

September is Newborn Screening Awareness Month

While every day is newborn screening awareness day at **Save Babies Through Screening Foundation**, we're ramping up efforts for awareness month. This toolkit is geared to our parent advocates to help you spread the word about newborn screening awareness month using your social networks, local newspapers and doctor's offices. This is your chance to get involved and help us save babies!

We've broken down our resources for newborn screening awareness month into three sections: help spreading the word online, a sample letter to the editor for your local newspaper and links to our brochures you can print for doctor's offices.

ON YOUR SOCIAL NETWORKS

1. SBTS created a badge marking Newborn Screening Awareness month. You can change your profile to the badge throughout the month of September on Facebook, Twitter and any other site you frequent. To get the badge visit the SBTS Facebook page, download the image to your computer, or share it and make it your profile image. Upload to Facebook or Twitter and then remember to tell people why you've changed your profile image!

2. Are you a blogger? Did you know Save Babies Through Screening Foundation has a blogger toolkit? Check out the resources on the toolkit and write a post for awareness month at this link.

3. Tweet one of the following:

•“September is newborn screening awareness month. One foot at a time, screening saves babies! [savebabies.org](http://www.savebabies.org)”

•“It's newborn screening awareness month, learn more about screening by watching this video from @screenbabies <http://www.savebabies.org/video.html>.”

•“In honor of newborn screening awareness month, learn about screening before giving birth at [savebabies.org](http://www.savebabies.org).”

“September is newborn screening awareness month. One foot at a time, screening saves babies. [newbornhearts.com](http://www.newbornhearts.com)”

“In honor of newborn screening awareness month, learn about newborn heart screening before giving birth at [newbornhearts.com](http://www.newbornhearts.com)”

4. Use one of these Facebook updates:

- “September is newborn screening awareness month. I believe every baby deserves the best start. Newborn screening saves lives. Please visit [savebabies.org](http://www.savebabies.org) to learn about screening today.”
- “Did you know that nearly a quarter of all babies aren’t screened for all the federally recommended conditions? That must change! Visit the only parent-run advocacy group in the nation to get involved. [savebabies.org](http://www.savebabies.org).”
- “I support newborn screening for EVERY baby! September is newborn screening awareness month, and I hope all of you will visit this website to learn more. <http://www.savebabies.org>.”
- “September is newborn screening awareness month. One foot at a time, screening saves babies. [newbornhearts.com](http://www.newbornhearts.com)”
- “In honor of newborn screening awareness month, learn about newborn heart screening before giving birth at [newbornhearts.com](http://www.newbornhearts.com)”
- “September is newborn screening awareness month. I believe every baby deserves the best start. Newborn screening saves lives. Please visit [newbornhearts.com](http://www.newbornhearts.com) to learn about newborn pulse oximetry screening today.”
- “Did you know that about 1 out of every 100 babies is born with a birth defect of the heart, known as a congenital heart defect or congenital heart disease? That must change! Visit [newbornhearts.com](http://www.newbornhearts.com) to learn more.”
- “I support newborn screening for EVERY baby! September is newborn screening awareness month, and I hope all of you will visit this website to learn more. [Newbornhearts.com](http://www.newbornhearts.com)”

5. [Change your cover photo on Facebook!](#)

6. Don't forget to follow SBTS on our social networks: [Facebook](#), [Twitter](#) and [Pinterest](#).

BROCHURES AND OUR VIDEO

It's not a brochure, but have you seen our newborn screening awareness video? You can [request copies online](#), or view and share the video through this [link](#).

Save Babies Through Screening Foundation also has available copies of an informational brochure about screening. Those copies can be ordered online [here](#) or are available through this [link](#). You are free to print them in their entirety and share.

A SCID specific brochure is available [here](#).

A Pulse Ox specific brochure is available [here](#).

PRESS RELEASE FOR YOUR NEWSPAPER

In honor of newborn screening awareness month, why not write a letter to the editor of your local newspaper?

We've created a template for you, but make sure to personalize the letter, especially the areas in bold.

Date

Your Name

Your Address

Your Phone Number Editor's Name (If Known) Newspaper Name Newspaper Address

Dear Editor:

September is newborn screening awareness month across the United States. Nearly every newborn is screened for some conditions, and as a result of newborn screening, each year about 5,000 babies are identified as having a health condition.

Often with early treatment, these children live full and healthy lives. In fact, TIME Magazine named newborn screening as one of the top public health achievements in modern history. Next year is the 50th anniversary of newborn screening, and while we've come a long way, more needs to be done to ensure the future of American babies. The United States Department of Health and Human Services has a recommended screening panel, however few states screen for all of their recommendations. States need to add all screens so that newborns are screened universally across the country.

One type of newborn screening consists of taking a small amount of a newborn's blood. Parents need to know that the process is potentially life-saving, and to ask their doctors about the screening at follow up appointments.

I became involved in newborn screening advocacy with the Save Babies Through Screening Foundation, a national newborn screening advocacy group, because/after (enter two to three sentences about your story, relate it back to how screening saves lives, how your family has become involved, or if you're a healthcare provider how you've witnessed the benefits of screening first hand).

On behalf of the roughly four million newborns that will be born this year in America, I hope your readers will take a moment to learn more about the impact and benefits of newborn screening by visiting the SBTS website at SaveBabies.org

Sincerely,

Your Name



Save Babies Through Screening Foundation