



The 2017 North Carolina Child Health Report Card: Children's Health Insurance Coverage #ChildHealthNC Social Media Engagement Toolkit

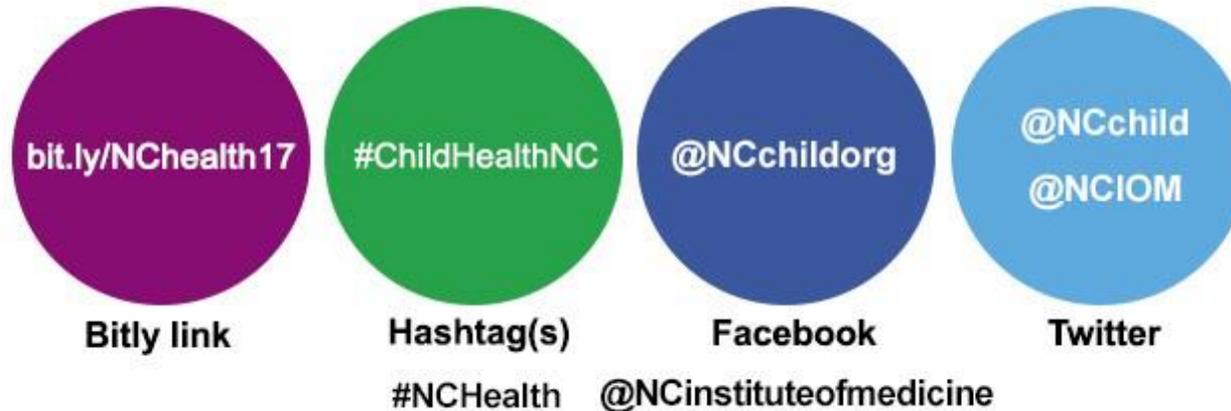
When: EMBARGOED UNTIL TUESDAY, MARCH 14, 2017

What: NC Child & The North Carolina Institute of Medicine (NCIOM) are releasing the **2017 North Carolina Child Health Report Card**, which tracks key indicators on healthy births, access to care, safe homes and neighborhoods, and health risk factors over time and by race and ethnicity. This year's report takes an in-depth look at North Carolina children's access to health insurance.

About this Toolkit

We ask that you share this information and use it to spark critical conversations about our state's children. To make it easy, NC Child and NCIOM have prepared social media posts and shareable images. This kit includes key information, sample posts and images you can use.

At-A-Glance Guide - Everything You Need to Share the Report:



Direct link: www.ncchild.org/publication/2017-child-health-report-card/

DO include images in your posts to engage your audiences. You'll find images in the [#ChildHealthNC Image Bank](#).
DO Tag [@ncchild](#) and [@nciom](#) in your post to alert us to repost your content.



Sample Tweets

(Click the Tweet icon to Tweet this directly.)

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

 JUST RELEASED: How healthy are NC children? 2017 #ChildHealthNC Report has the details: bit.ly/NCHHealth17

 How does #NC measure up? The 2017 #ChildHealthNC Report has the full picture: bit.ly/NCHHealth17

Use these messages to highlight this year's theme, children's health insurance coverage:

 The NC child health insurance rate has hit an all-time high: 96%! 2017 #ChildHealthNC report: bit.ly/NCHHealth17

 Medicaid, ACA, and NC Health Choice have led to record high child health insurance rate. bit.ly/NCHHealth17 #ChildHealthNC

 Hispanic or Latinx kids are more than 2x as likely to lack health coverage than white kids. bit.ly/NCHHealth17 #ChildHealthNC

Use these messages to highlight opportunities to improve child health:

 1 in 10 #NC highschoolers attempted suicide last year. Learn more in the 2017 #ChildHealthNC report: bit.ly/NCHHealth17

 Early prenatal care keeps babies healthy, but just 2/3 of NC moms receive it. Learn more: bit.ly/NCHHealth17 #ChildHealthNC

 Half of #NC children live in poor or near poor homes—this impacts their health. Learn more: bit.ly/NCHHealth17 #ChildHealthNC

 1 in 5 births to teen mothers are repeat births to teens who have already had 1 child. bit.ly/NCHHealth17 #ChildHealthNC

Grab an image to make your post stand out in the [#ChildHealthNC Image Bank](#).

For more information, contact: Laila A. Bell, Director of Research and Data: laila@ncchild.org | NCChild.org



Sample Facebook Posts

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

JUST RELEASED: How healthy are NC children? The 2017 North Carolina Child Health Report Card has everything you need to know: bit.ly/NCHealth17

Use these messages to highlight the theme of children's health insurance coverage:

This year, North Carolina reached a milestone: a record high number of children have health insurance. We must not go backwards. Learn more about how our children and families are doing in this year's #ChildHealthNC Report Card: bit.ly/NCHealth17

Gains in children's health insurance coverage are not a matter of happenstance, they are linked to the success of three complementary public programs: (1) N.C. Medicaid, (2) NC Health Choice, the state Children's Health Insurance Program, and (3) the Patient Protection and Affordable Care Act. The new #ChildHealthNC report has the scoop on how these programs help keep North Carolina families healthy: bit.ly/NCHealth17

Despite improvement in children's health insurance rates, some children remain vulnerable to health insurance coverage barriers that weaken their health and futures. Hispanic or Latinx children are more than twice as likely to lack health insurance coverage than their non-Hispanic white peers. For insights on why, check out the 2017 #ChildHealthNC Report Card: bit.ly/NCHealth17

Use these messages to highlight opportunities to improve child health:

North Carolina received a 'D' for birth outcomes. For the second consecutive year, the infant mortality rate (7.3 per 1,000 live births) is above the state's previously recorded low (7.0 per 1,000 live births). Infant mortality rates were lowest among Hispanic infants (5.4 per 1,000 live births) and highest among African American infants (12.5 per 1,000 live births). Get the full story on the well-being of our children in the annual #ChildHealthNC report, produced with @NCInstituteofMedicine. bit.ly/NCHealth17

The new #ChildHealthNC report shows how far North Carolina has come in strengthening children's access to health insurance. It also highlights areas where more work is needed:

- Only 31% of Hispanic/Latina women age 18-44 have health insurance
- 32.5% of kids met recommended guidelines for physical activity in 2012 (down from 46% in 2010)
- Almost 30% of high school students use electronic vapor products

Stay informed: bit.ly/NCHealth17

Did you know that uninsured parents are more than three times as likely to have difficulty paying for basic living costs such as food, rent, heating or electric bills? The new #ChildHealthNC Report Card offers insight: bit.ly/NCHealth17

North Carolina received a 'D' in youth suicide. Suicide is the second leading cause of death for adolescents ages 15-19 in North Carolina. The Child Fatality Task Force has recommended a set of policies to improve outcomes in this area. Get the story in the 2017 #ChildHealthNC Report Card: bit.ly/NCHealth17

2017 Spotlight

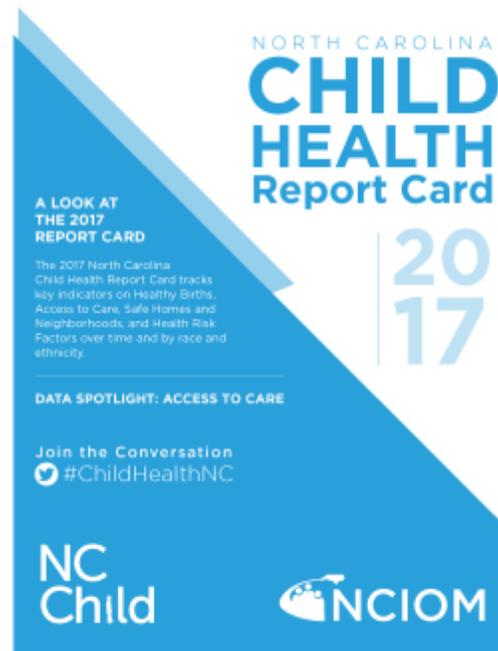
We hit an important milestone: **96 percent of children in our state have health insurance coverage**, a record high.

Since 2009, the uninsured rate for children has declined by half, landing North Carolina among the top 14 states with the largest drop in rates of children without insurance.

Grab an image to make your post stand out in the #ChildHealthNC [Image Bank](#).

IMAGES

Please feel free to include these images in your posts. You can also find these in the [image bank](#).



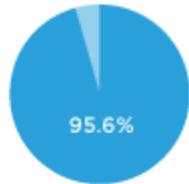
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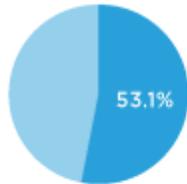
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Images (Cont)

CHILDREN'S HEALTH INSURANCE COVERAGE



95.6% of children in North Carolina had health insurance coverage in 2015.



53.1% of children in North Carolina received health insurance through public programs in 2015.



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