



Virginia's Plan for Well-Being
Social Media Toolkit 2016

About this Toolkit

The Virginia's Plan for Well-Being (VPfWB) toolkit is designed to help health professionals and community stakeholders establish a social media strategy built around the VPfWB and health for all Virginians.

What is Virginia's Plan for Well-Being?

Health begins where Virginians live, work, and play. Virginia's Plan for Well-Being lays out the foundation for giving everyone a chance to live a healthy life. The plan highlights specific goals and strategies that communities can adopt to make measurable health improvements by 2020.

AIM 1: Healthy, Connected Communities

Twitter

Teach and encourage goal-setting among children, youth and adults #VAwellbeing

Develop community identity & spirit w a community garden. Make nutritious foods available to all! #VAwellbeing
<https://communitygarden.org/>

Starting a community garden in your neighborhood can help your community become healthier and more connected. #VAwellbeing

Monitor data > Choose priorities > Plan for better health = Community Health Improvement Process #VAwellbeing

Access to clean water and air is essential to a long, healthy life. #VA will increase access by 2020. #VAwellbeing

Healthy children = academic success and lower long-term costs for #VA. #VAwellbeing

Linked learning connects school knowledge w real-world problems for better job-readiness #VAwellbeing #commUNITY

I make milk. What's your superpower? #VAwellbeing #BreastisBest

\$\$\$ is tight when 30%+ is used for housing. #VA will lower % of housing costs by 2020. #VAwellbeing

Family planning is an empowering choice for personal well-being and the well-being of loved ones #VAWellbeing #LifeGoals

Mid-career training gives employees keeps Virginia's workforce competitive #VAWellbeing

The Health Opportunity Index makes it easy to visualize factors that affect #Virginians health #VAwellbeing <http://buildhealthyplaces.org/>

#Playstreets connect communities are safe, fun and prevent crime. Let kids be kids! #PlaceMatters <http://ow.ly/bBJc302ihxe>

Facebook

Economic stability means having sufficient and reliable income to pay for expenses.

Where Virginians live affects their health. Feeling safe, supported and connected to family, neighborhood and community is critical to well-being. Go on walks and report anything suspicious to keep your neighborhood safe!

Communities working together to assess health and plan interventions leads to population health improvement. Be a leader and advocate for collaboration!

Bring life to school! A robust education system that prepares students for work is one way to see a community thrive.

www.youtube.com/watch?v=ArHV63y6eRY#t=49

Families can thrive when there are social supports in communities. When families thrive, children can have a strong start to life!

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2359445/>

AIM 2: Strong Start for Children

Twitter

All babies deserve the chance to survive and thrive. Preconception health is about making a plan & taking action #VAwellbeing

Health affects children's school performance; make sure they eat a quick & healthy breakfast. #VAwellbeing <http://ow.ly/xXfE302iiU8>

Healthy babies come from healthy pregnancies. Eat well to live well. #VAwellbeing

"Education is the most powerful weapon we can use to change the world." Nelson Mandela www.viriniawellbeing.com

1/3 of children in #VA are not prepared for kindergarten when they start. Let's change that. #VAwellbeing

Infant death rates in communities with a low opportunity for health are higher. Help #closethegap @viriniawellbeing.com #VAwellbeing

Health equity means everyone has the opportunity to attain their highest level of health. <http://bit.ly/1Knaob>

Educate Virginians on effective birth control so every pregnancy is planned. #VAwellbeing

Childhood experiences last a lifetime, including adverse ones. Help children lead better lives by increasing happy experiences. #VAwellbeing

@AmerAcadPeds recs all children be screened for development milestones at 9, 18 & 24 or 30 mos. #StrongStart #VAwellbeing <http://bit.ly/1D1Ddm>

Refer pregnant women to local health programs so we can decrease infant mortality. #VAwellbeing <http://bit.ly/29OBFgk>

Facebook

Planning for your future can benefit you and your children. Preconception health leads to improved birth outcomes and a healthier future for your child. Learn more. <http://bit.ly/2cwhSCy>

Giving everyone a chance to live a healthy life benefits the whole community.

Childhood experiences last a lifetime, including adverse ones. Help children lead better lives by increasing happy experiences and screening children for adverse childhood events (ACEs).

Healthy children have a better chance to succeed in school. Here are some tips to help keep your children at their best: <http://bit.ly/2cwiJ64>

According to a report by the University of Virginia, one out of three children is not prepared to succeed in literacy, math, self-regulation and/or social skills at the beginning of kindergarten. Make education fun by using cooking or toys to teach your children essential skills.

12.7% of kindergarteners are not meeting PALS-K benchmark. Being prepared is key for a strong academic & life success. #VAwellbeing #StrongStart

AIM 3: Preventive Actions

Twitter

“A journey of a thousand miles begins with a single step” – Lao Tzu.
Take the stairs to start! #VAwellbeing #StepitUp

Living an active lifestyle supports wellness, improves mood and reduces chronic disease. #VAwellbeing

#Tobacco affects more than the user. Secondhand smoke causes heart disease, stroke & lung cancer. #VAwellbeing #QuitNowVA
#DYK that a shot can prevent meningitis? How about cervical cancer?
Prevent disease with vaccines! #VAwellbeing

Who is responsible to make sure Virginians have the opportunity to be healthy? Better question: who isn't? #VAwellbeing

#Smoking won't help you live a healthier life, but quitting will.
#VAwellbeing #QuitNowVA

Healthy lifestyle changes are help prevent cancer. #VAwellbeing
#PfWB #PreventiveActions

You can be the voice for your neighborhood to be a healthy

Facebook

A culture of health and wellness is built on preventive actions. Virginia's high obesity rate will require, 1) community design and policies that promote health 2) clinical interventions and education and 3) individual behavior modification.

Healthy eating is associated with improved thinking, memory and mood among children. Not having enough money for food is associated with poor health. An easy way to get low-cost fruits and veggies is by starting a garden in your backyard or neighborhood.

Take action by encouraging your community to adopt designs that support active living, including recreational areas that allow for playing and biking- and pedestrian-friendly communities.

Secondhand smoke causes heart disease, stroke and lung cancer. It affects the health of infants and children by increasing the risk for asthma attacks, respiratory and ear infections and Sudden Infant Death Syndrome. Luckily, these diseases are easily prevented by quitting tobacco.

29% of teens have their HPV vaccination. Let's increase the low rate of adolescent vaccinations in Virginia that prevent meningococcal meningitis and cancers caused by the Human Papillomavirus (HPV)!

Nearly one out of every eight Virginians today is 65 or older. By 2036, almost one in every five will be over 65. Encourage safe construction of housing for the aging population.

community w gardening, running or walking groups. #VAwellbeing
#connectedcommunity

22% of #Virginians have a higher risk of getting 10+ types of cancer b/c
they use tobacco #VAwellbeing

Healthy habits will last you a #lifetime – and keep you disability-free as
long as possible. #VAwellbeing

Less than ½ of adults get the flu vaccine. Why get sick with something
that is easily preventable? #VAwellbeing

Encourage your gym to have a senior fitness class. This could help 65+
y/o stay active and healthy. #VAwellbeing #healthyyears

AIM 4: System of Health Care

Twitter

Even healthy people need checkups. Let's work to have primary care
available to all. #VAwellbeing #healthcare #tripleaim

Ask your doctor if they use electronic health records. #EHRs make it
easier for you to stay informed on your health. #VAwellbeing
#healthcare #healthIT

Health is more than physical. #VA is focused on patient-centered
health care. #VAwellbeing #healthcare #tripleaim

Only 70% of adults in #VA have a healthcare #provider. 2020 Goal:
85% #VAwellbeing

Accessible health info = better decision making and health for all
#Virginians! #VAwellbeing #EHR #healthIT

Facebook

Did you know, hospitalization is the leading category of healthcare
spending in Virginia? Many hospital stays can be avoided through
prevention and primary care.

Untreated mental health disorders and substance misuse have serious
impact on physical health and are associated with some of today's most
pressing chronic diseases, including diabetes, heart disease, and cancer.

Request clinics to use electronic health information exchange. This will
make it easier for you and your doctor to keep track of your health, while
helping identify health trends in Virginia. This will allow innovative and
improved outcomes for patients! #WinWin

Preventing health care-associated infections (HAIs) is as easy as washing
your hands. Complying with hand hygiene guidelines, ensuring adequate
cleaning and disinfection of the environment and prescribing antibiotics
appropriately can prevent the spread of HAIs.

Talking about health does not have to be hard. Patient-centered health
communications contribute to making Virginia the healthiest state in the
nation.

Healthcare-associated infections cost the US \$28-45 billion per year.

#VAwellbeing #healthcare

Virginia's goal: Affordable healthcare for families and businesses

#VAwellbeing #everybodywins

In 2014, 19.5% of adults' in VA had poor health that kept them from doing their usual activities. #VAwellbeing #everydaylife

Washing your hands prevents many illnesses. Just remember to use anti-bacterial soap, too. #VAwellbeing #prevention

Antibiotics are the best as fighting away bacterial infections, but using them incorrectly can create superbugs! #VAwellbeing #healthcare

Collecting, analyzing and using data helps #healthcare providers to engage in quality improvement #VAwellbeing

www.viriniawellbeing.com

Let's expand access to and use of community-based programs for treatment of mental health disorders #VAwellbeing
