

July Social Pedia Newsletter

A National AAP Publication

What's happening this month?

Summer Safety

Summertime is officially here! Help keep children and families safe during summer activities by sharing some recently updated HealthyChildren.org articles and feel free to link out to them on your social media accounts:

- [Choosing an Insect Repellent for Your Child](#)
- [Sun Safety: Information for Parents About Sunburn & Sunscreen](#)
- [Extreme Heat: Tips to Keep Kids Safe When Temperatures Soar](#)
- [Pool Dangers and Drowning Prevention—When It's Not Swimming Time](#)
- [Reasons to Enroll Children in Swim Lessons](#)

Check out our [drowning prevention playlist on YouTube](#) and share on your accounts. You can also [use this toolkit](#) to find more shareable social media graphics and videos on drowning prevention.

Here are a few sample posts to share this month. Feel free to share on all social media channels you're active on.

-  Summer Safety Tip: What you wear can help protect the skin from sunburns! When possible, dress yourself and your children in cool, comfortable clothing that covers the body. Learn more here: <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/Sun-Safety.aspx>
- Summertime means more time for kids to enjoy the many benefits of playing outside. Just don't let too much sun or heat spoil the fun. Here are tips to help protect your child from sunburn, heat illness and heat-related air quality issues: <https://www.healthychildren.org/English/safety-prevention/at-play/Pages/Sun-Safety-and-Protection-Tips.aspx>

Fourth Of July Safety

Check out and share an updated HealthyChildren.org article [4th of July Fireworks Safety: Tips for Families](#) this week.

Here is a sample post to share on the holiday. Feel free to share on all social media channels you're active on.

- Happy 4th of July! Keep the holiday fun and safe with these tips:
 - View fireworks from a safe distance. 

- Wave a flag instead of a sparkler. 
- Protect your child's hearing. 
- More safety tips here:
<https://www.healthychildren.org/English/safety-prevention/at-play/Pages/stay-safe-this-4th-of-july.aspx>
- Lighting fireworks might seem like a fun way to entertain your kids during the 4th of July holiday weekend, but it can be dangerous. Thousands of people, including many kids and teens are injured every year while using fireworks. Learn how you can celebrate the 4th of July safely:
<https://www.healthychildren.org/English/safety-prevention/at-play/Pages/stay-safe-this-4th-of-july.aspx>

July Is Minority Mental Health Month

Pediatricians are an important first resource for parents and caregivers who are worried about their child's emotional and behavioral health or who want to promote healthy mental development. Visit our [Mental Health Initiatives](#) page to learn more and find resources like online courses, infographics, videos, and more. Check out our [#MentalHealthMatters playlist on YouTube](#) for videos to share on your accounts. You can also check out and share the following HealthyChildren.org articles this month:

- [Finding Mental Health Care for Your Child - HealthyChildren.org](#)
- [Suicide Prevention Risks and Treatment](#)
- [Healthy Mental and Emotional Development in Children: Key Building Blocks](#)

Here are a few sample posts to share this month. Feel free to share on all social media channels you're active on.

- Parents and caregivers have powerful tools to help their children thrive, no matter what life throws their way. Here are 4 key building blocks of healthy mental and emotional development in children, and tips to support them in your family's everyday routines. <https://www.healthychildren.org/English/healthy-living/emotional-wellness/Building-Resilience/Pages/healthy-mental-and-emotional-development-in-children-key-building-blocks.aspx>
- If your child is "acting out" or unusually irritable, they may be feeling overwhelmed, confused by their feelings, and showing their stress through strong emotions. Read tips on ways you can help your child cope with big feelings and manage stress in a healthy way. #MinorityMentalHealthMonth.
<https://www.healthychildren.org/English/healthy-living/emotional-wellness/Building-Resilience/Pages/why-kids-act-out-tips-to-help-your-child-cope-with-stress.aspx>

Vaccine Misinformation Update:

Vaccine hesitancy is now always present online at a sustained baseline. Conversations about bird flu continue to see sustained growth and engagement from vaccine-hesitant and bad-faith accounts. Narratives directly related to children continue to be limited to conspiratorial rhetoric and blatant medical misinformation.

Messaging Tips:

- ✓ Remember, do not engage directly with anti-vaccine content. Instead of engaging, share pro-vaccine content.
- ✓ Promote proactive information about vaccines and engage with similar content.
- ✓ Our voices are stronger together! Amplify and engage with similar content.

Share our updated article on what parents need to know about the bird flu:

- With bird flu now confirmed in three humans who worked on dairy farms in Texas and Michigan, here's what families need to know about the virus and how to prevent its spread.
<https://www.healthychildren.org/English/health-issues/conditions/flu/Pages/avian-flu-facts-for-families.aspx>

August Preview: Next month will be packed with new social media campaigns! Be on the lookout for our next newsletter for more details on:

- Back to School
- Immunization Awareness Month
- National Breastfeeding Awareness Month

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