

Newborn Screening Awareness Month Toolkit



Use #2025NBS to celebrate Newborn
Screening Awareness Month



Celebrate Newborn Screening Awareness Month

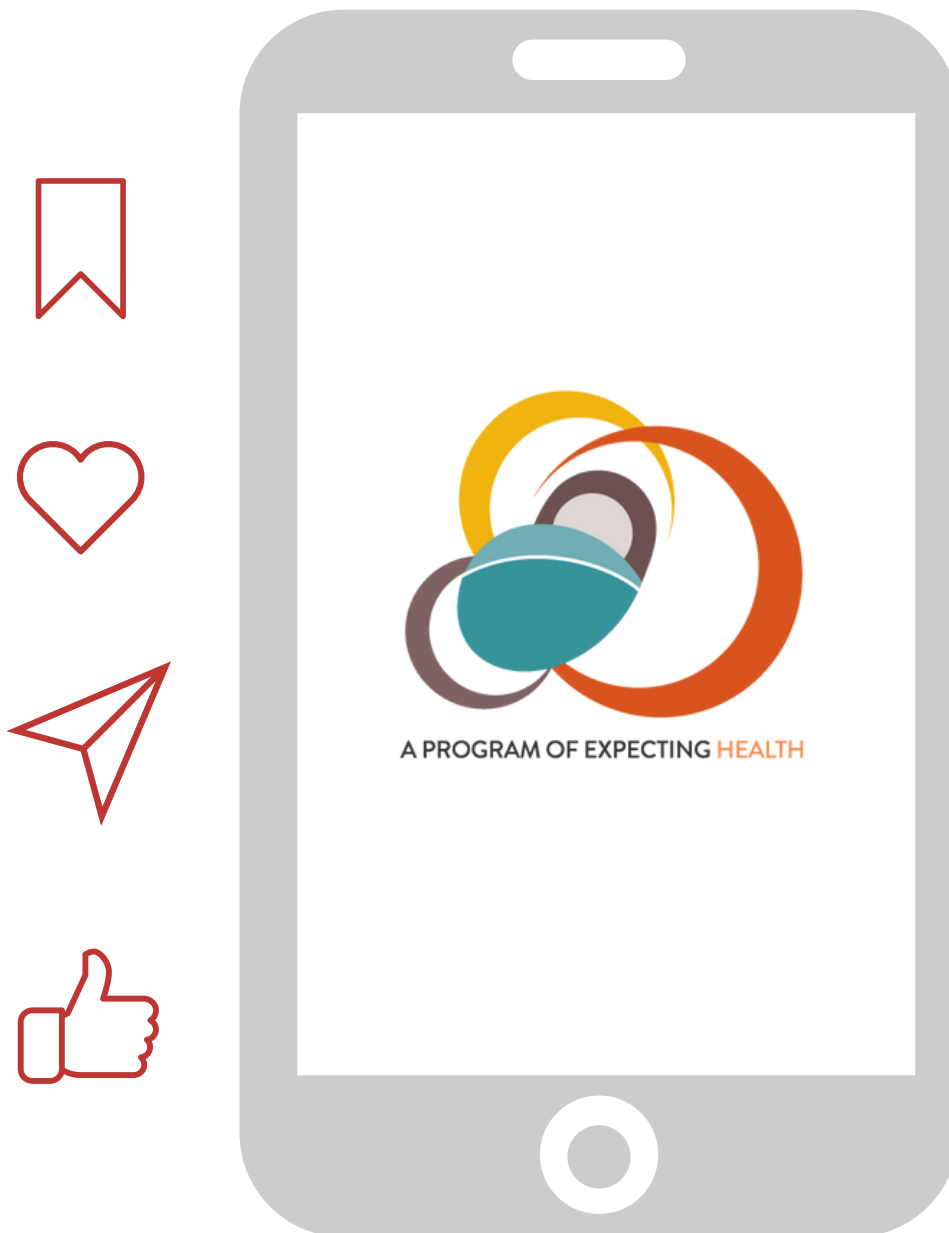
Throughout the month of September, Baby's First Test, a program of Expecting Health, will continue our annual tradition of sharing newborn screening facts, videos, and stories on our social media platforms as well as highlighting education and awareness efforts from communities and organizations across the nation.

When you share a post, picture, or story, use **#2025NBS** to be part of our larger awareness campaign and to join the national dialogue! **Together, we can amplify family stories and raise awareness for newborn screening.**



Stay Connected

Like, save, and share all the #2025NBS content from us and other organizations!



@BabysFirstTest



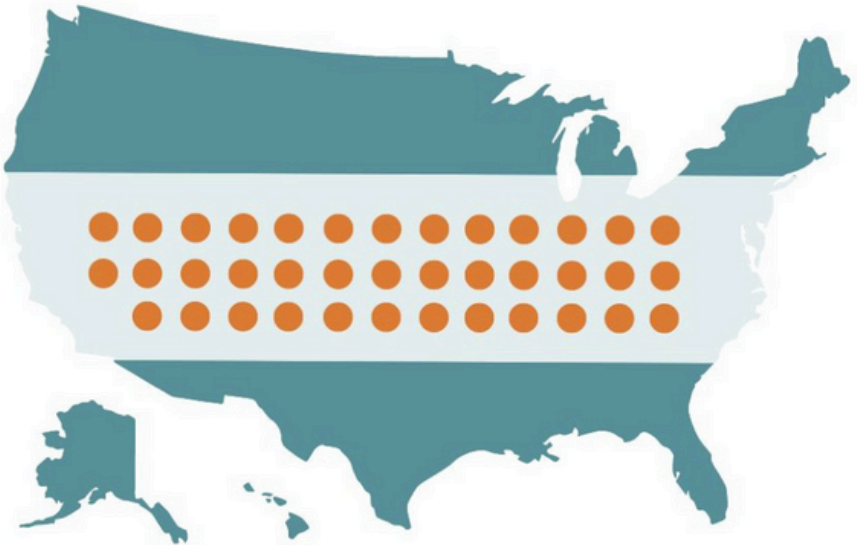
@BabysFirstTest

Social Media Graphics to Share

Download and share these graphics on your social media to raise awareness for newborn screening.

#2024 NBS

DID YOU KNOW?



The RUSP includes a total of 38 conditions.

#2024 NBS

#2025 NBS



My son Grant was the first baby in Indiana to be diagnosed with Infantile Pompe disease from newborn screening. After his diagnosis I learned that not all states screen for Pompe disease, a rare but treatable disease. Thanks to newborn screening our son is thriving and has met all milestones on time or early.

#2025 NBS

#2024 NBS

The best time to learn about newborn screening is before your baby's born.

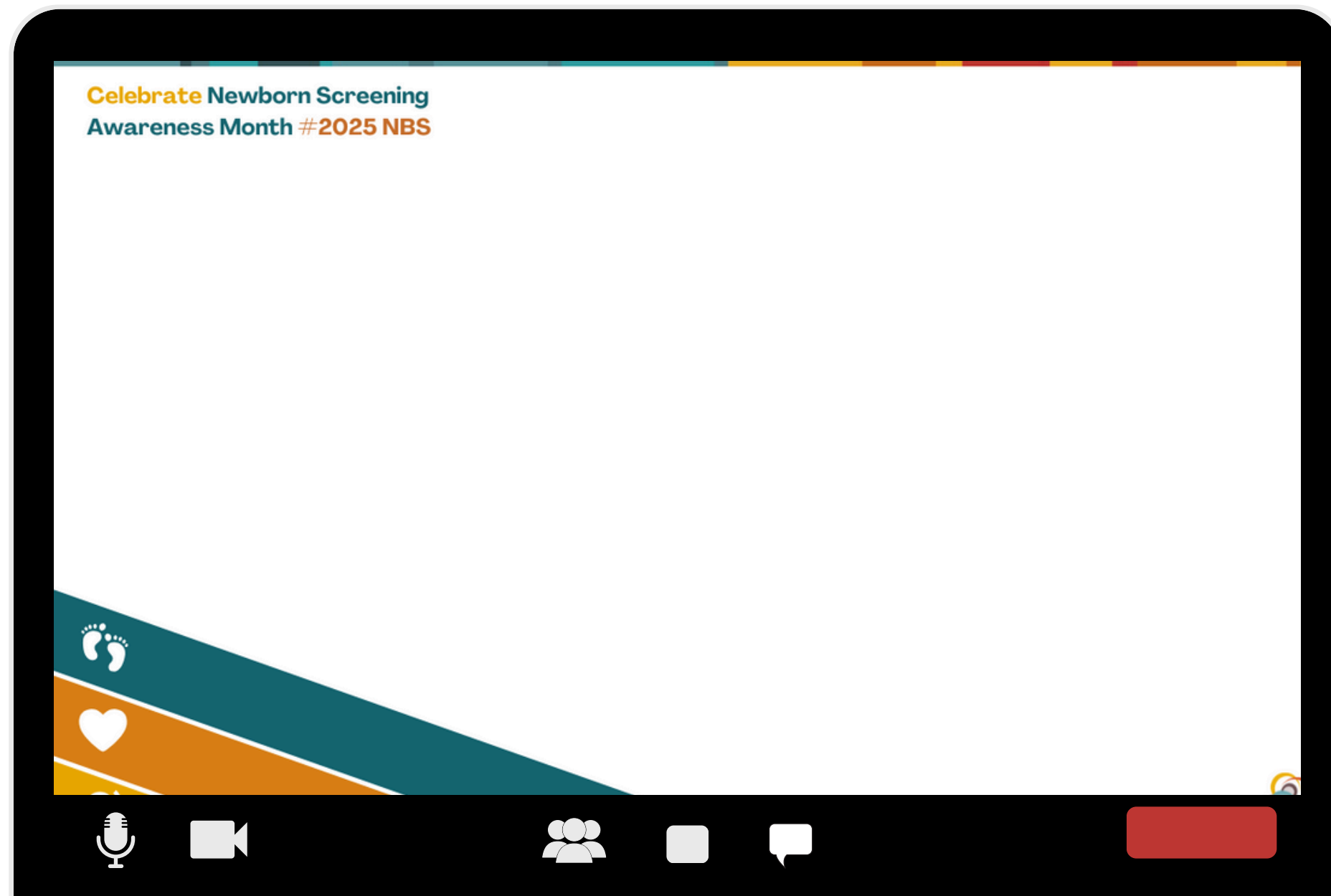
Download our prenatal brochures, implementation guide and other resources to help educate expecting families about newborn screening.



#2024 NBS

[For more graphics, visit \[babysfirsttest.org/2025nbs\]\(https://babysfirsttest.org/2025nbs\).](https://babysfirsttest.org/2025nbs)

Raise Awareness at Your Next Meeting



- Download the #2025NBS image
- Navigate to **Preferences** in the settings menu
- Under **Virtual Backgrounds**, click the plus (+) icon to the right of video filter
- Upload the downloaded #2025NBS background

[For more graphics, visit \[babysfirsttest.org/2025nbs\]\(https://babysfirsttest.org/2025nbs\).](https://babysfirsttest.org/2025nbs)



Post and Share

Use these sample messages by copying it and posting it on social media!

- September is Newborn Screening Awareness Month! To learn more about #newbornscreening and what to expect, visit [BabysFirstTest.org](https://babysfirsttest.org). #2025NBS
- Did you know there are three parts to #newbornscreening? 1) the blood test (or heel stick) 2) the hearing screen 3) pulse oximetry. #2025NBS
- Looking for educational resources on #newbornscreening? Check out @BabysFirstTest's resource center: <https://expectinghealth.info/resources>#2025NBS
- Did you know that not every state screens for the same #newbornscreening conditions. Find out what your state screens for: <https://expectinghealth.info/states>#2025NBS
- Learn from other families, in their own words, what their #newbornscreening journey has been like: [Watch Families Share Their Stories](#)#2025NBS



Post and Share

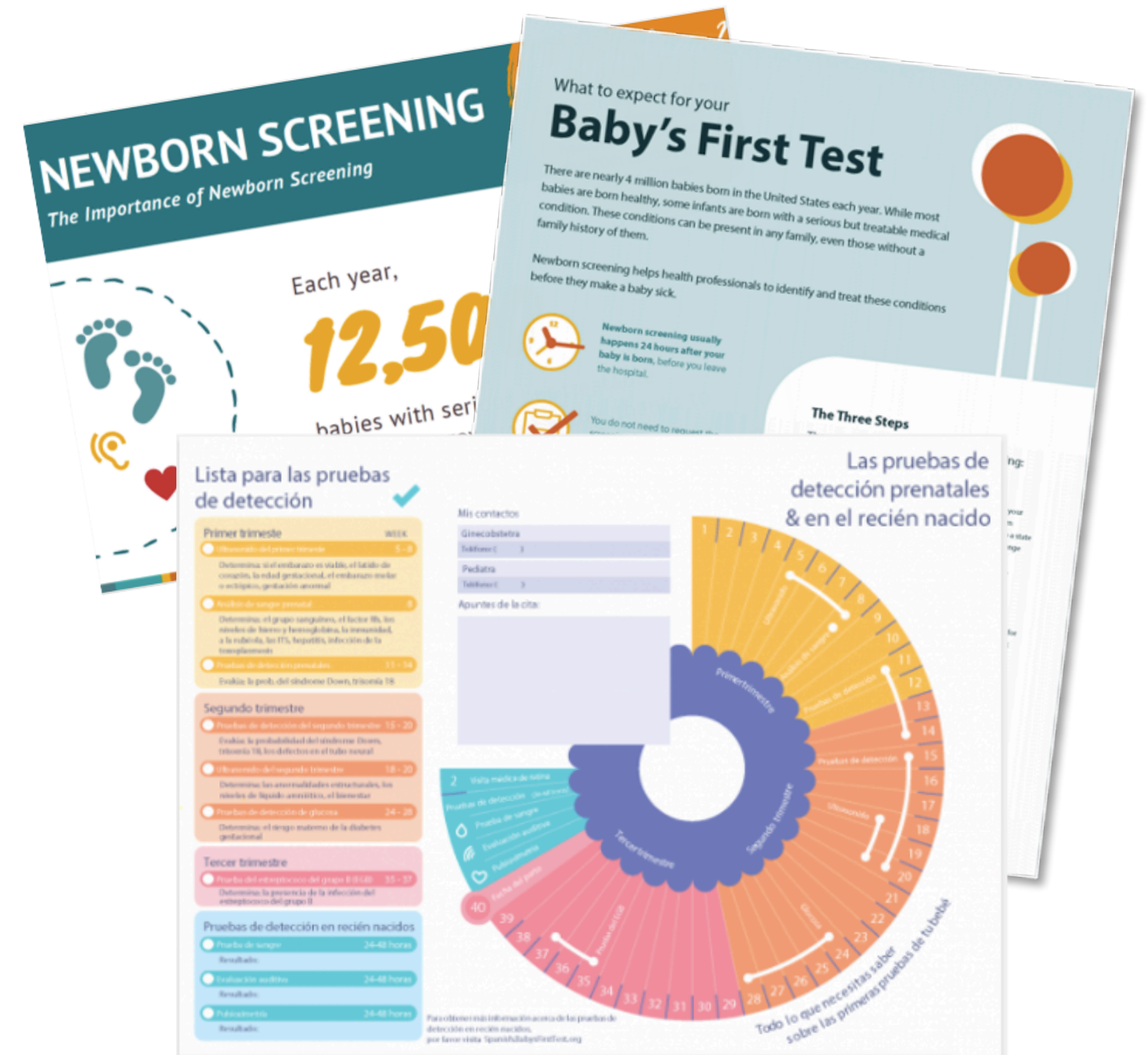
Use these sample messages by copying it and posting it on social media!

- #Newbornscreening is an essential #publichealth service that screens babies for serious but treatable medical conditions. #2025NBS
- #Newbornscreening is a connected system. It's made up of a range of stakeholders who are committed to giving babies a healthy start! Share what newborn screening means to you #2025NBS
- #Newbornscreening is life-changing. It detects babies who may be a higher risk for certain health conditions. This allows doctors to start treatment as early as possible! What does #newbornscreening mean to you? #2025NBS
- #Newbornscreening is community. It's filled with passionate family advocacy organizations and committed #publichealth professionals dedicated to serving families. We wouldn't be the NBS community without them! #2025NBS
- What's your #newbornscreening story? Share yours today to make a difference and remind other families they are not alone! #2025NBS

Educational Resources to Share

Looking for educational resources to share on newborn screening? We have lots of wonderful English and Spanish resources from our team and organizations across the country in our newborn screening resource center, including:

- Videos
- Webinars
- Fact Sheets
- Educational Tools
- Posters



Visit <https://www.babysfirsttest.org/newborn-screening/resources>



For more information and ways to get involved, visit **[BabysFirstTest.org](https://www.BabysFirstTest.org)**.

Newborn Screening Storytelling Toolkit

Every story is *different*.

Every story is *powerful*.

Share yours today.





Research shows that messages
that are embedded in stories
are

22x

more likely to be remembered
than facts.

How to Tell Your Story



Include the basics



Be authentic



Use images or video



Choose one story to tell



Aim for 250 words or less



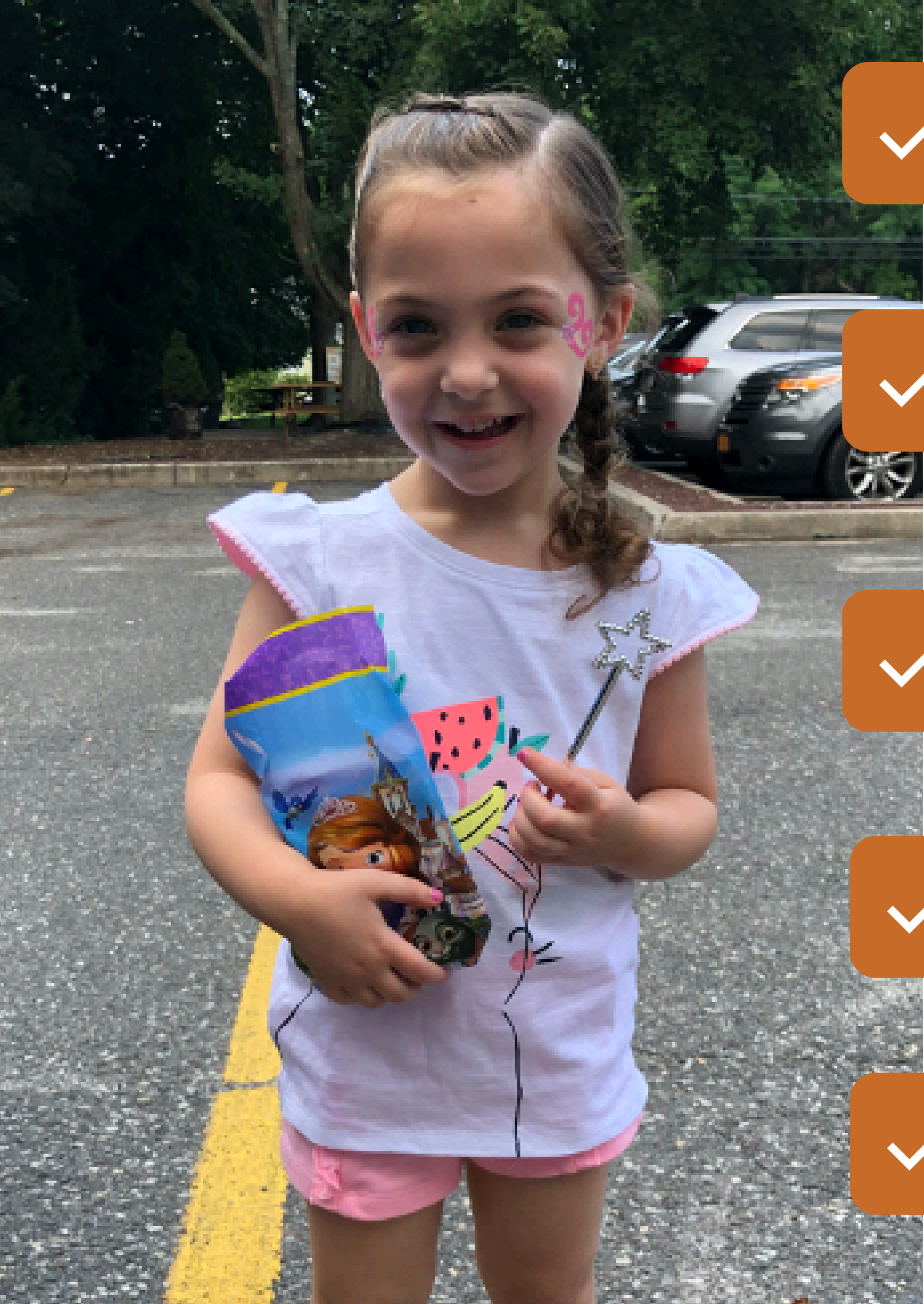
Include a call to action



Adelaide: A Rare Unicorn

Our daughter's life was saved not once, but twice by newborn screening. Adelaide's first screening was done 38 hours after delivery and indicated she had an abnormal result for blood phenylalanine. Her second newborn screening diagnosed her with classic phenylketonuria and allowed for follow-up treatment of a rare condition called transient tyrosinemia of the newborn. After our initial newborn screenings, our family was in disbelief that nobody had ever heard of PKU. Due to Adelaide's timely diagnosis, her brain was spared any damage, and with consistent blood monitoring and a strict diet low in protein, Adelaide lives a normal life. We are incredibly lucky that newborn screening allowed our daughter's condition to be quickly diagnosed and efficiently treated.

She is our rare unicorn and she shines so brightly!



Basics Covered

This family shares the basics of their daughter's story including what her newborn screening is, when she was diagnosed, and what their lives are like now.



Authentic

Authenticity can look like different things. For this family story, their authenticity came through when they shared details about the rollercoaster of emotions they experienced throughout their process - disbelief, gratitude, and luck.



Picture

Including a picture helps to build a connection to the audience and provides a visual to accompany the the story.



Short and Sweet

In 128 words, the family shares a focused story that details Adelaide's newborn screening diagnosis and treatment.



Clear Goal and Call to Action

The family accomplishes its goal of sharing Adelaide's story and raising awareness for newborn screening by expressing how lucky they are for Adelaide's early diagnosis and treatment.

Share Your Story



Newborn Screening Awareness Month is a time to tell your story, to raise awareness, and to make a difference! Throughout the month, Baby's First Test will be sharing stories and photos from families and individuals about their personal experiences with newborn screening.

**Snap a family picture, share your story on social media,
and include #2025NBS #BabysFirstTest**