



OCTOBER 20-24, 2025 #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 20: Ethics of Artificial Intelligence in Public Health Data Use and Information Sharing

Tuesday, October 21: Preparing the Next Generation of the Health Education Workforce to be Self-Directed Learners

Wednesday, October 22: What I Wish I Knew: Insights and Lessons from Transitioning Grassroots Advocacy to Nonprofit Work

Thursday, October 23: Empowering Women's Health: Redesigning Education for Accessibility and Equity

Friday, October 24: Linguistic Equity: Educating the Health Workforce on Delivery of Your Health in Your Language

Newsletter Blurb:

Header: **National Health Education Week 2025**

October 20-24, 2025

The Society for Public Health Education (SOPHE) is excited to announce daily themes and lineup of webinars for the 2025 National Health Education Week (NHEW) from October 20-24. 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 - "Ethics of Artificial Intelligence in Public Health Data Use and Information Sharing;" Tuesday - "Preparing the Next Generation of the Health Education Workforce to be Self-Directed Learners;" Wednesday - "What I Wish I Knew: Insights and Lessons from Transitioning Grassroots Advocacy to Nonprofit Work;" Thursday - "Empowering Women's Health: Redesigning Education for Accessibility and Equity;" and Friday - "Linguistic Equity: Educating the Health Workforce on Delivery of Your Health in Your Language."

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 2025 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.

Visit [our website](#) to learn more and [register for today's webinar on the ethics of artificial intelligence](#) at 2 p.m. (ET)!

#NHEW #publichealth #healtheducation #healthpromotion #SOPHE

Tuesday

Today is all about preparing the next generation of the public health education workforce, and how they can be self-directed learners.

[Join our webinar today at 2 p.m. \(ET\)](#) for this discussion.

#NHEW #publichealth #healtheducation #healthpromotion #SOPHE

Wednesday

Today we dive into grassroots advocacy and nonprofit work.

[Tune in today at 2 p.m. \(ET\)](#) for this webinar that covers practical examples of hurdles like funding restrictions, mission drift, and balancing stakeholder expectations.

#NHEW #publichealth #healtheducation #healthpromotion #SOPHE

Thursday

Today we look at how women's health education materials can be improved significantly by integrating health literacy concepts.

[Join us for today's webinar at 2 p.m. \(ET\)](#) which will provide practical tools and methodologies that can be implemented immediately to improve health education for the diverse populations in their community.

#NHEW #publichealth #healtheducation #healthpromotion #SOPHE

Friday

👋 Thank you for joining SOPHE to celebrate National Health Education Week!

Please [join us for our last webinar on linguistic equity](#) 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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