



NATIONAL Health Education Week

OCTOBER 21-25, 2024 #NHEW

Communications Promotional Toolkit

For nearly 30 years, SOPHE has celebrated National Health Education Week (NHEW), in collaboration with the Department of Health and Human Services, during the third week of October. The purpose of NHEW is to increase national awareness on major public health issues and promote a better understanding of the role of health education.

NHEW activities increase awareness of major public health issues and promote a better understanding of the role of health education and health promotion.

NHEW Mission

To increase the awareness of health education specialists' capacity in the community and schools and to promote the health of society.

NHEW Goals

- To provide support and resources for health education specialists and other health education professionals
- To train and educate the next generation of health education specialists
- To increase awareness of employers and other professionals of the valuable roles health education specialists play across sectors

This promotional toolkit includes sample social media posts, newsletter announcements, and graphic options for your use.

Daily Themes:

Monday, October 21: Artificial Intelligence and Health Education: Understanding Future Implications for the Profession

Tuesday, October 22: Nurturing Mental Wellness for a Healthier Tomorrow

Wednesday, October 23: Training Promotoras as Environmental Justice and Women’s Health Advocates

Thursday, October 24: Health Literacy Game-Changers for Health Equity Champions

Friday, October 25: Workforce Development: Growing the Pipeline and Exploring Career Options

Newsletter Blurb:

Header: **National Health Education Week 2024**

October 21-25, 2024

The Society for Public Health Education (SOPHE) is excited to announce daily themes and lineup of webinars for the 2024 National Health Education Week (NHEW) from October 21-25. NHEW is celebrated annually during the third week of October and focuses national attention on a major public health issue, provides public education, and improves consumer understanding of health education’s role in promoting the public’s health. NHEW is recognized by the U.S. Department of Health and Human Services.

The themes for this week are as follows: Monday - “Artificial Intelligence: How to Navigate;” Tuesday - “Nurturing Mental Wellness for a Healthier Tomorrow;” Wednesday - “Environmental Wellness: Health in the Age of Climate Change;” Thursday - “Advancing Health Equity through Health Literacy;” and Friday - “Workforce Development: Growing the Pipeline and Exploring Career Options.”

For more information on National Health Education Week and activities, visit www.sophe.org.

Sample Social Media Posts:

- In honor of National Health Education Week, we would like to recognize our health education specialist(s) [insert name(s)] for all the hard work they do for our community. Thank you for your dedication toward the health and well-being of our team and community! **#NHEW**
- National Health Education Week 2024 celebrates health education specialists and their impact on our communities. We sincerely thank them for all their hard work. For more information on **#NHEW** visit our website at www.sophe.org.

Monday

Today kicks off National Health Education Week! 🎉 This week is about making health a reality for everyone. SOPHE recognizes that every community's health and well-being depends on a variety of physical, social, environmental, and economic factors. We are here to support communities that:

- ✓ Are under-resourced and under-represented
- ✓ Face health inequities
- ✓ Have historically been silenced and ignored

We stand with these communities and advocate for their access to economic opportunities, environmental safety, quality healthcare and education, and the ability to thrive. 🙌 Visit [our website](#) to learn more and [register for today's webinar on artificial intelligence](#) at 2 p.m. (ET)!

#NHEW #publichealth #healtheducation #healthpromotion #SOPHE

Tuesday

Today is all about mental health: looking at the challenges faced by millions of Americans and addressing how to make improvements for a healthier tomorrow.

[Join our webinar today at 2 p.m. \(ET\)](#) for a discussion on the importance of mental health.

#NHEW #publichealth #healtheducation #healthpromotion #SOPHE

Wednesday

Today we dive into environmental wellness and look at health in the age of climate change.

[Tune in today at 2 p.m. \(ET\)](#) for SOPHE's webinar on how climate change impacts community health and well-being.

#NHEW #publichealth #healtheducation #healthpromotion #SOPHE

Thursday

Health equity and health literacy are crucial to public health in this country. Today we look at advancing health equity through health literacy.

[Join us for today's webinar at 2 p.m. \(ET\)](#) which will explore the best practices to foster a more informed and health-conscious society.

#NHEW #publichealth #healtheducation #healthpromotion #SOPHE

Friday

🙌 Thank you for joining SOPHE to celebrate National Health Education Week! We've explored AI, mental wellness, environmental wellness, health equity, and workforce development.

Please [join us for our last webinar on public health workforce development](#) today at 2 p.m. (ET).

If you missed any of our webinars or other activities, you can catch up at www.sophe.org or through our [Center for Online Resources & Education \[CORE\]](#).

Feel free to browse all of our membership offerings and share them with people you know! We serve our members so that you can serve your community. ❤️

#NHEW #publichealth #healtheducation #healthpromotion #SOPHE

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