

Child Health Week 2016

A grayscale photograph of a woman holding a baby. The woman is on the left, looking towards the right. The baby is in the center, wearing a white knit hat and looking towards the camera. The background is blurred, showing other people. A yellow banner is overlaid at the top of the image, containing the text 'Child Health Week 2016' in a teal color.

#KeepThePromise

Social Media Toolkit: Child Health Week 2016

Child Health Week, which will take place from **November 12-20**, consists of four noteworthy global awareness events:

- World Pneumonia Day (Nov. 12)
- World Prematurity Day (Nov.17)
- World Toilet Day (Nov. 9)
- World Antibiotic Awareness Week (Nov.14 - 20)

We invite you to join the social media conversation using the suggested language and sharegraphics in this toolkit.

Note: Click on an image to download it. Tweets can be copy/pasted into Twitter.

Child Health Week Hashtags

- **#StopPneumonia**
- **#DefeatDD**
- **#Diarrhea**
- **#VaccinesWork**
- **#WorldPrematurityDay**
- **#WorldToiletDay**
- **#AntibioticResistance**

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General Child Health Sharegraphics

Graphic 1 – Click to Download



Suggested Tweets

- Where you are born should not decide whether you survive and thrive. #KeepThePromise #StopPneumonia #DefeatDD
- Let's give children a better chance to survive and thrive #KeepThePromise #StopPneumonia #DefeatDD

Graphic 2 – Click to Download



Suggested Tweets

- We can save millions of kids with more access to existing tools like #vaccines + #handwashing #VaccinesWork #KeepThePromise
- #Pneumonia and #diarrhea still kill too many children every year - but they don't have to #KeepThePromise

Graphic 3 – Click to Download



Suggested Tweets

- Imagine a future where no child dies of preventable diseases - we can make this a reality #StopPneumonia #DefeatDD
- We can #StopPneumonia and #DefeatDD with tools we already have. Act now, save lives! #VaccinesWork #KeepThePromise

#KeepThePromise

General Child Health Sharegraphics

Graphic 4 – Click to Download



Suggested Tweets

- Healthy babies → thriving adults. Together we can ensure every child has a chance. #StopPneumonia #DefeatDD
- Fewer kids are dying from preventable diseases than ever before but we can't stop now! #StopPneumonia #DefeatDD #VaccinesWork

Graphic 5 – Click to Download



Suggested Tweets

- #Diarrhea threatens kids 🌍-wide. Life-saving #vaccines can help prevent deaths. #KeepThePromise #VaccinesWork
- Better access to #rotavirus vaccines = a chance for millions of kids to grow into healthy adults #KeepThePromise #VaccinesWork

Graphic 6 – Click to Download



Suggested Tweets

- Test your child health knowledge – take the quiz below: #KeepThePromise
- How much do you know about global threats to child health? Click the pic to test your knowledge. #KeepThePromise

#KeepThePromise

World Pneumonia Day Sharegraphics

Graphic 7 – Click to Download



Suggested Tweets

- We can #StopPneumonia if we work together to reach kids 🌍-wide with life-saving tools. #VaccinesWork #KeepThePromise
- No child should die without access to life-saving tools. Reach more kids, save more lives. #StopPneumonia #VaccinesWork #WorldPneumoniaDay

Graphic 8 – Click to Download



Suggested Tweets

- We have life-saving tools - let's get them to the kids who need them. Inaction is not an option. #StopPneumonia #WorldPneumoniaDay
- Treating a child with pneumonia typically costs less than a piece of candy. We can and must #StopPneumonia! #WorldPneumoniaDay

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World Prematurity Day Sharegraphics

Graphic 9 – Click to Download



Suggested Tweets

- Every mother, every baby, everywhere needs quality care to survive and thrive
#WorldPrematurityDay
#KeepThePromise
- We know how to ensure safe births for moms & babies. With the right tools, we can save millions. #KeepThePromise
#WorldPrematurityDay

Graphic 10 – Click to Download



Suggested Tweets

- Moms & babies deserve the highest quality care – let's ensure the best skills & tools reach them all #WorldPrematurityDay
#KeepThePromise
- On #WorldPrematurityDay, we call for quality care, skilled birth attendants & #breastfeeding to save babies around the globe

#KeepThePromise

World Toilet Day Sharegraphics

Graphic 11 – Click to Download



Suggested Tweets

- Better sanitation = improved safety, health and potential. And #girls have the most to gain. #WorldToiletDay #KeepThePromise
- Access to a toilet can change a child's life. Good sanitation keeps kids in school & out of clinics. #WorldToiletDay #KeepThePromise

Any Questions?

Please contact:
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