



Childhood Asthma Leadership Coalition

Sample Social Media Posts

Facebook and Twitter are great ways to encourage a community conversation about childhood asthma during Asthma Awareness Month. To make it easier for you to get started, we have suggested some sample Twitter and Facebook posts below.

These suggestions are based on key facts about the problem and ideas for local and national responses. But they are just suggestions – feel free to customize and adapt these examples for your own use, by inserting local references, replacing the links featured here with links to your own resources, and putting the message in your voice.

Sample Twitter Posts

#AsthmaAwarenessMonth Fact: 7M+ US kids have #asthma. #InvestinKids

1 in 3 children with #asthma lives in poverty. <http://bit.ly/YengKH> #AsthmaAwarenessMonth
#InvestinKids #talkpoverty

#Asthma is a leading cause of hospitalization among children. <http://bit.ly/xOSxFO>
#AsthmaAwarenessMonth #InvestinKids

#Asthma causes 14M+ missed days school days a year. Kids can't learn if they can't breathe.
#AsthmaAwarenessMonth #InvestinKids

#Asthma costs USA's healthcare system \$56B+ a year. Better management could cut costs by 25%.
#AsthmaAwarenessMonth #InvestinKids

#Asthma affects 14,000 DC kids. Learn more about impacts in your state:
<http://www.cdc.gov/asthma/stateprofiles.htm>. #AsthmaAwarenessMonth #InvestinKids

Thanks @EleanorNorton for supporting #CHIP, a lifeline for kids w/asthma. #AsthmaAwarenessMonth
#InvestInKids

The Children's Health Insurance Program protects kids w/#asthma. #AsthmaAwarenessMonth is time for Congress to protect #CHIP. #InvestInKids

The Children's Health Insurance Program = dependable #asthma care. For #AsthmaAwarenessMonth, tell Congress to #InvestinKids & protect CHIP.

Sample Facebook Posts

One in 11 school-age children in America has asthma. May is Asthma Awareness Month, so take a minute to learn more about this children's health issue and get involved.
<http://www.childhoodasthma.org/>

Asthma affects 97,000 Wisconsin kids. Learn more about impacts in our state:
<http://www.cdc.gov/asthma/stateprofiles.htm>.

Sample Social Media Posts

Asthma costs the US healthcare system more than \$56 billion a year. But the Children's Health Insurance Program can help kids and parents manage asthma better, avoiding costly hospitalizations. May is Asthma Awareness Month, so take a minute to learn more about this children's health issue and get involved. <http://www.childhoodasthma.org/>

Asthma costs kids millions of school days every year. The Children's Health Insurance Program keeps kids with asthma healthy, so they can focus on learning. During Asthma Awareness Month, tell your representatives in Congress to protect CHIP this year, so kids with asthma can breathe easier.

Congresswoman [Eleanor Holmes Norton](#), it's Asthma Awareness Month. The Children's Health Insurance Program is a lifeline for children with asthma, but CHIP faces a big funding cut in 2015. What's your plan to protect CHIP, so CHIP can keep protecting the health of DC kids?