



Centers for Disease Control and Prevention
National Environmental Public Health Tracking Network

Birth Defects:

A Tool Kit



This toolkit provides messages related to the National Tracking Network. We strongly encourage you to use tool kit components as guides, substituting your own local and regional level messaging and data whenever possible

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Goals and Guiding Principles



In today's world, we are exposed to between 3,500 and 5,000 messages a day. From TV ads to news stories, and tweets to Web sites, there's a fierce competition for our attention—and our response. As public health professionals, you have a uniquely valuable message to communicate, that often pertains to keeping people healthy and saving lives.

Whether communicating with citizens, other public health professionals, or policymakers, the following steps can help your organization cut through the clutter and be heard:

1.

Know your audience

Different audiences require different messages and methods of delivery. Identify your audience, understand what's important to them, and identify what barriers may keep them from action. Then say what you need to say in a way that connects your ideas to that specific audience's needs or wants.



2.

Say it simply

Use plain language, explain technical terms, and be brief. Regardless of profession or background, we all appreciate straightforward, efficient explanations.



3.

Say it often

Advertising studies suggest that a person needs to be exposed to a message three to five times to receive the full effect of the message. Choose the mediums, such as social media, websites, interviews, and articles, that your audience uses to communicate, and reinforce your messages often.



4.

Touch the heart

Tell stories that people connect with on an emotional level and underscore that story with data that show the larger perspective. Use personal or local stories to illustrate the big picture.



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Goals and Guiding Principles



This tool kit was developed as a resource for your organization, with messages that are intended to resonate with either certain demographics or your audiences overall.

This toolkit can be used to help meet the communication goals set by CDC's Environmental Public Health Tracking Network (Tracking Network).

Tracking Network Communication Goals

- Educate about the existence of the Tracking Network and how it can be used to show the connections between health and the environment.
- Demonstrate the effect that Tracking Network findings can have on specific environmental public health issues (for example, heart health and exposure to air pollution).
- Encourage partners, stakeholders, and other organizations to access information from and participate in the Tracking Network and help them recognize it as a valuable tool and good investment.

Audiences

This tool kit was developed as a resource for your organization, with messages that are intended to resonate with either certain demographics or your audiences overall. These audiences include:

- **State and local public and environmental health practitioners:** This group will benefit from general awareness of the Tracking Network and exposure to success stories and specific examples of how data are being used. Encourage them to not only use existing and new Tracking Network services but also advocate use of the program among peer groups.
- **Decision makers:** This group could include city, county, or state health department leadership or elected officials. These are people who might need information for making resource decisions and potential legislative or policy-making opportunities. They are a critical audience for the Tracking Program. Try to provide them with an overall understanding of the functions of the Tracking Network and examples of practical applications of its data. These examples can show how the Tracking Network has proven valuable to cities, states and regions.
- **Interested public:** This group will likely include persons who look to your organization for health or environment-specific information and discover the Tracking Network via that search. They will benefit most from exposure to specific articles and health-specific information that show the connection between a particular health condition and the environment. Because traditional media channels such as television, radio, and newspapers are important information resources for this group, they will benefit from your organization's active engagement with, and response to, media coverage that relates to health and the environment.

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Goals and Guiding Principles



How to Use Tool Kit Components

Decade of Tracking This piece is a straightforward story of the Tracking Network. It uses the simple structure of “Before and After Tracking” to explain the effect the Tracking Network has had.

Ideas for use: Use this item as an introductory piece that tells the story of tracking. Include it as a link, borrow from it when developing presentations, and use it when informing colleagues about available resources, interviews, and materials.

Timeline: This piece serves as a visual demonstration of how the Tracking Network (and its parent, the Tracking Program) began and has evolved.

Ideas for use: Use when creating briefings, as background for presentations, and as a resource for interviews and material development.

Key Messages and Talking Points: The key messages and talking points have been written to support you and your spokespeople as you address the critical role the Tracking Network has played in addressing environmental and public health issues. These messages may be used as is or can be customized and incorporated into your own messaging. We encourage you to use local-, regional-, or state-specific data whenever possible; using these data will further underscore the importance of this resource for your constituents.

Ideas for use: Incorporate these messages into talking points for presentations, speeches, media interviews and copy for materials.

The Facts: This fact sheet was developed to provide you with health- and environment-specific information that can be used to coincide with awareness events and more. For example, the Heart Health and the Air Pollution fact sheet contains information that relates specifically to American Heart Month as well as general statistics about heart health and air pollution.

Ideas for use: Incorporate these facts into your outreach via speeches, emails, Web site content, material development, and social media channels. Provide the fact sheet as a resource to news media. Include interesting data as part of your organization e-mail signature during awareness events. Also, provide the fact sheet to your partners as a resource to distribute.

Matte Article: This article has been developed as a stand-alone piece that highlights the connection between a health topic and the environment. Its messaging reach is designed

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Goals and Guiding Principles



to be broad and valuable for everyone from general consumers looking for information about a particular disease to health professionals who want to raise awareness among patients.

Ideas for use: *Submit this piece to community papers, provide it to organizations to publish in their newsletters, post it on your Web site, include a link to it on your Facebook wall, and share it via tweets. Distribute or make it available electronically to local schools, medical centers, nursing homes, and health care professionals. Provide this piece to decision makers and use local data when possible – it will inform them about the environment-health connection and how that can affect their constituents; they can also use it on their Web sites. You can also include it in newsletters and incorporate into your organization’s mailings.*

Social Media Examples: This document contains example topics and sample copy for use on social media channels such as Facebook and Twitter. These posts/tweets were written with the goal of helping your organization engage in a dialogue with your many and varied audiences. Specific examples are provided that can be used to help communicate the value of the Tracking Network to health departments, health practitioners, decision makers and other interested organizations and individual persons.

Ideas for use: *Use posts on Facebook and tweets on Twitter. Share with partners who have social media outlets.*

Effective Communication: A Crucial Investment

As grantees and partners of the National Environmental Public Health Tracking Network, your organization is an important voice that helps communicate the value of the Tracking Network, and ensures that it can grow and evolve to provide even better service into the future. By incorporating this message at every opportunity into your documents, policy briefings, community outreach, social networks, and media outreach, you serve as an influential resource that can provide critical information and translate the value of the Tracking Network to your different audiences. Together, we can educate people about the connection between health and the environment, encourage Tracking Network use, and help potential partners and champions recognize this tool as a crucial investment that saves lives, protects people and saves money through prevention. ■



Environmental Public Health Before and After Tracking:

A Decade of Tracking



“When the Pew Commission report came out, everyone — the press, the public, Congress — couldn’t believe that a tracking program didn’t already exist.”

Shelly Hearne, Dr. P.H.
Founding Executive Director,
Trust for America’s Health (2000)

“CDC’s National Environmental Public Health Tracking Network is the most important accomplishment of the past decade.”

Thomas A. Burke, Ph.D., M.P.H.
Associate Dean for Public Health
Practice and Training
Professor, Department of Health
Policy and Management
Johns Hopkins Bloomberg
School of Public Health (2010)



After a decade of tracking via a national environmental public health tracking program, our understanding of the connections between public health and the environment is vastly improved. CDC’s Environmental Public Health Tracking Program began 10 years ago with the idea that health and environmental problems are not always separate issues with unrelated solutions. Though the program began in 2002, the actual online Environmental Public Health Tracking Network launched in 2009. This website is a valuable tool that is helping draw a clear picture of the intricate relationships between environment and health. And, as we move forward, the Tracking Network has the potential to empower more and more organizations to save lives and protect health.

Before tracking, even simple questions about health and the environment could take months to answer.

With a tracking network in place, public health officials can respond quickly, often within hours, to locate hazard sources or answer citizens’ concerns.

Before tracking, collections of data were created and held by many different government departments within their separate department “silos.”

With tracking, standards and tools to link these disparate sources of information now exist and can help answer important questions about the public’s health.

Before tracking, environmental and health fields were often separated both physically and philosophically.

With tracking, these two worlds are brought together to benefit of all.

Before tracking, public health and environmental officials concentrated mainly on acute events such as hazardous chemical releases or point-source pollution, such as air pollution from a specific factory.

With tracking in place, officials can trace amounts and geographic spread of pollutants over time. This capability allows the officials to monitor long-term trends and place those acute events in context.

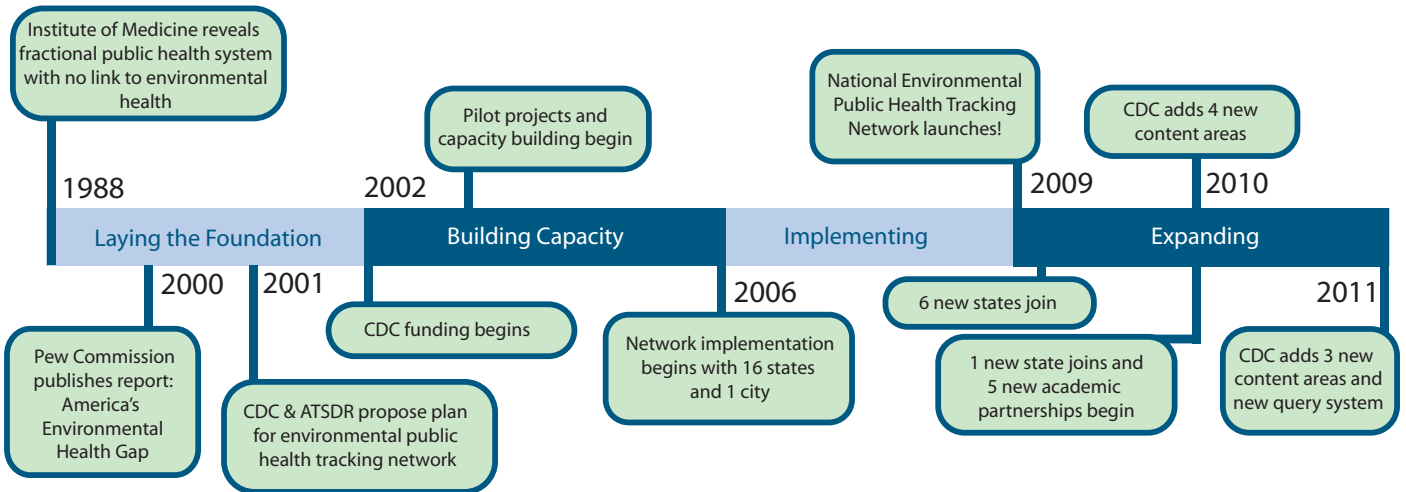
Before tracking, environmental health surveillance was more difficult than infectious disease surveillance, a traditional area of concern for CDC and state and local health departments.

With tracking, we can apply the same “disease detective” skills to finding environmental causes of illnesses and then take preventive measures to protect the public’s health. ■



Environmental Public Health Tracking Network:

A Timeline





Key Messages and Talking Points



The following key messages and talking points can help you and your spokespeople convey and emphasize the effect the Tracking Network can have.

How to Use

The following key messages and talking points can help you and your spokespeople convey and emphasize the effect the Tracking Network can have on addressing the connections between asthma and outdoor air pollution. These messages and talking points may be used as they have been written, or, they can be customized for your own purposes. We encourage you to use local-, regional-, or state-specific information whenever possible because it will further underscore the importance of this resource for your constituents. Each of the key messages presented are supported by additional talking points.

Key Messages

- The National Environmental Public Health Tracking Network is a one-of-a-kind tool that brings together information that cannot be found, or is hard to find, anywhere else.
 - The Tracking Network is CDC's best Internet resource connecting environmental and health information.
 - The Tracking Network is unique because it brings together and standardizes data that would be usually be kept by many different agencies, allowing us to see how our health and the environment are related.
 - The Tracking Network helps make sense of these data with tools such as maps that show where environmental and health problems are happening. This makes that valuable information more useful to people who need it, from scientists to decision-makers.
 - States, cities, universities, and professional organizations can protect people and save lives by using The Tracking Network to help make critical decisions about where to target environmental public health resources.
- The Tracking Network is helping us understand more about the relationship between birth defects and the environment.
 - It is not clear how many birth defects are related to environmental exposures, such as chemicals, drugs, and ionizing radiation.
 - Improving our understanding of these connections will help us do a better job of protecting unborn babies from environmental hazards.
 - This information can help public health officials plan how and where to target prevention efforts and protective policies. For example, we can identify where to increase community outreach about the dangers of exposure to contaminated drinking water or hazardous waste sites.

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Key Messages and Talking Points



- (INSERT ORGANIZATION) was able to put (INSERT ACTION, SAFEGUARD, ETC.) in place to help reduce birth defects by reducing exposure to (INSERT ENVIRONMENTAL HAZARD), which will help (INSERT LOCAL /STATE NUMBERS) of babies in (INSERT CITY/STATE).
- More research is needed to study the links between environmental hazards and birth defects.
 - This is why birth defects are part of the Environmental Public Health Tracking Network.
 - The Tracking Network tracks the prevalence of 12 birth defects:
 - Anencephaly
 - Spina bifida (without anencephaly)
 - Hypoplastic left heart syndrome
 - Tetralogy of fallot
 - Transposition of the great arteries (Vessels)
 - Cleft lip
 - Cleft palate
 - Hypospadias
 - Gastroschisis
 - Upper limb reduction defects
 - Lower limb reduction defects
 - Down syndrome (Trisomy 21)
- The Tracking Network boosts (INSERT ORGANIZATION) ability to save lives and protect the health of the people we serve.
 - The Tracking Network fills information gaps.
 - The Tracking Network helps us respond quickly to environmental public health issues.
 - Please help others use this important and valuable resource. Everyone who is looking for information about a health and environmental connection should and can use the Tracking Network at www.cdc.gov/ephtracking. ■



Birth Defects and the Environment:

The Facts



Every 4 and a half minutes, a baby is born with a birth defect. Birth defects are estimated to affect more than 120,000 children in the United States every year.

In the United States, about one out of every 33 babies are born with structural birth defects¹. Most birth defects likely happen for many reasons, not just one, and the environment is a possible contributor. Although some research on how environmental hazards might cause birth defects has been done, much more work is needed to understand this relationship. Doctors and public health scientists know how some birth defects happen and in some cases can make recommendations to help prevent them. But the causes of many other birth defects are unclear.

Sharing data about when and where birth defects happen will help scientists understand whether these defects might be related to the environment. Gaining this understanding is one of the main reasons why birth defects are part of the National Environmental Public Health Tracking Network. In Florida, the Florida Tracking Program Active Surveillance Project has developed an improved system for monitoring birth defects, which has helped identify higher rates of serious birth defects of the brain and spine in Puerto Rican women in Florida.²

About Birth Defects

- Birth defects occur before a baby is born. Most birth defects occur in the first 3 months of pregnancy, when the baby's organs are forming. This is a very important stage of development. However, some birth defects occur later in pregnancy. During the last six months of pregnancy, the tissues and organs continue to grow and develop.³
- A birth defect can be found before birth, at birth, or anytime after birth. Most birth defects are found within the first year of life. Some birth defects like cleft lip or clubfoot are easy to see, but others like heart defects or hearing loss are found using special tests, such as x-rays, CT scans, or hearing tests.⁴
- Babies born with birth defects have a greater chance of illness and long-term disability than babies without birth defects. Babies with birth defects are also more likely to be born preterm, or before the 37th week of pregnancy. Birth defects account for 12% of all hospital stays by children.⁵
- Most birth defects are thought to be caused by a complex mix of factors. These factors include our genes, our behaviors, and things in the environment. For some birth defects, we know the cause. But for most, we don't.⁶
- We do know that some women have a higher chance of having a child with a birth defect⁷:
 - Women who take certain drugs, smoke, or drink alcohol during pregnancy.
 - Women with certain medical conditions, such as diabetes or obesity.
 - Women who take certain medications, such as isotretinoin (a drug used to treat severe acne).
 - Women who have someone in their family with a birth defect.
 - Women over the age of 35 years have a higher chance of having a child with Down syndrome.

1 <http://ephtracking.cdc.gov/showBirthDefects.action>
 2 <http://www.cdc.gov/nceh/tracking/success/florida.htm#birthdefects>
 3 <http://www.cdc.gov/NCBDDD/birthdefects/facts.html>
 4 <http://www.cdc.gov/NCBDDD/birthdefects/facts.html>
 5 Yoon et al. Arch Pediatr Adolesc Med. 1997 Nov; 151(11): 1096-103
 6 <http://www.cdc.gov/NCBDDD/birthdefects/facts.html>
 7 <http://www.cdc.gov/ncbddd/birthdefects/facts.html>

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The Facts



- Young women (teenagers) are more likely to have a baby born with gastroschisis (a defect in the abdominal wall).
- Not all birth defects can be prevented, but you can take some actions that increase your chance of having a healthy baby. The tips below can help you have a healthy pregnancy and a healthy baby.⁸
 - Plan your pregnancy: Most birth defects occur very early in pregnancy, sometimes before you know that you are pregnant; about half of all pregnancies in the United States are not planned
 - See your health care provider before you become pregnant
 - Control any medical condition (obesity, diabetes, seizures, etc.) before getting pregnant
 - Take a vitamin with 400 micrograms of folic acid daily before and during pregnancy
 - Take care of yourself:
 - Get plenty of rest
 - Exercise moderately
 - Eat a well-balanced diet
 - Avoid contact with chemicals and other things in the home and workplace that may harm an unborn baby
 - Avoid alcohol, tobacco, and street drugs
 - Talk with your health care provider before taking any over-the-counter drugs

Birth Defects in the United States

- Every 4 and a half minutes, a baby is born with a birth defect. Major birth defects are conditions present at birth that cause structural changes in one or more parts of the body. They can have a serious, adverse effect on health, development, or functional ability.⁹
- Birth defects are estimated to affect more than 120,000 children in the United States every year. About 3 percent of babies, or one of every 33, are born with a structural birth defect. Birth defects are one of the leading causes of infant deaths.¹⁰
- In the United States, birth defects have accounted for over 139,000 hospital stays during a single year, resulting in \$2.6 billion in hospital costs alone. Families and the government share the burden of these costs. Additional costs due to lost wages or occupational limitations can affect families as well.¹¹

8 <http://www.cdc.gov/ncbddd/birthdefects/facts.html>

9 <http://www.cdc.gov/NCBDDD/birthdefects/facts.html>

10 <http://ephtracking.cdc.gov/showBirthDefects.action>

11 <http://www.cdc.gov/ncbddd/birthdefects/documents/10ThingsFlyerEng.pdf>

What We Are Learning from the Environmental Public

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Birth Defects and the Environment:

The Facts



The Connection Between Birth Defects and the Environment

- Most birth defects are thought to be caused by a complex mix of genetic, behavioral, and environmental factors, although for many birth defects, exactly how these factors work together is unclear.
- It is not clear how many birth defects are related to environmental exposures, such as chemicals, drugs, and ionizing radiation.¹²
 - Some endocrine-disrupting chemicals, including polychlorinated biphenyls (PCBs), dioxins, and pesticides, have been linked to nervous system defects and developmental problems such as reduced muscle tone and response.
 - Living near a hazardous waste site has been identified as a possible risk factor for birth defects including: spina bifida, cleft lip or palate, gastroschisis, hypospadias, chromosomal congenital anomalies such as Down syndrome, and some heart and blood vessel defects.
 - Exposure to disinfection by-products in drinking water such as trihalomethanes, or THM, may increase the risk of some types of birth defects which affect the brain and spinal cord, the urinary tract, and the heart.

What We Are Learning from the Environmental Public Health Tracking Network

- The Tracking Network is helping us better understand the relationship between birth defects and the environment. Improving our understanding of these connections will help us better protect unborn babies from environmental hazards.
- Sharing data about when and where birth defects happen will help scientists understand whether these defects might be related to the environment. Gaining this understanding is one of the main reasons why birth defects are part of the National Environmental Public Health Tracking Network.
- Birth defects are a major cause of death and disease in Florida's children. In 2007, more than 9,000 Florida infants were born with major structural or genetic birth defects. The Florida Tracking Program, Florida Birth Defects Registry, and the University of South Florida developed a surveillance system to improve identifying cases and confirming diagnoses for the 12 birth defects that are part of the Florida Tracking Network. The Florida Tracking Program Active Surveillance Project has developed an improved system for monitoring birth defects. This system has helped identify higher rates of serious birth defects of the brain and spine in Puerto Rican women in Florida. These data will assist in developing prevention activities to educate these women about the health benefits of folic acid, a B vitamin that can help prevent such defects. The Florida Birth Defects Registry also uses birth defect data collected through enhanced surveillance to develop county risk profiles for selected conditions.¹³

¹² <http://ephracking.cdc.gov/showBdExposureRisk.action>

¹³ <http://www.cdc.gov/nceh/tracking/success/florida.htm#birthdefects>



Matte Article



Living near a hazardous waste site has been identified as a possible risk factor for birth defects.

Birth Defects May Have Unsuspected Causes

Every 4 and half minutes, a baby is born with a birth defect in the United States. That equals more than 120,000 babies born each year. Yet the causes of most birth defects are mostly unknown.

Birth defects are thought to be the result of a complex combination of factors, including genes, prenatal behaviors, and the environment. Expectant parents are often unaware of the relationship between these factors, and can unknowingly put their unborn child at risk.

The Centers for Disease Control and Prevention (CDC) has created a tool that will help us better understand how birth defects may be impacted by the environment. Once we know more about these connections, we can do more to help prevent birth defects. The National Environmental Public Health Tracking Network (Tracking Network) is a tool that stores data about when and where certain health events, such as birth defects, occur. This information can help us to understand the relationship between birth defects, environmental factors, and our actions. It does this by taking data that would traditionally be kept separate by many government and public health agencies, sharing it, and offering all organizations a more complete look at the problem.

One state in particular is using the Tracking Network to proactively address the issue of birth defects. In 2007, more than 9,000 Florida infants were born with major birth defects. Florida officials discovered significantly higher rates of birth defects among citizens with Puerto Rican background. Based on this, community leaders are now better equipped to direct funding, policy changes, and public awareness appropriately, improving health outcomes for thousands of at-risk infants.

The Tracking Network website provides tips that can be used by all expectant parents to help them have the healthiest pregnancy possible.

Protect yourself and your baby:

- Plan your pregnancy: Most birth defects occur very early in pregnancy, sometimes before you know that you are pregnant; about half of all pregnancies in the U.S. are not planned.
- See your health care provider before you become pregnant
- Control any medical condition (obesity, diabetes, seizures, etc.) before getting pregnant
- Take a vitamin with 400 micrograms of folic acid daily before and during pregnancy.
- Take care of yourself:
 - Get plenty of rest
 - Exercise moderately
 - Eat a well-balanced diet
 - Avoid contact with chemicals and other things in the home and workplace that may harm an unborn baby
 - Avoid alcohol, tobacco, and street drugs



Birth Defects and the Environment:

Matte Article



- o Talk with your health care provider before taking any over-the-counter drugs

The hope is that as risk factors are better understood, the scientific and medical communities will not only better understand the cause of many birth defects, but that you will be prepared to avoid them.

You can learn more about this important topic at www.cdc.gov/ephracking. ■



These posts/tweets were written to help your organization “talk” with your many audiences.

This document contains example topics for social media channels such as Facebook and Twitter. These posts/tweets were written to help your organization “talk” with your many audiences. Specific examples are provided that can be used to help communicate the value of the Tracking Network to health departments, decision makers, and other interested parties. Each post/tweet is organized under a goal of the Tracking Network; they can be used as they have been written, or, they can be customized for your own purposes with language and information that will best resonates with your constituents.

Tips for Using Social Media:

- Social media is a powerful tool that can help you communicate with and engage your audience. If you do not already have social media tools in place, set up a Facebook page and Twitter account here: www.facebook.com; twitter.com
- CDC’s Tracking Network has an active Facebook page and Twitter account. “Friends” can follow us and share relevant and interesting posts.
 - Facebook: like CDC National Environmental Public Health Tracking Network
 - Twitter: follow @CDC_EPHTracking
- Watch for general news articles about public health and the environment and share these articles on your Facebook wall and your Twitter account. For example, during fall and winter months when the risk of CO poisoning is higher, share or retweet news stories and add your own comments and tweets to the discussion. Use the provided tool kit materials, such as the fact sheet and key messages, to create new posts and tweets that underscore how effective the Tracking Network is and has been.
- Tips for Facebook:
 - When mentioning the Tracking Network, use @CDC National Environmental Public Health Tracking Network
- Tips for Twitter:
 - Hashtags make your tweets searchable and allow them to become part of the broader conversation on a given topic. When posting birth defects-related information during children’s health month-related material, use #birthdefects. When mentioning the Tracking Network, use #CDC_EPHTracking.
 - Help build the Tracking Network’s Twitter following by including @CDC_EPHTracking in your #FF (Follow Friday) tweets. Follow Friday (#FF) is a hashtag used to help Twitter users find other compatible users through their friends’ recommendations.
 - Here’s an example of what a Follow Friday tweet looks like: #FF #Medical #Health @DMC_Heals @HenryFordNews @ClevelandClinic @KHNews @kevinmd @DoctorsLounge @GoHealthDotCom @DrDavidHanscom @meyouhealth

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Birth Defects and the Environment:

Social Media Examples

Sample Posts/Tweets for Social Media

Goal: Educate about the connection between birth defects and the environment

Facebook	Twitter
Tracking Network is helping us better understand the relationship between birth defects and the environment. Learn more about health risks associated with the environment at www.cdc.gov/ephtracking .	See how @CDC_EPHTracking Network reports connections between #birthdefects and the #enviro http://bit.ly/eZiMpa
More research is needed to study the links between environmental hazards and birth defects, which is why birth defects are part of the Environmental Public Health Tracking Network. Use CDC's Tracking Network to learn more about environmental health risks: www.cdc.gov/ephtracking .	@CDC_EPHTracking Network is helping further research on links between #enviro hazards and #birthdefects. Learn more http://bit.ly/eZiMpa
Babies born with birth defects have a greater chance of illness and long-term disability than babies without birth defects. CDC's Tracking Network equips public health officials to battle a variety of children's health issues in our communities www.cdc.gov/ephtracking .	Babies with #birthdefects have a greater chance of illness & disability than babies without birth defects. Learn more http://bit.ly/eZiMpa
More than 120,000 children are affected by birth defects in the United States every year. Learn about connections between birth defects and environmental risks: www.cdc.gov/ephtracking .	#Birthdefects affect about 120,000 U.S. babies every year. Use @CDC_EPHTracking Network & learn about #enviro risks: http://bit.ly/eZiMpa

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Social Media Examples



Goal: Raise awareness about the connection between birth defects and the environment via the Tracking Network

Facebook	Twitter
<p>CDC's Tracking Network uses information from many health resources to help us understand the connection between the environment and birth defects. Learn more at CDC's Tracking Network: www.cdc.gov/ephtracking.</p>	<p>@CDC_EPHTracking Network has a variety of info to help you learn about the connection between #birthdefects and #enviro: http://bit.ly/eZiMpa</p>
<p>Did you know that there's a connection between birth defects and the environment? Check out other connections between the health and the environment in your area: www.cdc.gov/ephtracking.</p>	<p>Check out connections between #birthdefects and the #enviro in your area through @CDC_EPHTracking Network: http://bit.ly/eZiMpa</p>
<p>CDC's Tracking Network can help us understand the geographic distribution and trends in birth defects and can provide descriptive clues to changes that may be influenced by environmental risk factors. www.cdc.gov/ephtracking.</p>	<p>@CDC_EPHTracking Network has data on #enviro factors that may case #birthdefects. Learn more at http://bit.ly/eZiMpa</p>
<p>CDC's Tracking Network has data on a variety of environmental factors that can impact birth defect rates. Learn more about the connection between birth defects and the environment at www.cdc.gov/ephtracking.</p>	

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Social Media Examples



Goal: Demonstrate Tracking Network's value as a resource and attract people to the website

Facebook	Twitter
<p>CDC's Tracking Network is making birth defect data easier to access and use. Learn more at www.cdc.gov/ephtracking.</p>	<p>#PublicHealth pros, use @CDC_EPHTTracking Network to find #enviro health info to help make resource decisions: http://bit.ly/eZiMpa</p>
<p>You work to protect people and save lives. Use CDC's Tracking Network to access environmental health data that helps you do just that! www.cdc.gov/ephtracking.</p>	<p>@CDC_EPHTTracking Network is making #birthdefect data easier to access and use. Learn more at http://bit.ly/eZiMpa</p>
<p>(INSERT YOUR ORGANIZATION NAME) is using the CDC's Tracking Network to understand how public health and the environment are connected. What environmental health issues most concern you?</p>	<p>#Health and #enviro data can protect people and save lives! Check out @CDC_EPHTTracking Network: http://bit.ly/eZiMpa</p>
	<p>We're using the @CDC_EPHTTracking Network to understand how #publichealth and the #environment are connected http://bit.ly/eZiMpa</p>