

Social media is a user-friendly, effective tool for expanding reach and engaging people across a broader, more diverse audience. By using platforms like Facebook and Twitter, you can help spread awareness about Family Health History Day.



# Family Health History Day

## Social Media Toolkit

## Background

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In November 2004, Surgeon General Richard Carmona launched a national public health campaign entitled the [Family Health History Initiative](#). Every year since, the Surgeon General has recognized Thanksgiving as National Family Health History Day! On Thanksgiving and throughout the holiday season, our goal is to encourage the public to talk about and document their family's health history. We also encourage people to share that history with their healthcare providers to better predict risk for disease and make vital screening and treatment decisions.

## My Family Health Portrait

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The Surgeon General launched [My Family Health Portrait](#), a free tool where people can input their family health information.

The tool generates a family tree and chart of ones family health history. All User data is private or you can choose to print and share with other family members or healthcare providers. The tool is available in English, Italian, Portuguese and Spanish.

The My Family Health Portrait Tool can be found at: [1.usa.gov/1zZcUPE](https://1.usa.gov/1zZcUPE)



## Key Messages

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- Common diseases like as cancer, diabetes and heart disease often run in families
- Rare diseases like as hemophilia, cystic fibrosis and sickle cell anemia can run in families
- Sharing your family health history with your healthcare provider is a powerful screening tool and a key component to personalized healthcare
- Healthcare providers will be better able to predict risk for disease and make vital screening and treatment decisions before any disease is evident
- My Family Health Portrait is an online tool that stores and organizes this information
- Knowing your family health history can help save your life and those you love

## How to Spread the Word

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### # The Hashtag

Use **#familyhealthhistory** for all posts about Family Health History Day

### Facebook

**Here are some sample messages you can post on the days leading up to and on Family Health History Day. Try tailoring these sample messages to better fit with the focus of your audience.**

*Thanksgiving is Family Health History Day! Start collecting your family's health history using My Family Health Portrait! [1.usa.gov/1zZcUPE](https://1.usa.gov/1zZcUPE)*

*Personalize your healthcare by sharing your family health history and tracking illness from one generation to the next. This Thanksgiving, participate in Family Health History Day and use My Family Health Portrait to share your health history with your healthcare provider. [1.usa.gov/1zZcUPE](https://1.usa.gov/1zZcUPE)*

*In the future, genetic tests will make it possible to identify the differences in genes that may increase disease susceptibility. Until then, #familyhealthhistory is a key component to your personalized healthcare. This Thanksgiving, participate in Family Health History Day.*

### Twitter

**Here are some sample messages you can tweet on the days leading up to and on Family Health History Day. Tailor these sample messages to your audience.**

*Give thanks and discuss your #familyhealthhistory using My Family Health Portrait.  
[1.usa.gov/1zZcUPE](https://1.usa.gov/1zZcUPE)*

*This holiday season, take time to discuss your #familyhealthhistory  
[1.usa.gov/1zZcUPE](https://1.usa.gov/1zZcUPE)*

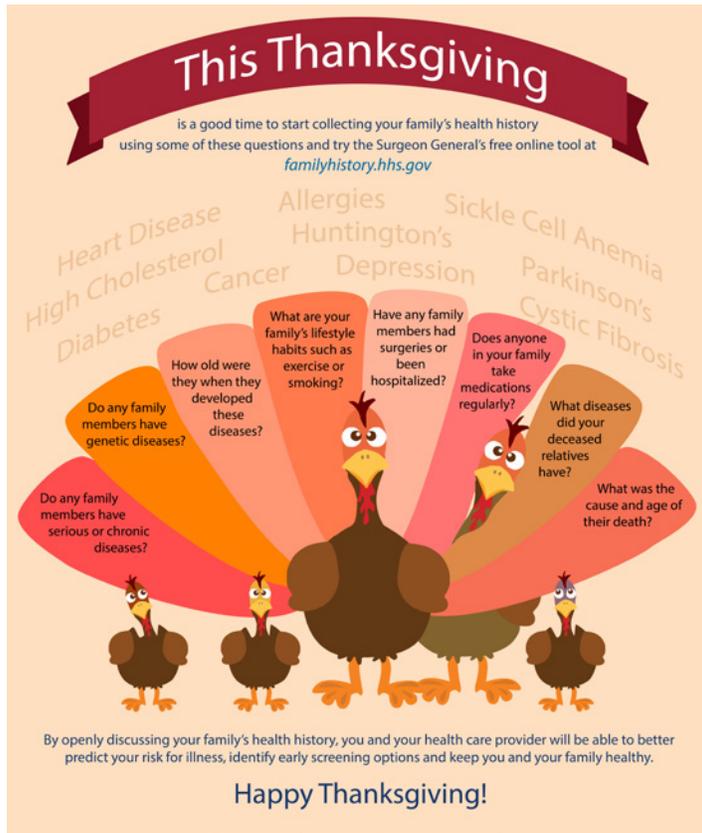
*Use My Family Health Portrait and get to know your family this Thanksgiving! #familyhealthhistory  
[1.usa.gov/1zZcUPE](https://1.usa.gov/1zZcUPE)*

*This Thanksgiving cook up your own unique recipe for wellness and disease prevention #familyhealthhistory*

## Infographic

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Post this infographic on social media



PDF

[genome.gov/images/illustrations/FHT2016.pdf](https://www.genome.gov/images/illustrations/FHT2016.pdf)

JPG (72DPI)

[genome.gov/images/illustrations/FHT2016\\_72.jpg](https://www.genome.gov/images/illustrations/FHT2016_72.jpg)

JPG (300DPI)

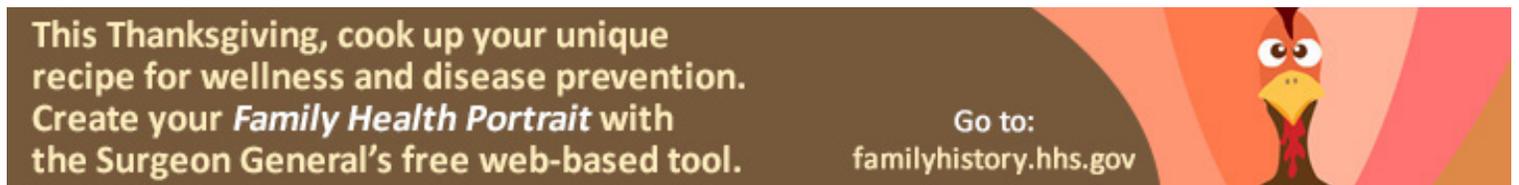
[genome.gov/images/illustrations/FHT2016\\_300.jpg](https://www.genome.gov/images/illustrations/FHT2016_300.jpg)

## Banner

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Post this banner on social media or on your website.

[genome.gov/images/illustrations/FHT2016\\_banner.jpg](https://www.genome.gov/images/illustrations/FHT2016_banner.jpg)



## Other Resources

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Here are links to other resources that you may want to include in your social media posts or share with colleagues, friends and family.

[U.S. Surgeon General's Family Health History Initiative](#)

[Starting the Conversation](#)

[Family Medical History and Tools Resources](#)

[Talk Healthy History](#)

## Holiday Promotion

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Continue to spread the word about the importance of knowing your family health history throughout the entire holiday season. Use this holiday infographic and the suggested posts and tweets to get started!



PDF

[genome.gov/images/illustrations/FHT\\_Winter2016.pdf](https://www.genome.gov/images/illustrations/FHT_Winter2016.pdf)

JPG (72DPI)

[genome.gov/images/illustrations/FHT\\_Winter2016\\_72DPI.jpg](https://www.genome.gov/images/illustrations/FHT_Winter2016_72DPI.jpg)

JPG (300DPI)

[genome.gov/images/illustrations/FHT\\_Winter2016\\_300DPI.jpg](https://www.genome.gov/images/illustrations/FHT_Winter2016_300DPI.jpg)

### Sample Facebook Post

*Give the gift of health this holiday season. As you gather with your loved ones, start a new tradition and create a Family Health Portrait. Sharing your **#familyhealthhistory** and tracking illness from one generation to the next is a key component in personalized healthcare.*

[1.usa.gov/1zZcUPE](https://1.usa.gov/1zZcUPE)

### Sample Tweets

*Start a new holiday tradition this year. Create a family health portrait to learn your **#familyhealthhistory**.*

[1.usa.gov/1zZcUPE](https://1.usa.gov/1zZcUPE)

*Give the gift of health this holiday season. Share your **#familyhealthhistory** using the **@Surgeon\_General** tool.*

[1.usa.gov/1zZcUPE](https://1.usa.gov/1zZcUPE)