

Tips on How to Use the Toolkit Materials:

The "**Babies and Kids Can't Wait**" campaign materials are available to assist partners in communicating about the importance of general well-child care planning and covers topics such as preventive care visits, early intervention, child oral health, and immunizations.

This digital toolkit includes videos, sample social media, graphics, and web assets, and will be updated with more content in the coming months. Many of the assets are downloadable, shareable, and some of the material is customizable.

Note: If you're interested in customizing any of these materials with your own logo, please send a request to us for the native files: PIO-Health@co.whatcom.wa.us

Types of Materials Included in Each Section are Listed Below:

Videos

- **What is it?** This toolkit contains links to view and share videos of families accessing preventive care. There are long versions and shorter versions.
- **How can I use it?** The videos can be used with the social media text or on their own. To access the videos you can click the video links to view the videos on Whatcom County YouTube page. You can share the link. Suggested places to share or embed these videos include but are not limited to: your organization's website, emails to community members, patients or staff, blog posts, and social media platforms (Facebook, Instagram, Twitter and LinkedIn).



Social media graphics and text

- **What is it?** The social media graphics and text can be used to share messaging and information to promote preventive care and include immunizations, dental care, well visits, and early intervention.
- **How can I use it?** The social media graphics and text files can be downloaded and shared on your organization's social media accounts. The social media text are designed to be paired with the toolkit graphics. The graphics are sized to work well on Facebook, Instagram, Twitter, and LinkedIn.

Text (PDF) and .Zip archives of images (.PNG files) are downloaded from the toolkit main page. Match the Graphic Copy with the corresponding post text.

Options for Text & Hashtag:

Graphic Copy: Schedule a well visit appointment today. Babies & Kids Can't Wait.
Social Media Body Copy: You know your child's health is important. Great job getting you and your kiddo up and out to regular well child visits. We know it isn't always easy! Keep up the good work. Schedule your next well visit today. #BabiesAndKidsCantWait

Options for post graphics:



Print-Ready Materials (Infographics, Posters, Etc.)

- **What is it?** The print ads and other printable materials were developed to share information and messaging about preventive care in a non-digital format to run in printed media publications such as newspapers and magazines or to be put up as posters in businesses and clinics.
- **How can I use it?** These printable materials can be used in a variety of ways— printed in publications like newsletters, newspapers, and magazines; printed and displayed as posters, flyers, or adapted for digital use on websites and presentations.



Suggestions for using the tool kit

Our hopes are that these materials inspire conversations and build greater awareness about the role that we all play in prevention.

- Develop a calendar of social media posts and share stories about the impact of preventive care.
- Hold community conversations, sharing the preventive care videos with staff or families.
- Consider ways to share the videos and engage families and providers such as family meetings, during social settings or working with families
- Use multiple platforms to share messaging including email, newsletters, social media, and websites
- Place the posters around places in family-friendly environments, such as waiting rooms, libraries, childcare centers
- Identify champions that are interested in sharing communication materials and elevating stories
- Invite health department staff to speak at your organization about the importance of preventive screenings or provide support in implementing this toolkit
- Share the preventive screenings video links via email or post the links to your website.
 - [#babiesandkids cantwait - YouTube](#)