

# Best for You. Best for Baby.

Learn more about preventing birth defects at  
[www.cdc.gov/ncbddd/birthdefects](http://www.cdc.gov/ncbddd/birthdefects)



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## Best for You. Best for Baby. Promotional Kit

Thank you for your support in promoting National Birth Defects Prevention Month! We're excited that you're contributing your voice to raise awareness about birth defects and about how women can improve their chances of having a healthy baby. Please this document to guide your promotional activities on social media platforms.

## Promotional Kit

### What is the “Best For You. Best For Baby.” Campaign?

January is National Birth Defects Prevention Month. The campaign theme is “Best for You. Best for Baby.” to encourage women to manage their health conditions and adopt healthy behaviors before and during pregnancy. Taking care of yourself and doing what’s best for you is also best for your baby! [Learn more about the campaign.](#)

### Who Should Use This Kit?

The promotional messages and materials provided in this Kit can be used by federal agencies, organizations, individuals, and other digital ambassadors committed to preventing birth defects and promoting steps women can take to have a healthy pregnancy.

### How Should This Kit Be Used?

You’ll find sample language and images to promote [National Birth Defects Prevention Month](#), organized by social media platform, in the sections below. We encourage you to include personal photos or resources from your organization along with each item. The sample tweets and posts are ready to use on Twitter, Facebook, and Instagram handles.

## Best for You. Best for Baby. 5 Tips for Preventing Birth Defects.

Date	Tip
January 1 - January 4	<b>B</b> efore you get pregnant, try to reach a healthy weight.
January 5 - January 11	<b>B</b> e sure to take 400 micrograms (mcg) of folic acid every day.
January 12 - January 18	<b>B</b> ook a visit with your healthcare provider before stopping or starting any medicine.
January 19 - January 25	<b>B</b> ecome up-to-date with all vaccines, including the flu shot.
January 26 - January 31	<b>B</b> oost your health by avoiding substances that are harmful during pregnancy.

[Learn more about ways to help prevent birth defects.](#)

## Help CDC Spread the Word Through Social Media!

Throughout January, we are going to promote National Birth Defects Prevention Month and its new resources, including new webpages and graphics for social media. Use the hashtag **#Best4YouBest4Baby** so we can engage, follow, or like your content. The posts below are example options that can be modified to fit your organization's mission or individual preferences. Click the image download link to directly download or save the suggested image.

### Twitter

#### Message

Thinking about getting #pregnant soon? You can increase your chances of having a healthy baby by managing health conditions & adopting healthy behaviors before becoming pregnant:

<https://bit.ly/2jjJugf>. #Best4YouBest4Baby

#### Image



[Download image here](#)

#DYK: Flu shots have been given to millions of #pregnant women over many years with a good safety record. Protect yourself and your baby by getting your #flu shot! #Best4YouBest4Baby

#### Best for You. Best for Baby.

##### TIP:

Become **up-to-date** with **all vaccines**, including the **flu shot**.



Learn more about preventing birth defects at [www.cdc.gov/ncbddd/birthdefects](http://www.cdc.gov/ncbddd/birthdefects)



[Download image here](#)

Follow and retweet [@CDC\\_NCBDDD](#) and [@CDCgov](#)

# Facebook

## Message

Are you thinking about getting pregnant soon? Is reaching a healthy weight one of your new year's resolutions? What's best for you is also best for your baby! Talk with your doctor about ways to reach and maintain a healthy weight before you get pregnant.

## Image

**Best for You. Best for Baby.**

**TIP:**  
Before you get  
**pregnant, try to reach  
a healthy weight.**



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[Download image here](#)

Making healthy choices now is important for you, but can also be important for the children you may have one day. Not all birth defects can be prevented, but there are steps you can take to help have a healthy pregnancy. What's best for you is also best for your baby!



[Download image here](#)

Like and share from [@CDC](#)

# Instagram

Check out [@cdcgov's](#) Instagram story each week in January to participate in our #Best4YouBest4Baby quiz series!

## Message

CDC is committed to helping women stay healthy during #pregnancy and giving babies a healthy start in life. Join the conversation this January and share what you're doing that is best for you and best for baby! **#Best4YouBest4Baby #CDC #publichealth #healthybabies**

#Folic acid is a B vitamin that helps our bodies make new cells. But for women who want to become #pregnant, it can help prevent serious birth defects of the brain and spine. Learn how you can get your 400 micrograms (mcg) of folic acid every day:

<http://bit.ly/1cTjo8Q>. **#Best4YouBest4Baby #CDC #publichealth**

**#healthybabies**

## Image



[Download image here](#)

## Best for You. Best for Baby.

### TIP:

Be sure to take **400 micrograms (mcg)** of folic acid every day.



Learn more about preventing birth defects at [www.cdc.gov/ncbddd/birthdefects](http://www.cdc.gov/ncbddd/birthdefects)



[Download image here](#)

Like and regram messages from [@CDCGOV](#)

# Materials to Share (English & Spanish)

We have more materials available online, including animated gifs! You can [download our digital content here](https://www.cdc.gov/ncbddd/birthdefects/buttons/best-for/index.html) or by visiting <https://www.cdc.gov/ncbddd/birthdefects/buttons/best-for/index.html>.

## Best for You. Best for Baby.



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## Best for You. Best for Baby.

**TIP:**  
Before you get pregnant, try to reach a healthy weight.



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## Best for You. Best for Baby.

**TIP:**  
Book a visit with your healthcare provider **before stopping or starting any medicine.**



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**TIP:**  
Become **up-to-date with all vaccines, including the flu shot.**



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## Best for You. Best for Baby.

**TIP:**  
Boost your health by **avoiding substances that are harmful during pregnancy.**



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## Web Resources

Looking for more information to promote healthy pregnancies and raise awareness about birth defects prevention? Here is a list of online resources:

- ❖ [Connect with CDC on Social Media](#)
- ❖ [National Birth Defects Prevention Month](#)
  - [Best For You. Best For Baby. Tips to Share](#)
  - [Social Media Messages](#)
- ❖ [Birth Defects \(English\)](#)
- ❖ [Birth Defects \(Spanish\)](#)
- ❖ [5 Ways to Lower the Risk of Having a Pregnancy Affected by a Neural Tube Defect](#)
- ❖ [Healthy Pregnancy](#)
- ❖ [Folic Acid](#)

**Taking care of yourself  
and doing what's best  
for you is also best for  
your baby!**

