



Public
Health
Genetics
Week

Social Media Toolkit

MAY 26-29

#PHGW #PUBLICHEALTHGENETICS

What is Public Health Genetics Week?

The National Coordinating Center for the Regional Genetics Network (NCC) is excited to announce the first ever Public Health Genetics Week. The goal of the week is to celebrate the field of public health genetics. From May 26-29, we will highlight different areas of public health genetics.

[#PHGW](#) [#PublicHealthGenetics](#)

How can you celebrate Public Health Genetics Week?

Join us on social media and use the hashtags **#PHGW** and **#PublicHealthGenetics** each day of the week to share your experiences, expertise, and resources related to public health genetics.

Additionally, you can create your own materials and resources to help promote the week to your audiences.

#PHGW #PublicHealthGenetics

Daily Themes

Each day we will highlight different part of the public health genetics system.

5/26

What is Public Health Genetics?

<https://phgw.org/what-is-public-health-genetics/>

5/27

Who is Involved in Public Health Genetics?

<https://phgw.org/public-health-genetics-system/>

5/28

Public Health Screening

<https://phgw.org/public-health-screening/>

5/29

Public Health Genetics Resources

<https://phgw.org/public-health-genetics-resources/>

#PHGW #PublicHealthGenetics

Social Media Images

Access social media
images and the
Public Health
Genetics Week logo
at phgw.org/toolkit.

#PHGW #PublicHealthGenetics

Follow Us!

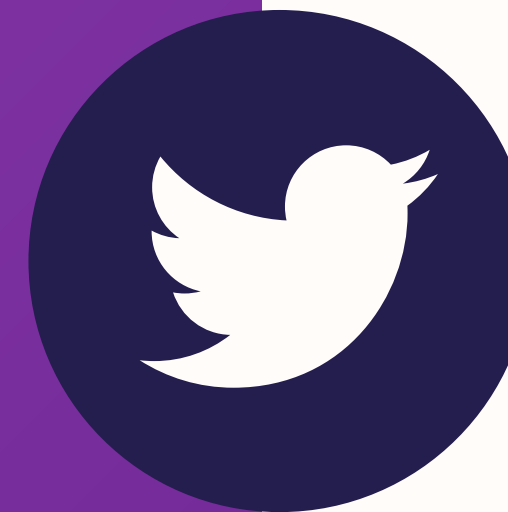
The NCC social media accounts will be sharing up-to-date information about Public Health Genetics Week.



[@nccrcg](https://www.facebook.com/nccrcg)



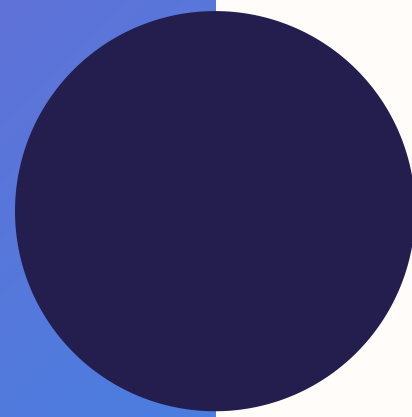
[@nccrcg](https://www.instagram.com/nccrcg)



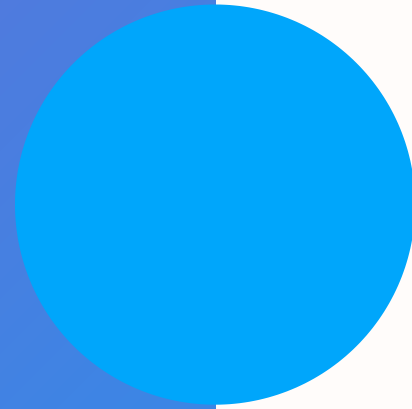
[@nccrcg](https://twitter.com/nccrcg)

[#PHGW](https://twitter.com/nccrcg) [#PublicHealthGenetics](https://twitter.com/nccrcg)

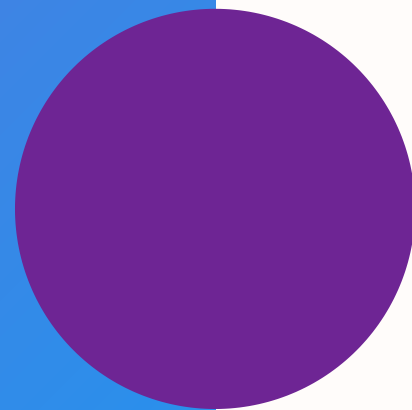
Public Health Genetics Week Colors



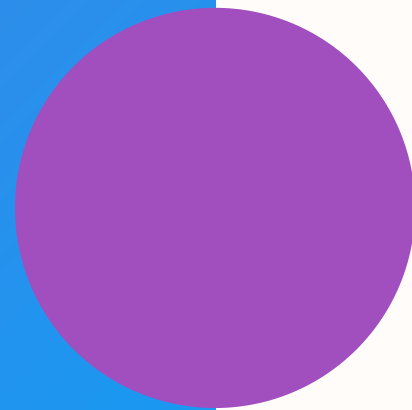
Hex: #241e4e
RGB: 36, 30, 78



Hex: #00a6fb
RGB: 0, 166, 251



Hex: #6e2594
RGB: 110, 37, 148



Hex: #a14ebf
RGB: 161, 78, 191

#PHGW #PublicHealthGenetics

Sample Social Posts

FOR EACH DAY OF PUBLIC
HEALTH GENETICS WEEK

WHAT IS PUBLIC HEALTH GENETICS?

**TUESDAY,
5/26**

- Today is the first day of Public Health Genetics Week! To kick off the week, learn what #PublicHealthGenetics is at <https://bit.ly/PHGdefinition>. #PHGW
- It is #PublicHealthGenetics Week! How are you celebrating? Join @NCCRCCG as we celebrate the week.
- Celebrate the efforts of #PublicHealthGenetics and tag @NCCRCCG to be featured on the NCC social media channels!
- #PublicHealthGenetics applies genetic and genomic information to improve public health and prevent disease. Learn more at <https://bit.ly/PHGdefinition>. #PHGW
- Almost 4% of children in the United States are reported to have a genetic condition- that is why #PublicHealthGenetics is so important for our communities. Learn more about this survey by visiting <https://www.childhealthdata.org/browse/survey> #PHGW.
- #PublicHealthGenetics encompasses a wide range of stakeholders who work to ensure access to genetic services. How do you define public health genetics? #PHGW

#PHGW #PublicHealthGenetics

WHAT IS PUBLIC HEALTH GENETICS?

**TUESDAY,
5/26**

- Genetics and public health go hand-in-hand. Learn about #PublicHealthGenetics <https://bit.ly/PHGdefinition> #PHGW
- Are you seeking information about genetics? #PublicHealthGenetics can help answer your questions at <https://bit.ly/PHGdefinition> #PHGW
- Did you know there are ten pillars of #publichealth? Learn how #PublicHealthGenetics is incorporated in the public health framework <https://bit.ly/PHGdefinition> #PHGW
- What is #PublicHealth? Check out Public Health 101 on <https://bit.ly/PHGdefinition> #PHGW
- What are #genetics and #genomics? Check out Genetics and Genomics 101 on <https://bit.ly/PHGdefinition> #PHGW
- How do you define #PublicHealthGenetics? Check out the @NCCRCG definition on <https://bit.ly/PHGdefinition> #PHGW
- Share your experience in #PublicHealthGenetics! #PHGW

#PHGW #PublicHealthGenetics

WHO IS INVOLVED IN PUBLIC HEALTH GENETICS?

WEDNESDAY,
5/27

- #PublicHealthGenetics system is made up of individuals/families, healthcare professionals, and public health professionals. Learn more at <https://bit.ly/PHGsystem> #PHGW
- Are you a healthcare professional? How do you interact with the #PublicHealthGenetics system? #PHGW
- Are you a public health professional? How do you interact with the #PublicHealthGenetics system? #PHGW
- Are you an individual that has, or is at risk for a genetic condition? How do you interact with the #PublicHealthGenetics system? #PHGW
- Individuals and families often interact with the public health genetics system for healthcare, screening, testing, family and individual support, and much more. Learn more at <https://bit.ly/PHGsystem> #PHGW
- Healthcare professionals provide genetic services to individuals who have, or are at risk for a genetic condition. Learn more at <https://bit.ly/PHGsystem> #PHGW
- Do you work in the Public Health Genetics field? Post a picture of you at work and tag #PHGW to show the world Public Health Genetics #atwork!

#PHGW #PublicHealthGenetics

WHO IS INVOLVED IN PUBLIC HEALTH GENETICS?

WEDNESDAY,
5/27

- Public health professionals assist in educating and assisting individuals to ensure they have access to needed genetic and related services. Learn more at <https://bit.ly/PHGsystem> #PHGW
 - In addition to efforts by individuals, many different types of organizations contribute to the #PublicHealthGenetics system. Learn more at <https://bit.ly/PHGsystem> #PHGW
 - Did you know that health and human service agencies; CDC, HRSA, NIH, and states and regions are involved in #PublicHealthGenetics? Learn more at <https://bit.ly/PHGsystem> #PHGW
 - Nearly 4 million babies are screened for genetic conditions in the US. Learn about your states newborn screening program by visiting <https://bit.ly/PHGsystem> #PHGW
 - Professionals within the field of #PublicHealthGenetics include genetics providers, non-genetics providers, and public health professionals. Learn about the programs that educate professionals at <https://bit.ly/PHGsystem> #PHGW
 - The federal government funds multiple programs to support #newbornscreening and #PublicHealthGenetics. Learn more at <https://bit.ly/PHGsystem> #PHGW
- [#PHGW](#) [#PublicHealthGenetics](#)

PUBLIC HEALTH SCREENING

THURSDAY,
5/28

- #PublicHealthGenetics programs include public health screenings that can occur throughout an individual's life. Learn about public health screening at <https://bit.ly/PHGScreening> #PHGW
- Did you know that nearly 4 million babies are screened at birth for various conditions? Learn more about #newbornscreening by visiting <https://bit.ly/PHGScreening> #PHGW
- The #newbornscreening system involves three screens: dried blood spot, hearing screening, and congenital critical heart disease. Learn more by visiting <https://bit.ly/PHGScreening> #PHGW
- Share your experiences with #newbornscreening! #PHGW
- Have you or someone you know been screened for Hereditary Breast and Ovarian Cancer? If so, learn more about the screenings by visiting <https://bit.ly/PHGScreening> #PHGW #BRCA
- Have you or someone you know been screened for Lynch Syndrome? If so, learn more about the screenings by visiting <https://bit.ly/PHGScreening> #PHGW
- Have you or someone you know been screened for Familial Hypercholesterolemia? If so, learn more about the screenings by visiting <https://bit.ly/PHGScreening> #PHGW

#PHGW #PublicHealthGenetics

PUBLIC HEALTH GENETICS RESOURCES

FRIDAY, 5/29

- Today we will be highlighting #PublicHealthGenetics resources to celebrate the end of #PHGW! What is your go-to resource?
- Are you interested in #newbornscreening resources? Check out @BabysFirstTest and NewSTEPs resources via <https://bit.ly/PHGResources> #PHGW
- Did you know that there are many resources for providers and patients related to #telehealth and #genetics? Check them out at <https://bit.ly/PHGResources> #PHGW
- Do you need access to a genetics provider in your area? Find a genetics clinic near you at clinics.acmg.net #PHGW
- Share your favorite #PublicHealthGenetics resource! #PHGW
- Join us at 2 PM ET as we join @nccrcg (for a Twitter Chat) to highlight #PublicHealthGenetics resources. #PHGW
- How do you use #PublicHealthGenetics resources? #PHGW
- What #PublicHealthGenetics resource would be helpful to you? #PHGW

#PHGW #PublicHealthGenetics

Social Media Events

THROUGHOUT PUBLIC HEALTH
GENETICS WEEK

Public Health Genetics Week Digital Escape Room

Throughout the week take a journey through public health and genetics history with our digital escape room!

[#PHGW](#) [#PublicHealthGenetics](#)

Faces of Public Health Genetics

Share your picture (of you, your work space, etc) that shows your role in public health genetics. NCC will feature them in our Instagram Stories throughout the week!

[#PHGW](#) [#PublicHealthGenetics](#)

Facebook Live

Join us on May 27
at 2 PM ET to
discuss the family
and individual
perspective on
public health
genetics.

[#PHGW](#) [#PublicHealthGenetics](#)

Twitter Chat

Join us on May 29
at 2 PM ET to share
public health
genetics resources.

#PHGW #PublicHealthGenetics

Other Tools

AVAILABLE AT [PHGW.ORG](https://phgw.org)

Share Your Story

Share your
experience with
public health
genetics on our
website to be
featured on the
website and social
media!

phgw.org/experiences

#PHGW #PublicHealthGenetics

Become a Partner

Are you an
organization that
works in public
health genetics?
Add your
information to our
partners page!

phgw.org/partners

#PHGW #PublicHealthGenetics

**Check out more
information at
phgw.org**

#PHGW #PublicHealthGenetics