



**Public
Health
Genetics
Week**

Social Media Toolkit

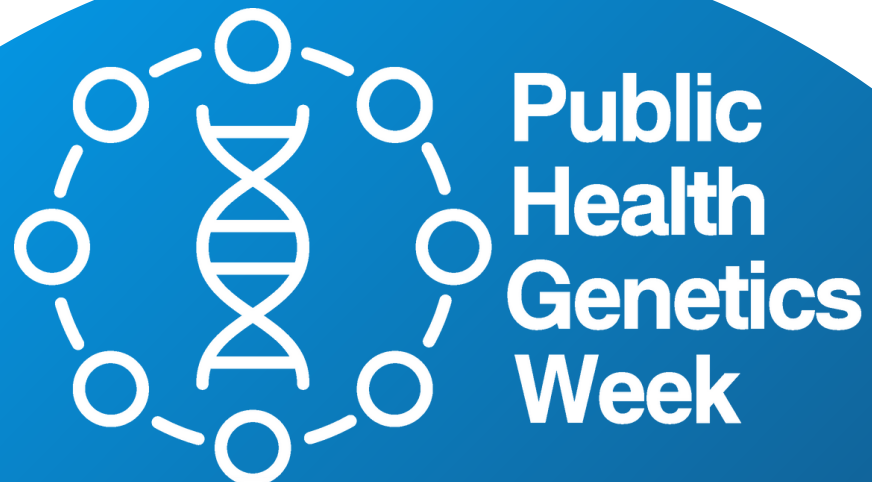
**#PHGW
#PublicHealthGenetics**

**May 24–28, 2021
phgw.org**

What is Public Health Genetics Week?

The National Coordinating Center for the Regional Genetics Network (NCC) is excited to hold the second annual Public Health Genetics Week. The goal of the week is to raise awareness and to celebrate the field of public health genetics. From **May 24-28**, we will highlight different areas of public health genetics.

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#PublicHealthGenetics

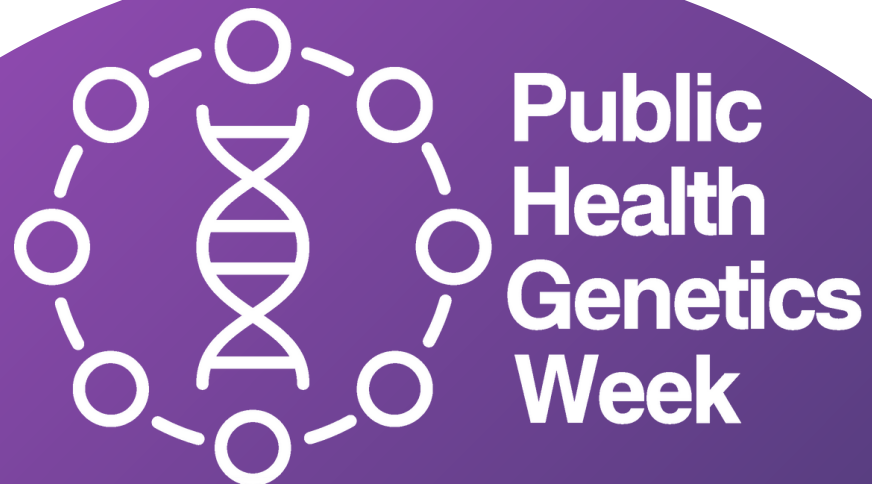


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How can you celebrate Public Health Genetics Week?

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.

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Daily Themes

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

5/24

What is Public Health Genetics?

5/25

Who is Involved in Public Health Genetics?

5/26

What are Public Health Genetics Programs?

5/27

Public Health Screening

5/28

Public Health Genetics Resources

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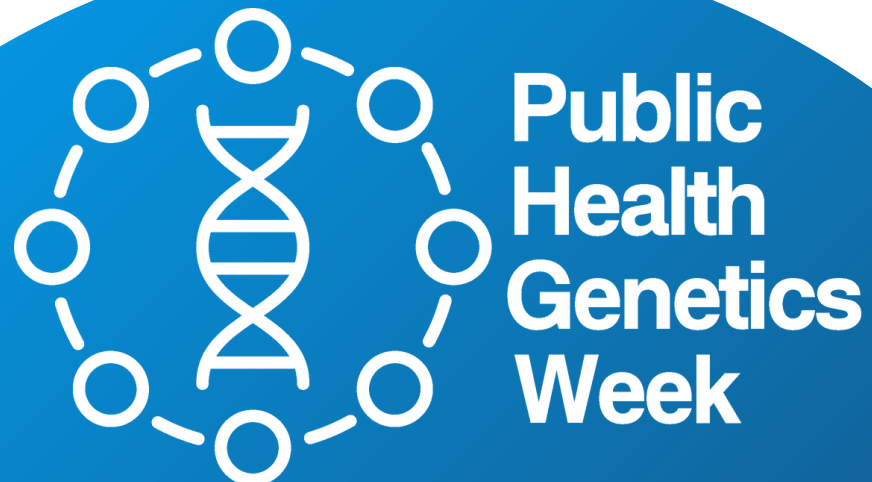
Public Health Genetics Week

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Social Media Images

Access daily social media images, daily fact sheets, social media banners, GIFs, Zoom backgrounds, and the Public Health Genetics Week logo at phgw.org/toolkit.

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#PublicHealthGenetics



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KEN BURNS PRESENTS

THE GENE

AN INTIMATE HISTORY

Virtual multi-day
screening

#PHGW
#PublicHealthGenetics

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The Gene: An Intimate History

Each day of Public Health Genetics Week, PHGW will be partnering with WETA, Washington, DC, and other local PBS stations to offer hourly virtual daily screenings of the GENE!



May 24

8 PM ET

*Hour 1 of THE
GENE*



May 25

8 PM ET

*Hour 2 of THE
GENE*



May 26

8 PM ET

*Hour 3 of THE
GENE*



May 27

8 PM ET

*Hour 4 of THE
GENE*



May 28

2 PM ET

*THE GENE
EXPLAINED
Screeener*

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KEN BURNS PRESENTS

THE GENE

AN INTIMATE HISTORY

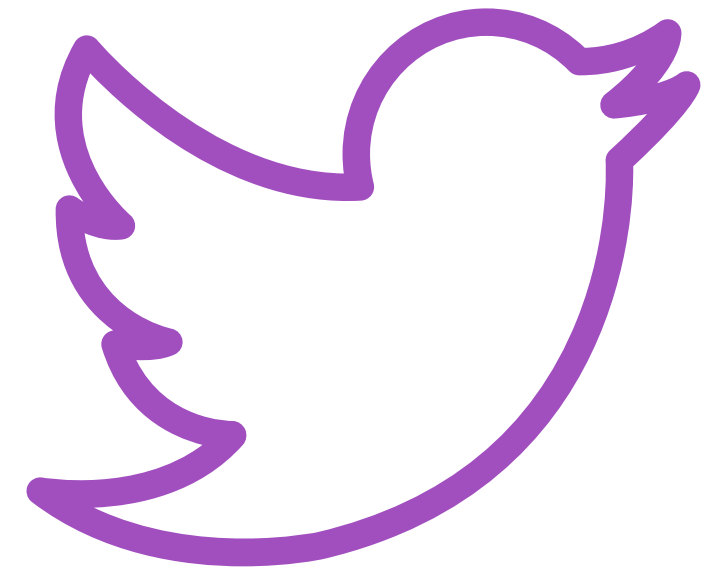
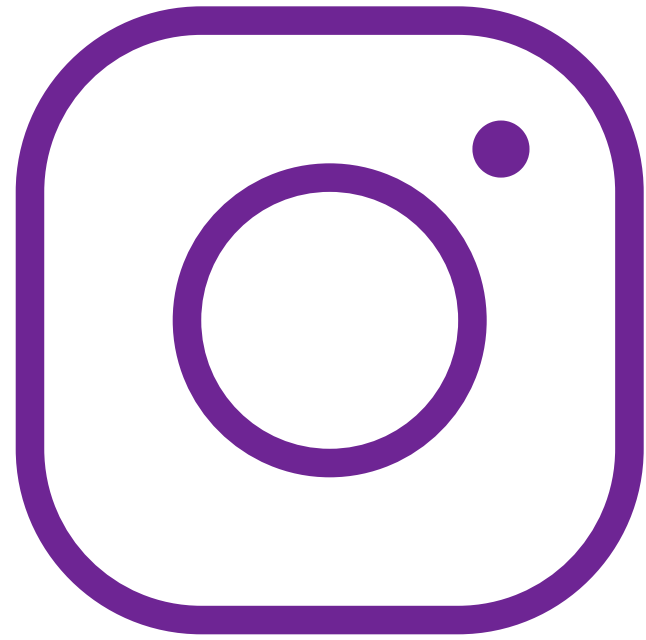
Join us and access
the streaming links at
[https://phgw.org/the
gene](https://phgw.org/the-gene)

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Follow Us!

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



@nccrcg

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2021 CALENDAR

Eastern Daylight Savings Time (EDT)



Monday- May 24

What is Public Health Genetics?

Webpage ([link](#))

- Includes fact sheet, daily social media images, and additional resources.

Events

3 PM: Reddit AMA with Public Health Genetics Experts

- [Webpage](#), which includes calendar invitation

8 PM: Hour 1 of "The Gene: An Intimate History" Virtual Screening

- [Webpage](#), which includes registration and calendar invitation

Tuesday- May 25

Who is Involved in Public Health Genetics?

Webpage ([link](#))

- Includes fact sheet, daily social media images, and additional resources.

Events

6 PM: Public Health Genetics Student Panel Discussion

- [Webpage](#), which includes calendar invitation

8 PM: Hour 2 of "The Gene: An Intimate History" Virtual Screening

- [Webpage](#), which includes registration and calendar invitation

Wednesday- May 26

What are Public Health Genetics Programs?

Webpage ([link](#))

- Includes fact sheet, daily social media images, and additional resources.

Events

1 PM: CDC Webinar- Precision Public Health in the Pandemic

- [Webpage](#), which includes calendar invitation

5 PM: Public Health Genetics Programs Twitter Chat

- [Webpage](#), which includes calendar invitation

8 PM: Hour 3 of "The Gene: An Intimate History" Virtual Screening

- [Webpage](#), which includes registration and calendar invitation

Thursday- May 27

Public Health Screening

Webpage ([link](#))

- Includes fact sheet, daily social media images, and additional resources.

Events

3 PM: Facebook Live on Newborn Screening

- [Webpage](#), which includes calendar invitation

8 PM: Hour 4 of "The Gene: An Intimate History" Virtual Screening

- [Webpage](#), which includes registration and calendar invitation

Friday- May 28

Public Health Genetics Resources

Webpage ([link](#))

- Includes fact sheet, daily social media images, and additional resources.

Events

2 PM: The GENE: Explained

- [Webpage](#), which includes registration and calendar invitation

3 PM: Public Health Genetics Resources Twitter Chat

- [Webpage](#), which includes calendar invitation

Our [toolkit](#) includes:

- Daily social media images
- PHGW colors and logos
- Email signature banners
- Social media banners
- GIFs
- Virtual meeting backgrounds

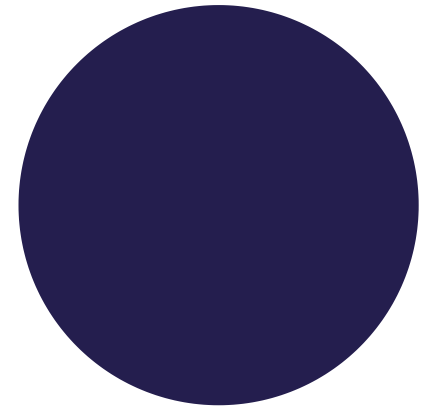
Available PHGW Resources

In addition to social media activities, we have a number of non-social media activities:

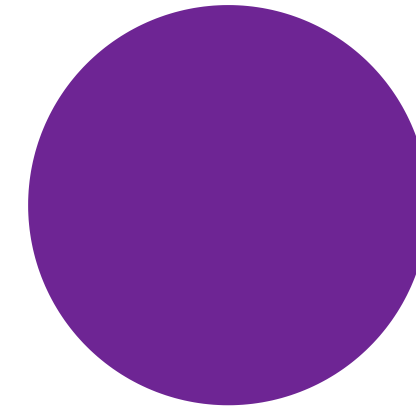
- [Coloring Pages](#)
- Digital Escape Room
- [Video series](#)

PHGW Activities

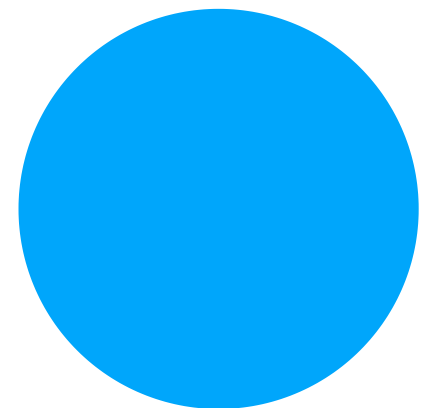
Public Health Genetics Week Colors



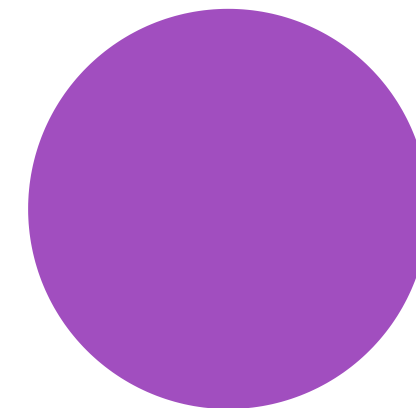
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RGB: 36, 30, 78



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

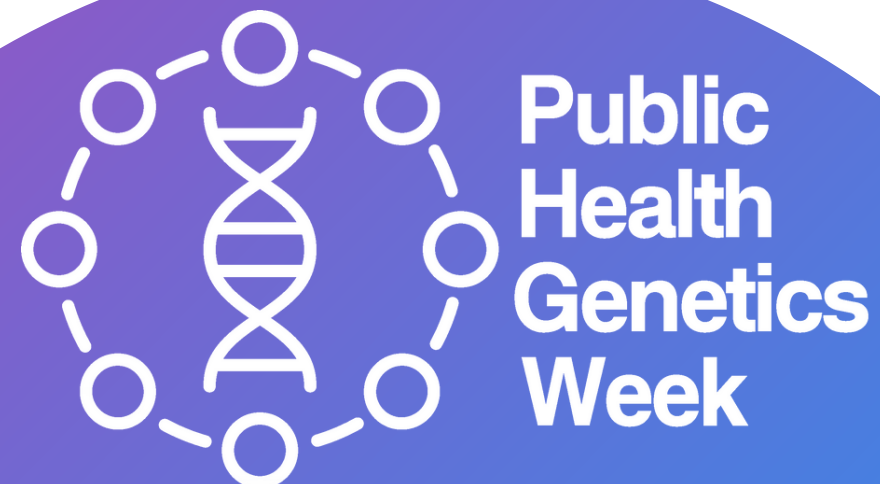


Hex: #00a6fb
RGB: 0, 166, 251



Hex: #a14ebf
RGB: 161, 78, 191

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Sample Social Media Posts

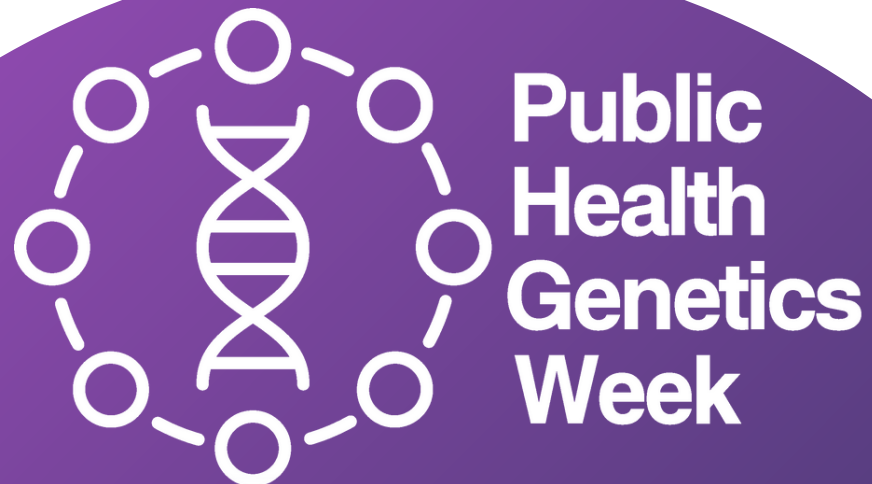
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Monday,
5/24

What is Public Health Genetics?

- 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 @NCCRCG as we celebrate the week.
- Celebrate the efforts of #PublicHealthGenetics and tag @NCCRCG 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



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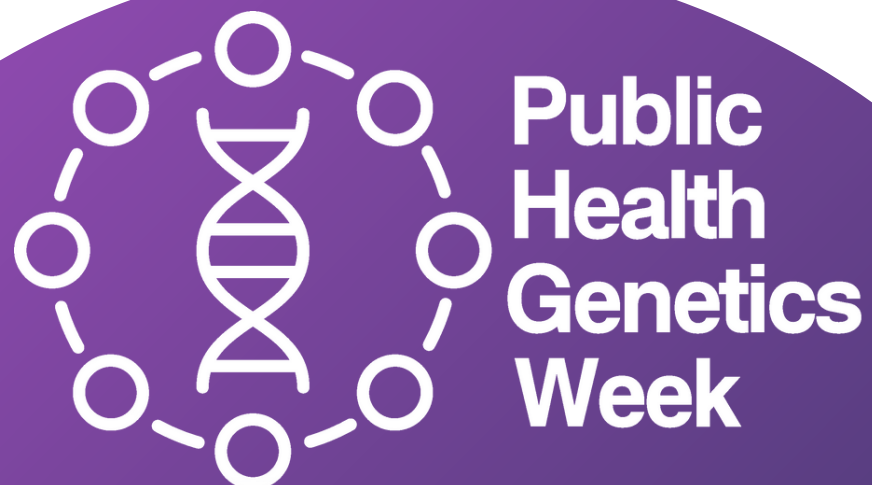
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Monday,
5/24

What is Public Health Genetics?

- 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

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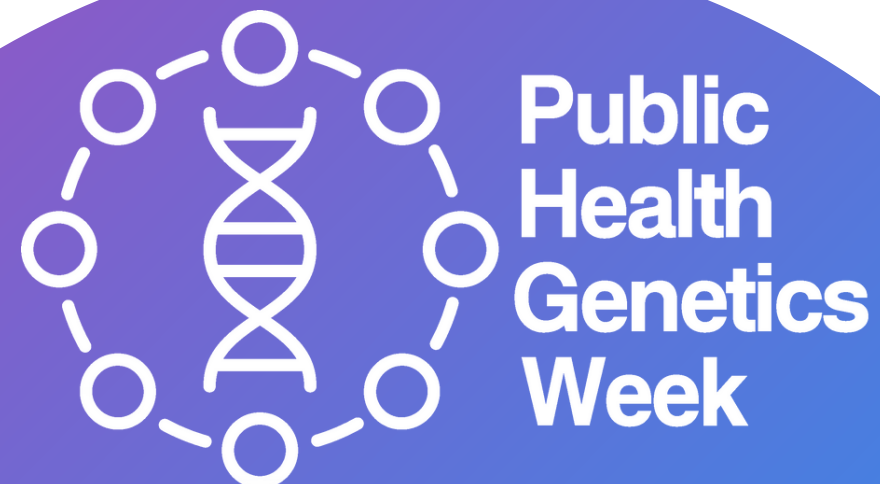
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Who is involved in Public Health Genetics?

Tuesday,
5/25

- #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

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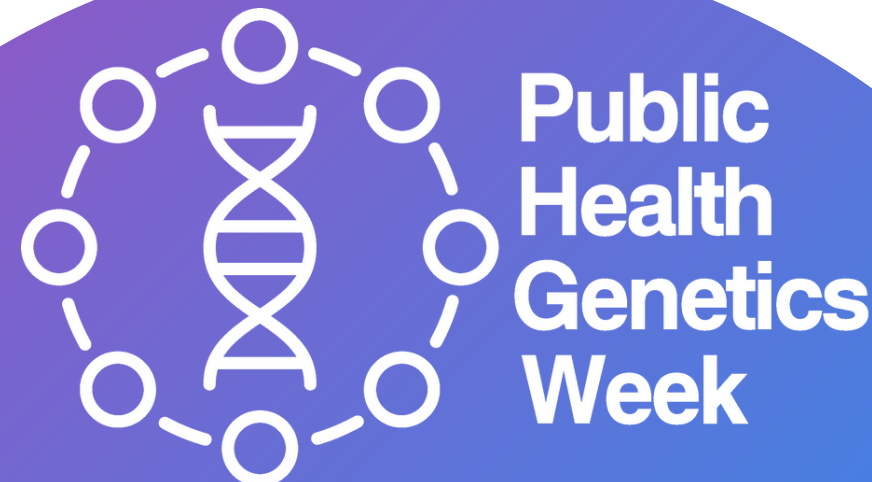
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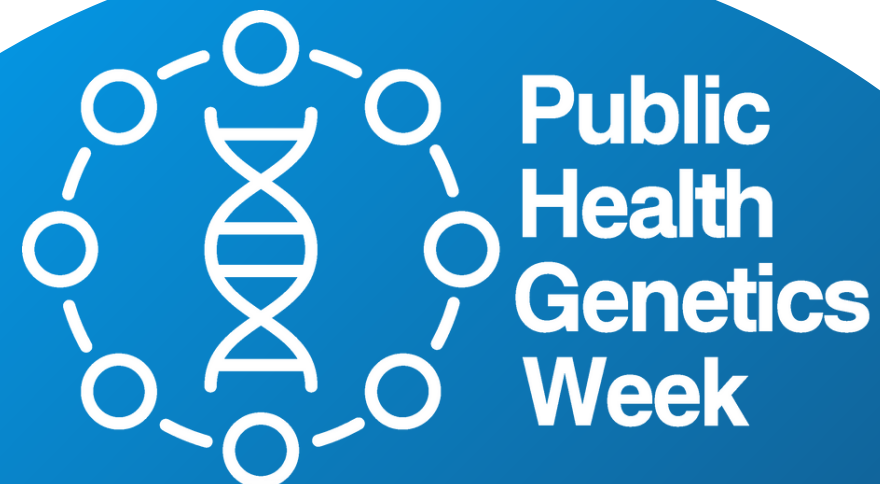
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What are Public Health Genetics Programs?

Wednesday,
5/26

- #PublicHealthGenetics programs a wide range of programs ranging from general genetics education to specific programs such as population screening. Learn more at <http://bit.ly/PHGWprograms> #PHGW
- Did you know that organizations work from the local to global level to support #publichealthgenetics? Learn more at <http://bit.ly/PHGWprograms> #PHGW
- How do you support the #publichealthgenetics system? Learn more about public health genetics programs at <http://bit.ly/PHGWprograms> #PHGW
- Tell us about a #publichealthgenetics program that has impacted your life! #PHGW
- Tell us about a #publichealthgenetics program you work with! #PHGW
- Interested in pursuing a career in #publichealthgenetics? Learn more at <http://bit.ly/PHGWEducation> #PHGW

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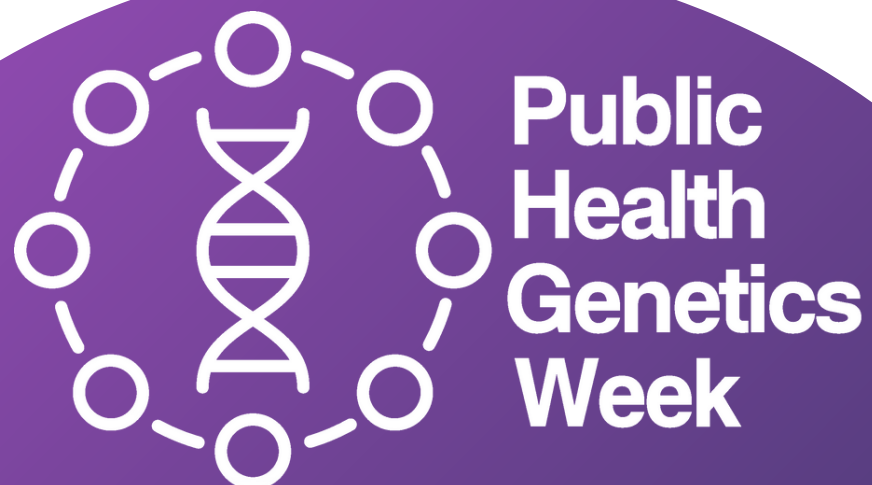
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Public Health Screening

Thursday,
5/27

- #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

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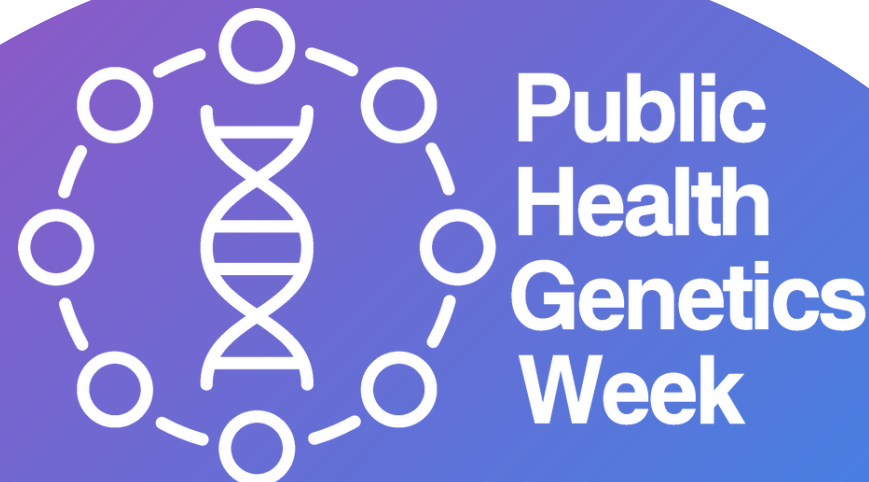
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Public Health Genetics Resources

Friday,
5/28

- 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

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**Public
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Social Media Events

**#PHGW
#PublicHealthGenetics**

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Reddit AMA

Join NCC on **May 24 at 3 PM ET** as a panel of public health genetics experts answer questions on an "Ask Me Anything" about public health genetics.

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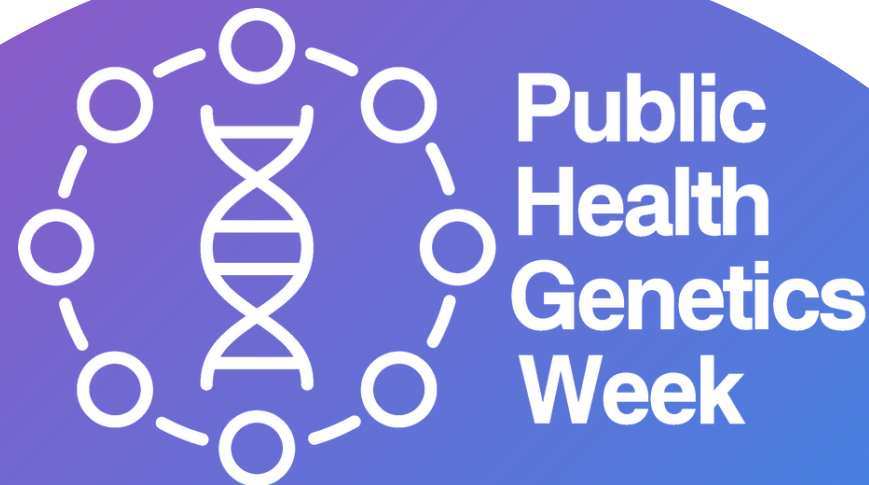
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Student Panel on Vimeo

Join NCC on **May 25 at 6 PM ET** as a panel of public health genetics experts answer questions on an "Ask Me Anything" about public health genetics.

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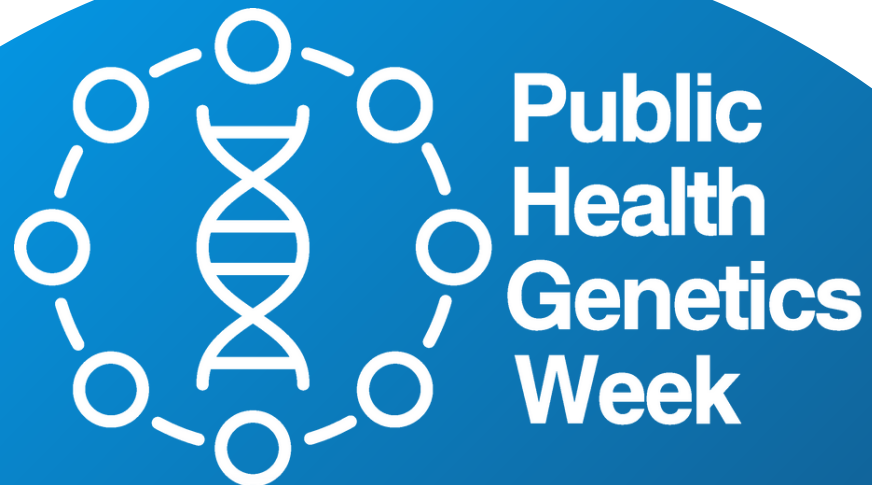


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Public Health Genetics Programs Twitter Chat

Join PHGW on **May 26 at 5 PM ET** to learn more about the efforts of the public health genetics system and share information about your role in public health genetics.

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Facebook Live about Newborn Screening and GAMT

Public Health Genetics is a System! A Look at
Implementing GAMT into Newborn Screening in Utah

Join the PHGW Facebook Live to learn from the team in
Utah who implemented GAMT into newborn screening
on **May 27 at 3 PM ET.**

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Public Health Genetics Programs Twitter Chat

Join PHGW on **May 28 at 3 PM ET** to learn more about the public health genetics resources and share resources you have developed or that you use.

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**Public
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Other Activities

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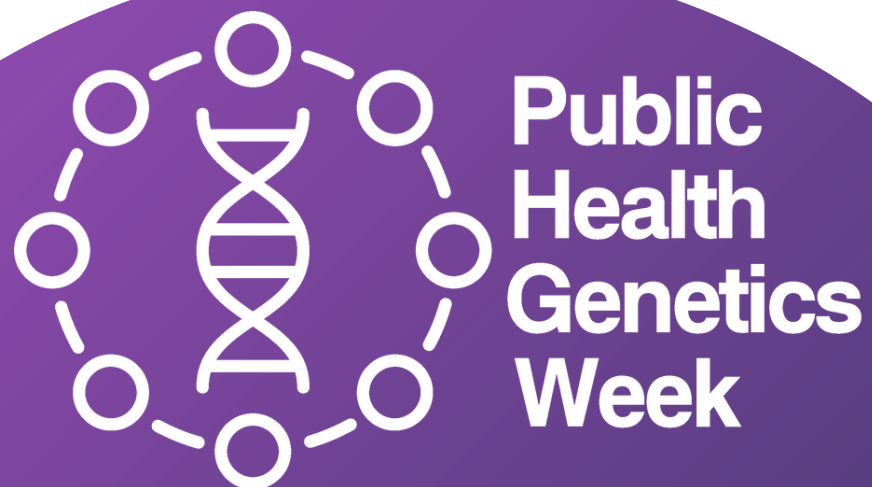
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THE GENE Digital Escape Room

To accompany THE GENE daily virtual screenings, we will be hosting a digital escape room that shares some highlights from the documentary series.

Once you complete the room, you can receive the PHGW 2021 sticker, temporary tattoos, THE GENE pencil and more!

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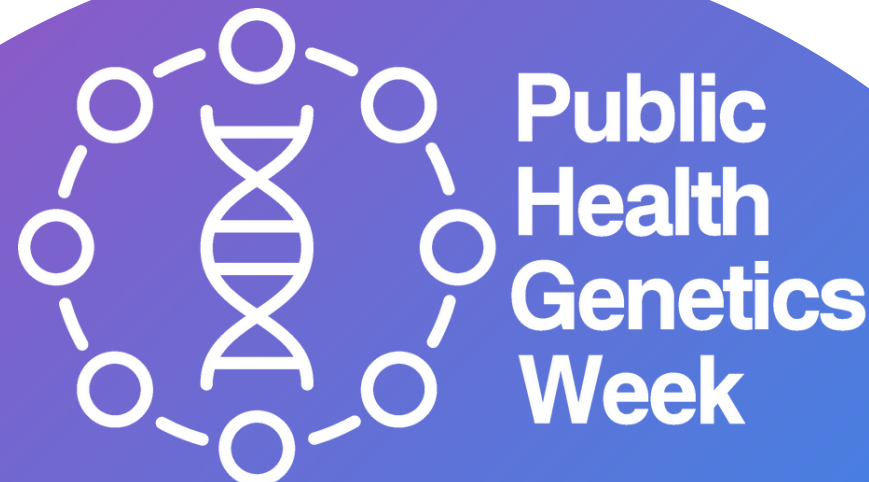
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Social Media Video Series

Help share information about your views and experiences in public health genetics week by posting short video responses to the following questions:

- **What Does Public Health Genetics Mean to You?**
- **How are You Involved in Public Health Genetics?**
- **A Day in the Life: Public Health Genetics**

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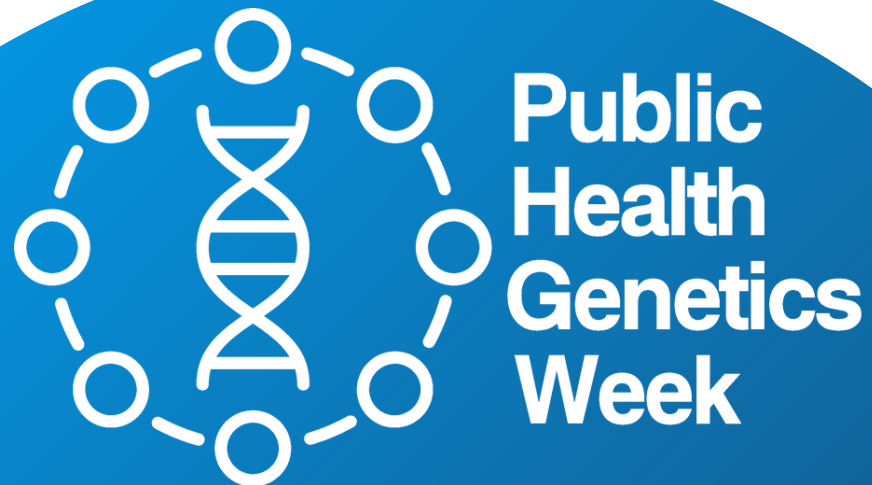
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Coloring Pages

Unlock your inner child by coloring one of the PHGW coloring pages!

Upload your colorful artwork to social media and use the week's hashtags (#PublicHealthGenetics and #PHGW) to share.

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