

August Social Media Newsletter

A National AAP Publication

What's happening this month?

Immunization Awareness

- **August is National Immunization Awareness Month.** Help us spread the word: children's access to routine vaccination reduces the impact of health disparities and benefits their long-term wellness. Use the hashtag #NIAM and find resources to share with families in AAP's toolkit [here](#).
- **Here are a few sample posts to share this month:**
 - Getting vaccinated is like an update for your computer or phone. Vaccines are like software that the body learns to use to identify and resist viruses. Learn more during #NIAM: <https://www.youtube.com/watch?v=buxjrNUySiA>
 - If you have questions about vaccines don't hesitate to ask your pediatrician! They know your child's health history and can talk with you about specific vaccines recommended. Learn more during #NIAM: <https://www.healthychildren.org/English/safety-prevention/immunizations/Pages/Recommended-Immunization-Schedules.aspx>

Breastfeeding Awareness

- **August is Breastfeeding Awareness Month and the first week of August is World Breastfeeding Week.** Help spread the word about the benefits and challenges of breastfeeding on social media. Link out to the following HealthyChildren.org articles in your post to share helpful resources and information:
 - [Why Breastfeed: Benefits for You & Your Baby](#)
 - [Low Breast Milk Supply: 5 Steps That Can Help](#)
 - [How to Clean Your Breast Pump: Tips to Keep it Germ-Free](#)
 - [Find and share more articles on breastfeeding here.](#)
- [Click here to earn more about AAP's updated guidance on breastfeeding and tongue-tie.](#)
- **Here are a few sample posts to share this month:**
 - One of the most important decisions you will make is how to feed your baby. What matters most is having the information, options and support you need to choose what truly works for you and your family. Learn more during #BreastfeedingAwarenessMonth: <https://www.healthychildren.org/English/ages-stages/baby/breastfeeding/Pages/Why-Breastfeed.aspx>
 - As a new parent it's normal to worry about whether your baby is getting enough milk and nourishment. If you're breastfeeding, you can't

measure exactly how much milk your newborn is taking but there are other ways to tell if your baby is getting enough to eat. Check out these signs of a well-fed newborn and learn more during

#BreastfeedingAwarenessMonth:

<https://www.healthychildren.org/English/ages-stages/baby/breastfeeding/Pages/How-to-Tell-if-Baby-is-Getting-Enough-Milk.aspx>

Back to School

- Help keep children and families stay safe as they head back to school later this month by sharing some helpful HealthyChildren.org articles and feel free to link out to them on your social media account:
 - [Back-to-School Tips](#)
 - [Back to School, Back to the Doctor](#)
 - [Family Media Plan](#)
- **Here are a few sample posts to share this month:**
 - Make sure your little ones have all their childhood immunizations before they head back to school. Learn more about routine vaccines:
<https://healthychildren.org/English/safety-prevention/immunizations/Pages/Recommended-Immunization-Schedules.aspx>
 - Before it's time to head back to school, use these tips to help ensure your child has a safe, healthy and happy year:
<https://www.healthychildren.org/English/ages-stages/gradeschool/school/Pages/Back-to-School-Tips.aspx>

New Resource for Families-Talking With Teens About Media: Conversation Starters

- Talking with tweens and teens about technology and digital media can be challenging. For busy families, it can feel hard to find the right moment, or to say the right things. Check out this [new article](#) to find an interactive collection of conversation starters created by the AAP Center of Excellence on Social Media and Youth Mental Health. Encourage families to use them to help talk through and maintain a healthy relationship with the media.

Coming Up: AAP National Conference & Exhibition 2024

- Be a champion for children and don't miss out on [#AAP2024](#)! Registration and Housing Reservations are now open for the AAP National Conference & Exhibition taking place in Orlando, FL from September 27-October 1, 2024. Check out <http://aapexperience.org> for the latest information.

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