



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

May is #AsthmaAwareness month! Learn who's leading efforts to strengthen asthma policy:
http://www.childhoodasthma.org/?page_id=160.

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

1 in 3 children with #asthma lives in poverty. http://www.childhoodasthma.org/?page_id=15
#AsthmaAwareness #InvestinKids #talkpoverty

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

Kids can't learn if they can't breathe, & #asthma causes 14M+ missed school days/year.
#AsthmaAwareness #InvestinKids #edchat

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

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

A new #Medicaid rule helps schools keep kids w/#asthma healthy. @dcpublicschools, get involved!
<http://www.reuters.com/article/2015/02/24/us-school-health-medicareid-idUSKBN0LS21720150224>
#AsthmaAwareness

#Medicaid covers ¼ of kids w/#asthma & a Medicaid block grant risks their health. @EleanorNorton, reject this bad idea. #AsthmaAwareness

#Medicaid = dependable #asthma care. For #AsthmaAwareness month, tell Congress to #InvestinKids & protect Medicaid.

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>.

Asthma costs the US healthcare system more than \$56 billion a year. But with help from a new Medicaid policy, schools can help kids 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 encourage your school officials to get involved. <http://www.reuters.com/article/2015/02/24/us-school-health-medicaid-idUSKBN0LS21720150224>

Asthma costs kids millions of school days every year. Medicaid keeps kids with asthma healthy, so they can focus on learning. During Asthma Awareness Month, tell your representatives in Congress to reject Medicaid block-grant schemes that put children's health at risk, so kids with asthma can breathe easier.

Congresswoman [Eleanor Holmes Norton](#), it's Asthma Awareness Month. Medicaid is a lifeline for children with asthma, but some politicians want to weaken Medicaid with a block-grant scheme. What's your plan to protect Medicaid, so Medicaid can keep protecting the health of DC kids?