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I. About Children’s Environmental Health Day

The NEED - Despite the many successes and advancements in the field of children’s environmental health over the past few decades, today’s children face an epidemic of illness and chronic diseases linked to environmental exposures and our changing climate. There is an urgent need to put children and families back into the forefront of our nation’s actions regarding health and environment.

The RESPONSE – The Children’s Environmental Health Network (CEHN) established [Children’s Environmental Health \(CEH\) Day](#) in 2016, to be recognized every second Thursday of October. It is a day for the children’s environmental health community to raise awareness of children’s health issues, celebrate successes in the field, share exciting new initiatives, and discuss new challenges and the road ahead. CEH Day is also a day of action. This is where you can help!

The ACTION – Join CEHN for the 2nd annual CEH Day on October 12, 2017 to promote CEH Day widely via social media and share your vision and commitment for making children’s environmental health a priority. Also, if you haven’t already, [endorse CEH Day](#) and check out some of the other actions you can take to show your commitment to children’s health. Let’s grow the movement!

II. Sample Tweets and Facebook posts; CEH Day hashtags; Social media images

Promote Children’s Environmental Health Day on social media using the posts below, or create your own posts.

[Hashtags](#) to use: **#CEHDay #ChildrenAtTheCenter**

[Social media images](#) are available on the CEH Day [Promotion webpage](#). Three examples are below. Please use the [images](#) on your Facebook and Twitter posts to help promote the Day!



A. Leading up to CEH Day



Twitter

MARK YOUR CALENDARS: Children's Environmental Health Day 2017 is October 12th
www.cehn.org/cehday #CEHDay #ChildrenAtTheCenter

Encourage safe environments 4 healthy children. Take action on #CEHDay
www.cehn.org/cehday/takeaction

The Second Annual Children's Environmental Health Day is October 12, 2017! Help us promote efforts that place #ChildrenAtTheCenter #CEHDay

Join the movement! Take action to promote healthy environments for children. Visit www.cehn.org/cehday/takeaction for ideas #CEHDay



Facebook

The second annual Children's Environmental Health Day is on October 12, 2017! Take action to promote healthy environments for children. Visit www.cehn.org/cehday/takeaction to see how you can get involved!

The second annual Children's Environmental Health Day is on October 12, 2017!

What will you do for CEH Day? Take action with us as an individual or organization— everyone can participate! Visit www.cehn.org/cehday/takeaction to learn more.

Children's Environmental Health Day is almost here! How are you raising awareness and taking action to protect children's environmental health? For more information and ideas for actions to take on Children's Environmental Health Day, visit www.cehn.org/cehday

Tip #1: Always use #CEHDay in your posts and #ChildrenAtTheCenter when it fits!

Tip #2: Personalize your posts with your group or organization name where it fits!

B. On CEH Day (Oct. 12, 2017)



Twitter

Today is Children's Environmental Health Day! Will you join the movement and take action?

www.cehn.org/cehday/takeaction #CEHDay

Tweets with children's health facts (don't forget to use #CEHDay hashtags!)

CEH FACT: African-American children have a 500% higher mortality rate from asthma as compared with Caucasian children

CEH FACT: 46% of U.S. children live in housing that is hazardous to their health

CEH FACT: As of 2017, there are approx 4 mil residences within which children are potentially being exposed to lead

CEH FACT: Environmental factors such as air pollution & unsafe drinking water takes the lives of 1.7 mil children under 5 every year

CEH FACT: 75-80% of cancer diagnoses & death in the US linked to lifestyle & environmental factors

CEH FACT: Children's dependence on caregivers places them at higher risk of climate-related health burdens than adults

CEH FACT: Children living in poverty are less able to respond to or escape from extreme weather events related to climate change

Tip: Always use 'CEH FACT' in front of health facts so others know it is a fact!



Facebook

Today is Children's Environmental Health Day! If you haven't already, show your commitment to protecting children's health by endorsing this day of awareness and action at: www.cehn.org/cehday/promotion. Share with your friends and colleagues and spread the word. Together we can achieve a society where all children have access to clean air and water, safer and healthier foods, and safer toys and products.

It's Children's Environmental Health Day. How can we achieve safer environments for healthier children? Check out the CEHN's Take Action on CEH Day page for several actions you can take today to improve children's health! Together we can achieve a society where all children have access to clean air and water, safer and healthier foods, and safer toys and products. www.cehn.org/cehday/takeaction

III. Participate in the CEH Twitter Chat on October 12th at 2pm ET/ 11am PT



Children's Environmental Health Network (CEHN) will host a one hour Twitter chat on October 12 from **2:00 pm - 3:00 pm ET** (11:00 am -12:00 pm PT), moderated by @CEHN. All are welcome to participate.

The #CEHchat aims to:

- Raise awareness of children's environmental health issues
- Discuss challenges and how to meet them
- Share helpful resources, projects, and initiatives

To participate, follow [@CEHN](https://twitter.com/CEHN) and RSVP at: <http://vite.io/CEHchat>. Then simply follow along when [@CEHN](https://twitter.com/CEHN) starts posting questions at 2:00 pm ET, and then share your thoughts and ideas on what's needed to address the health issues facing children today. Need help? Visit the [promo page](#). **All tweets must use the hashtag #CEHchat**

Promote the chat widely for maximum participation! Find social media share tools for the chat at <http://vite.io/CEHchat>. Also, follow @CEHN and retweet our 3-day countdown messages to help build momentum.

You can also let others know you'll be participating in the #CEHchat by using these sample posts:

- Today at 2pm ET/ 11am PT there will be a LIVE discussion on Children's Environmental Health with [@CEHN](https://twitter.com/CEHN) All are welcome #CEHchat
- Join the Twitter Chat at 2pm ET/ 11am PT with [@CEHN](https://twitter.com/CEHN) and voice your vision for healthier and safer children #CEHchat

IV. Language for your promotional emails and letters regarding CEH Day

* Add the below text to email body or letter when sending/referencing the toolkit

What will you be doing on Children's Environmental Health (CEH) Day to protect the health of future generations? www.cehn.org/cehday

Learn about the significance of CEH Day, and determine [which actions](#) you are ready to take to advocate for and improve children's environmental health!

Check out the [Blueprint for Protecting Children's Environmental Health: An Urgent Call to Action](#) to read the recommendations and priority actions needed to intentionally protect children's health – and to help frame your efforts!