://bit.ly/1KdWjBc>

B

Insurance Coverage

Uninsurance rate
for children
declined 33%

A

Environmental Health

Asthma
hospitalizations
down 17%

C

Infant Mortality

Race and ethnic
disparities worsened
for Hispanic and
American Indian
babies

B

Teen Births

Number of births
to teen girls ages
15-17 declines to
12.2 per 1,000

D

Child Poverty

One in four North
Carolina children
lives in poverty

To learn more about these and other indicators
of child health, view the 2016 NC Child Health
Report Card. Available at www.ncchild.org.