

## **September Social Pedia Newsletter**

A National AAP Publication

### **What's happening this month?**

#### **Back to School & Immunizations**

- **Kids are back to school in time for Attendance Awareness Month in September. Share helpful resources to address back to school anxiety and gives families tools to succeed throughout the school year:**
  - [Back-to-School Tips](#)
  - [Back to School, Back to the Doctor](#)
  - [Family Media Plan](#)
  - Share our recent Instagram [carousel](#) and [Reel](#) on back to school tips on your page and with families.
- **September is Suicide Prevention Month. Pediatricians are an important first resource for parents and caregivers who are worried about their child's emotional and behavioral health or who want to promote healthy mental development. Check out our [Suicide Prevention toolkit](#) page to learn more and find resources.**
  - [Youth Suicide Prevention Quiz for pediatricians](#)
  - [Blueprint for Youth Suicide Prevention](#)
  - **[Here's a sample post for all platforms to share this month:](#)**
    - Children, teens and families are navigating difficult times. Sometimes it can be hard to tell whether day-to-day stress is getting the best of us, or when something more serious may be going on. In either case, talking with your child's pediatrician is a great place to start. Learn how to start the conversation during #SuicidePreventionMonth <https://healthychildren.org/English/healthy-living/emotional-wellness/Pages/How-to-Talk-with-Your-Child-and-Their-Pediatrician-About-Mental-Health-Concerns.aspx>
- **Child Injury Prevention Month is also in September. Share important information, tips and resources with families on injury prevention and safety. Here are a few updated articles to share:**
  - [Make Baby's Room Safe](#)
  - [Water Beads: Harmful if Swallowed, Put in Ears](#)
  - [Abusive Head Trauma: Shaken Baby Syndrome](#)
- **[Here are a few sample posts for all platforms to share this month:](#)**
  - Before or as soon as your child begins crawling or walking, take extra steps to make sure harmful items are out of reach, and ideally stored & locked away. Learn more:

<https://www.healthychildren.org/English/safety-prevention/at-home/Pages/Childproofing-Your-Home.aspx>

- Parents, learn about the dangers of button & lithium coin batteries, what pediatricians advise and more during #ChildInjuryPreventionMonth:  
<https://www.healthychildren.org/English/safety-prevention/at-home/Pages/Button-Battery-Injuries-in-Children-A-Growing-Risk.aspx>

- **This month is also National Preparedness Month. Find downloadable resources in our [Disaster Preparedness Resources for Families](#) to share with patients and families this month.**

- **Here are a few sample posts for all platforms to share this month:**
  - Disasters and emergencies often strike unexpectedly. Having an emergency kit ready to go in advance ensures you will have what you need and helps reduce stress and uncertainty during a crisis. Use these tips to help assemble one for your family during #NationalPreparednessMonth:  
<https://www.healthychildren.org/English/safety-prevention/at-home/Pages/Family-Disaster-Supplies-List.aspx>
  - Natural disasters are often scary and overwhelming events for children. Check out these tips on how to talk to children and help them cope after a natural disaster:  
<https://www.healthychildren.org/English/healthy-living/emotional-wellness/Pages/Talking-to-Children-about-Disasters.aspx>

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