

PUBLIC
HEALTH
ACTION
GUIDES

Partner Promotion Package

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OVERVIEW

ABOUT THE PROJECT

The CDC Foundation has created a host of materials to enable public health practitioners and other stakeholders to put the evidence of CDC's Health Impact in 5 Years (HI-5) initiative into action.

CDC Foundation is excited to introduce two HI-5 Public Health Action Guides focused on two HI-5 interventions: the Earned Income Tax Credit (EITC) and Public Transportation.

Developed with funding from the Robert Wood Johnson Foundation, these guides aim to help public health practitioners see that some of the most effective public health interventions may not be traditionally associated with health. The guides are intended to help walk public health practitioners through potential action steps they can take to implement these two interventions.

WHAT YOU'LL FIND IN THIS PACKAGE

This promotional package contains a variety of materials that you can use to support dissemination of these guides with your partners:

- Sample social media posts for platforms such as Facebook, Twitter, Instagram, and LinkedIn
- Sample graphics that can be used on social media channels or websites
- Three videos promoting the EITC Public Health Action Guide
- Three videos promoting the Public Transportation Public Health Action Guide
- Sample blogs (feel free to use all or part of these blogs)
- Email messages and templates
- Calendar of observances to use in planning promotion of the Public Health Action Guides
- Visual resources

We invite you to use and share the materials in this package with your partners to help spread the word about these two guides and even start putting some steps from the guides into action! You are welcome to use the materials as they are or adapt them for your needs.

SAMPLE SOCIAL MEDIA CONTENT

The following pages include sample language and media that can be used with your partners to promote the Action Guides. Posts can be used across platforms such as Facebook, Twitter, LinkedIn, and Instagram or other platforms as deemed appropriate by your organization. You are welcome to adapt posts to fit your needs. Add relevant hashtags and links to these suggested messages. See [page 8](#) for hashtag ideas.

SAMPLE POSTS TO PROMOTE BOTH ACTION GUIDES

Help address root causes of poor health using CDC Foundation's new Public Health Action Guides. These Action Guides detail steps you can take on two interventions: the Earned Income Tax Credit (EITC) and Public Transportation.

Reduced public health resources mean it's more important than ever to focus on high-impact, cost-effective approaches to address root causes of poor health. Learn how with CDC Foundation's two Public Health Action Guides.

Learn more about the role public health can play in non-traditional health interventions related to the Earned Income Tax Credit (EITC) and Public Transportation with the CDC Foundation's Public Health Action Guides.

CDC Foundation's two Public Health Action Guides make it easier for you to address root causes of poor health with high-impact, cost-effective approaches. Learn more with the Earned Income Tax Credit (EITC) and Public Transportation Action Guides.

Some of the most powerful health interventions happen outside public health. Bring them to your community using CDC Foundation's Public Health Action Guides.

You can still make major progress on root causes of poor health even when public health resources are tapped out. Check out CDC Foundation's Public Health Action Guides to learn how.



**CREATE
YOUR OWN**

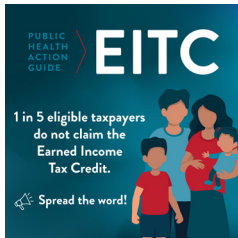


Find currently available designs and resources to create your own social media post [here!](#)

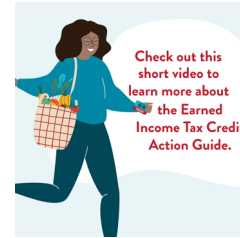
SAMPLE POSTS FOR THE EARNED INCOME TAX CREDIT ACTION GUIDE



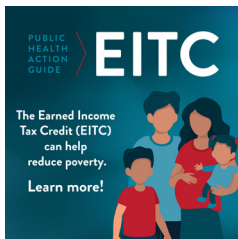
 Click here to access currently available images.



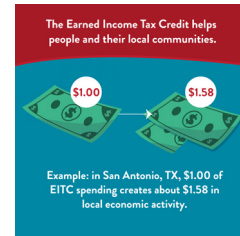
The Earned Income Tax Credit (EITC) helps reduce poverty & improve health outcomes, yet 1 in 5 eligible taxpayers don't use it. Find out how public health professionals can help increase participation in the new EITC Public Health Action Guide. <https://bit.ly/2QTzppr>



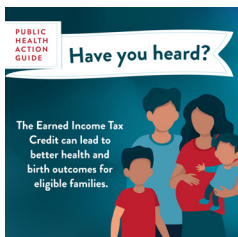
Learn more about how you can increase Earned Income Tax Credit (EITC) participation in the communities you serve with CDC Foundation's EITC Public Health Action Guide. <https://bit.ly/2QTzppr>



Put money back into the pockets of working families and improve their health in the process. The EITC Public Health Action Guide tells you how. <https://bit.ly/2QTzppr>



The Earned Income Tax Credit (EITC) boosts local economies. Example: in San Antonio, Texas, every dollar spent on EITC means an estimated \$1.58 in local economy activity. Learn more in this new guide from the CDC Foundation. <https://bit.ly/2QTzppr>



The EITC can provide many benefits for eligible families such as increased income, better birth outcomes, and improved educational attainment. Find out how public health can increase uptake of this tax credit. <https://bit.ly/2QTzppr>



DYK one of the most effective public health interventions is a tax policy? The Earned Income Tax Credit has many benefits. Learn more with this Action Guide. <https://bit.ly/2QTzppr>



October 5 is National Child Health Day. Kids in families that receive the Earned Income Tax Credit show fewer behavioral health problems & less anxiety & depression. Learn more about how EITC can help children & families in this guide. <https://bit.ly/2QTzppr>

SAMPLE POSTS

FOR THE EARNED INCOME TAX CREDIT ACTION GUIDE *cont.*

 Click here to access currently available images.



Wish there was a way to give \$50/week in healthy groceries to a family living in poverty? The EITC can make it possible. Find out how in this Action Guide. <https://bit.ly/2QTzppr>



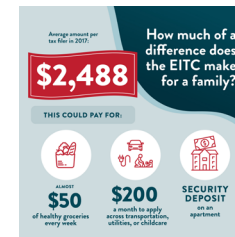
In 2018, the Earned Income Tax Credit (EITC) kept 5.6 million people—over half of them children—out of poverty. Learn about one of the most effective public health interventions in CDC Foundation’s new guide. <https://bit.ly/2QTzppr>



The Earned Income Tax Credit (EITC): One of the most effective public health interventions. EITC can raise income and improve birth & education outcomes, leading to better health. Public health professionals can increase EITC participation. Learn how in the new EITC Public Health Action Guide. <https://bit.ly/2QTzppr>



The @CDCgov says the Earned Income Tax Credit is 1 of 14 key evidence-based cost-effective interventions that can improve health in five years or less. Find out what you & your network can do to increase EITC participation with this new EITC Public Health Action Guide. <https://bit.ly/2QTzppr>



The average Earned Income Tax Credit (EITC) is \$2,488. This tax benefit for working people helps pay for everyday needs such as groceries & utilities—and makes a difference in health outcomes. Help more families get the EITC using this new Public Health Action Guide. <https://bit.ly/2QTzppr>



CREATE YOUR OWN

Find currently available designs and resources to create your own social media post [here!](#)



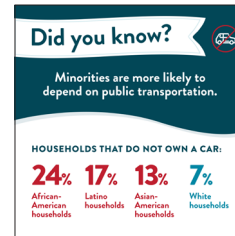
SAMPLE POSTS FOR THE PUBLIC TRANSPORTATION ACTION GUIDE



➔ Click here to access currently available images.



DYK public transportation benefits everyone in the community, even people who don't use it? Learn more about the health benefits of public transportation and the role public health can play in transforming the public transportation system. <https://bit.ly/2YxR0qZ>



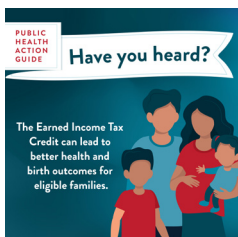
In the U.S., the poorer you are, the more you pay for transportation. When there's no public transit, low-income earners get hit hardest. Find out how to help increase public transit access in the communities you serve with CDC Foundation's new Action Guide on Public Transportation. <https://bit.ly/2YxR0qZ>



Public transportation drives both economic development & health, yet nearly half the people in the U.S. have no access to it. Find out how public health practitioners can help change this with the CDC Foundation's new Public Transportation Action Guide. <https://bit.ly/2YxR0qZ>



Public transportation improves the lives of riders and non-riders alike. Learn more. <https://bit.ly/2YxR0qZ>



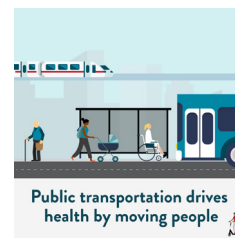
Learn more about how you can increase access to public transportation with CDC Foundation's new Public Transportation Action Guide. <https://bit.ly/2YxR0qZ>



Find out why public transportation is a cost-effective health intervention in this newly published Action Guide. <https://bit.ly/2YxR0qZ>



Public transportation use is linked to increased physical activity levels. Learn more about the many other benefits of public transportation with CDC Foundation's new Public Transportation Action Guide. <https://bit.ly/2YxR0qZ>



Public transportation drives health by moving people. Learn more about public health's role in increasing access to public transportation with the newly released Action Guide from the CDC Foundation. <https://bit.ly/2YxR0qZ>

SAMPLE POSTS

FOR THE PUBLIC TRANSPORTATION ACTION GUIDE *cont.*

➤ Click here to access currently available images.



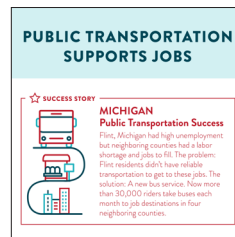
Celebrate Clean Air Month by thanking public transportation! DYK that public transportation improves air quality by reducing pollution? Learn more in CDC Foundation's new Action Guide. <https://bit.ly/2YxR0qZ>



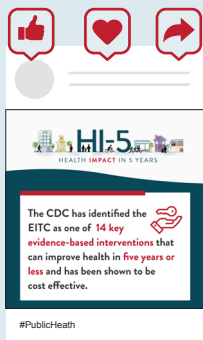
Public transportation plays a critical role in emergencies such as #COVID19 by transporting first responders and essential employees. Learn more about the role public health can play in increasing access to public transportation with the new Action Guide from the CDC Foundation. <https://bit.ly/2YxR0qZ>



Public transportation is about more than getting to your destination. It can improve health by reducing respiratory illnesses, including asthma. Learn more about the health benefits of public transportation in CDC Foundation's new Action Guide. <https://bit.ly/2YxR0qZ>



Public transportation supports jobs. Example: Flint, Michigan had high unemployment but neighboring counties had a labor shortage and jobs to fill. The problem: Flint residents didn't have reliable transportation to get to these jobs. The solution: A new bus service. Now more than 30,000 riders take buses each month to job destinations in four neighboring counties. <https://bit.ly/2YxR0qZ>



Graphics are sized to 1200 x 1200 to be used across all social media platforms.

Hashtags help people find your content and connect with you. Here are a few sample hashtags for you to consider:

- #TransitTuesday
- #EITC
- #ActivePeople
- #EndChildPoverty
- #PublicTransportation
- #ThisIsPublicHealth
- #WeLoveTransit
- #TransitMeansHealth
- #EarnedIncomeTaxCredit
- #PublicHealth

➤ **CREATE YOUR OWN** Find currently available designs and resources to create your own social media post [here!](#)

SAMPLE POSTS FOR THE COMMUNITIES YOU SERVE

You can begin putting steps from the guides into action! Check out these action-oriented social media posts to start the conversation around these two interventions with the communities you serve.

ENGLISH

Public transportation improves the economy & the health of the community. Join [\[organization name and/us\]](#), along with local business leaders to discuss opportunities that improve public transportation while supporting local businesses.

Public transportation plays a critical role in emergencies like #COVID19. Reach out to [\[name of organization\]](#) to help bring more public transportation options to [\[name of community\]](#).

Public transit keeps us all healthier & safer by reducing pollution & traffic crashes. Get on board with bringing public transportation to [\[name of community\]](#).

When there's no public transit, low-income people get hit hardest. Join us in speaking with community leaders at the next [\[insert name of meeting/event\]](#) to let local leaders know how you would like to see public transportation improved.

DYK the IRS offers free tax help to people who make \$56,000 or less? Get back the money you have earned: <https://bit.ly/3gpz6gl>

Many of us are struggling during these hard economic times. Tax credits like the EITC may lower the taxes you owe and refund your money at tax time. Learn more: <https://bit.ly/32jBoZi>

Did you know babies born to mothers who received an Earned Income Tax Credit (EITC) were healthier at the time of birth? We think all babies deserve this chance! Learn how you can raise awareness about the EITC at our next [\[insert name of meeting/event\]](#)!

Ready to file your taxes? Join us at [\[organization name\]](#) to receive free volunteer tax preparation services. We'll be hosting sessions all month! Give us a call to schedule a session.

SPANISH

El transporte público mejora la economía y salud de nuestra comunidad. Únete a [\[organización/ o nosotros\]](#) y líderes en tu comunidad para discutir oportunidades que mejoran el transporte público y apoyan negocios locales.

El transporte público juega un papel fundamental en tiempos de emergencia como #COVID19. Comunícate con [\[nombre de organización\]](#) para traer más opciones de transporte a [\[nombre de comunidad\]](#).

El transporte público nos mantiene saludables y seguros reduciendo la contaminación del aire y accidentes de tráfico. Únete al movimiento para traer el transporte público a [\[nombre de comunidad\]](#).

Las personas de bajos ingresos son el grupo más afectados sin el transporte público. Habla con líderes comunitarios en el próximo [\[nombre de reunión/ evento\]](#) para informarles sobre tus ideas para mejorar el transporte público.

¿Sabías que el IRS ofrece servicios gratuitos de declaración de impuestos para personas que ganan \$56,000 o menos? Recupera el dinero que has ganado: <https://bit.ly/2Qn3sFt>

Varios de nosotros estamos sufriendo durante estos tiempos difíciles. Créditos fiscales como EITC pueden reducir los impuestos que debes y reembolsarte dinero al momento de declarar tus impuestos. <https://bit.ly/3hFTDid>

¿Sabías que los bebés quien nacieron de madres que recibieron un Crédito por Ingreso del Trabajo (EITC) fueron más saludables al tiempo de nacimiento? Cada bebé merece esta oportunidad. ¡Aprende como puedes crear conciencia sobre EITC en nuestro próximo [\[nombre de evento\]](#)!


¿Listo para preparar tus impuestos? Únete a nosotros en [\[organización\]](#) para recibir ayuda gratuita para preparar tu declaración de impuestos. ¡Tendremos sesiones todo el mes! Llámanos para hacer una cita.

VIDEOS

Did you know that interventions like increasing participation in the EITC or access to public transportation can significantly improve traditional public health outcomes such as improved birthweights, increased physical activity, or reduced rates of asthma or diabetes? If you answered no, you are not the only one. That's why the CDC Foundation developed short videos to get the word out about the health benefits of the EITC and public transportation.

These videos are great for partners who would benefit from the Action Guides but might be short on time. Each video is less than one-minute long and can be embedded in a social media post, newsletter, website, or however you see fit!



 [Click here to access videos](#)



**EVERYONE
BENEFITS FROM
THE EITC**



**PUBLIC
TRANSPORTATION
BOOSTS HEALTH**



**TAX CREDIT THAT
BOOSTS HEALTH**



**MOVING TOWARDS
BETTER HEALTH**



**MAKING FAMILIES
HEALTHIER WITH EITC**



**EVERYONE WINS
WITH PUBLIC
TRANSPORTATION**

SAMPLE BLOG POSTS

Your organization's blog or posts to social media platforms like LinkedIn that allow for longer posts are a great way to inform professional audiences about new resources. Use or adapt the blog posts below to help disseminate the Public Health Action Guides. We welcome you to tie the posts to your own work or adapt them to a blog on a related topic.

New Public Health Action Guides Can Help Public Health Practitioners Improve Health Through Non-traditional Health Interventions

Achieving lasting impact and creating equity on health outcomes requires a focus not just on public health-related interventions, but on community-wide approaches across all sectors of the government. Interventions that address the conditions in the places where we live, learn, work, and play have the greatest potential impact on our health.

Some of the most effective public health interventions, including the Earned Income Tax Credit (EITC) and Public Transportation, may be less familiar to people working in public health. Therefore, the CDC Foundation has developed two new Public Health Action Guides with the purpose of providing guidance on the role public health can play in these interventions.

Public health practitioners can be the bridge between sectors to help implement these effective interventions. The Action Guides provide specific steps that you can take to work towards implementing these interventions. For example, you can reach out to anti-poverty and child-serving groups or local economic development organizations to tell them about the benefits of the EITC.

Each Public Health Action Guide highlights success stories from states that can be impactful when working with decisionmakers. For example, you can read about how Flint, Michigan helped resolve high unemployment by using public transportation to help fill jobs in nearby counties. Most importantly, each guide outlines action steps that public health practitioners can take no matter how familiar you are with these two interventions.

Learn more about how you can help improve population health through these effective community-wide interventions with CDC Foundation's new [**Public Health Action Guides and share the videos**](#) with your network to get the word out.

SAMPLE BLOG POSTS *cont.*

Actions for Public Health to Help Address the Root Causes of Poor Health: Part 1

As the public health community continues responding to COVID-19, it can be hard to focus attention and resources on longer term health impacts. That may seem especially true when it comes to social determinants of health (SDOH). Ironically, these root causes of poor health are one of the factors in the disproportionate number of cases and deaths we're seeing in vulnerable populations. Yet the pandemic seems to have put our efforts to address SDOH on the backburner.

The good news is there ARE some things you can do right now to address health inequities, especially if you look to a couple of non-clinical, community-wide approaches that **CDC has identified** as proven, cost-effective ways to improve health outcomes in five years or less: **the Earned Income Tax Credit (EITC) and introducing or expanding Public Transportation**. And the best part? These interventions don't require a huge outlay of resources from public health. They're perfect for this time in which we are so focused on the pandemic.

[Today's/This] post will address EITC, and **[tomorrow/next week/in the next post]**, we'll address public transportation.

What is the EITC, and how is a tax policy really a public health policy?

The EITC is a program that gives money back to eligible working people who make low-income wages. It's like a tax refund, but for some people, it's even more than they paid in. The average refund is about \$2,400, which is money that can be spent on everyday needs like healthier groceries or quality childcare. As you can imagine, it relieves a lot of stress for people, but there's even better news: The EITC also has a measurable impact on health, especially for moms and kids.

The EITC lifts millions of people out of poverty each year; however, 1 in 5 families eligible for the EITC are not receiving it. Here's where public health comes in: You can work with your partners, with community-based and faith-based organizations, and with programs that are already in touch with EITC-eligible families, like WIC and SNAP, to get the word out about EITC. So even while you are busy responding to the pandemic, you can be doing something proven to make a big difference in the health of your community. There's no cost to you, and not much effort required, other than tapping into your network. (When things slow down, there's more you can do at the local and state level to promote EITC, but for now, just getting the word out is huge).

To learn about the steps you can take today, check out the new [EITC Public Health Action Guide](#), published by CDC Foundation, with funding from Robert Wood Johnson Foundation. Share the guide with your partners and share the link to the short promotional **[videos](#)** with everyone in your network, so more eligible people can get the benefit of EITC.

SAMPLE BLOG POSTS *cont.*

Actions for Public Health to Help Address the Root Causes of Poor Health: Part 2

[[Today's/this](#)] post is the second of two highlighting some cost-effective public health interventions that may not look like health interventions at all. Spotlight: public transportation.

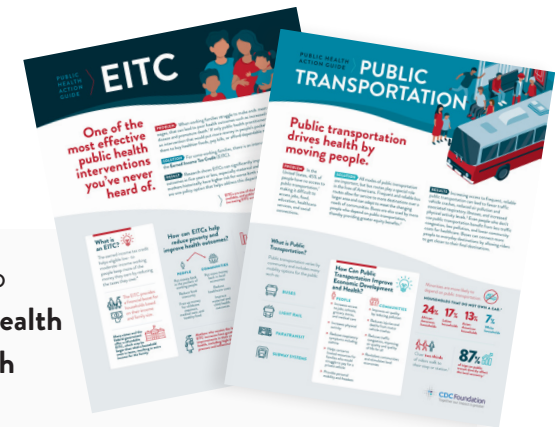
Whether it's buses, light rail, or microtransit like car and shuttle services, we've seen how critical public transportation can be for transporting essential workers or evacuating vulnerable populations in a public health emergency. But did you know that in both good times and bad, introducing or expanding public transportation can have a significant impact on health outcomes, in five years or less? That's because public transportation lowers air pollution and reduces rates of respiratory illnesses like asthma, reduces traffic crashes, and helps people be more physically active.

Plus, the economic boost public transportation provides, along with the savings in healthcare costs, makes public transportation a cost-effective intervention with a strong return on investment. It's a health intervention that requires no direct funding from public health but pays back in improved health outcomes. (And let's face it: Getting more cars off the road reduces traffic congestion, so it's good news even for people who never use public transportation).

Right now, in the midst of a pandemic, may seem like a strange time to focus on public transportation, but public transportation is a driver of business activity that will be critically important to the economic recovery of many communities when this crisis ends. That makes it a great time for public health professionals to reach out to state and local partners in sectors outside of health—like transportation and land use planning—to help them get the ball rolling on public transportation. Let these counterparts know that public health supports public transportation and stands ready to provide relevant health data to help them make the case to policymakers. This multi-sector collaboration can keep the ball moving forward on transportation planning and implementation while you are focused on COVID-19.

Learn the simple steps you can take now to enable your community to get the future benefits of public transportation: **[check out the Public Transportation Action Guide](#)**, published by CDC Foundation, with funding from Robert Wood Johnson Foundation. And while you're at it, share the [videos](#) with your public health partner network to spread the word and build support for public transportation as a health intervention!

SAMPLE PROMOTIONAL EMAIL FOR BOTH ACTION GUIDES OPTION 1



To help [\[public health partners OR EDIT TO ADD SPECIFIC AUDIENCE\]](#) like you do “more with less” to address the root causes of poor health, **CDC Foundation is excited to announce the launch of two Public Health Action Guides that can help you identify and implement two of the most high-impact, cost-effective health interventions, even in a time of scarce resources.**

The Action Guides, funded by Robert Wood Johnson Foundation, detail steps you can take on two interventions that may surprise you: the Earned Income Tax Credit (EITC) and Public Transportation.

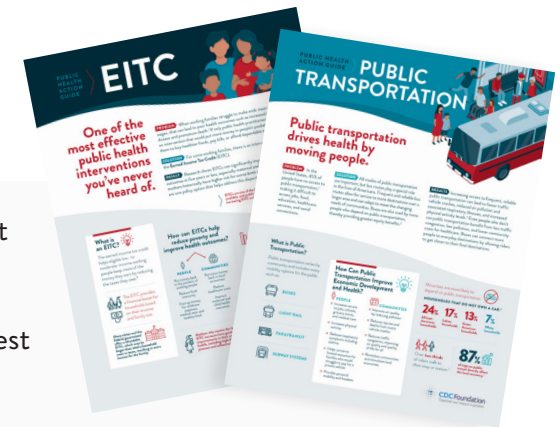
These non-traditional public health interventions are part of the Centers for Disease Control and Prevention (CDC) [Health Impact in Five Years \(HI-5\) Initiative](#), developed to help state and local public health partners focus efforts on the interventions and policies proven to have the greatest impact on health in the shortest amount of time.

Each guide helps you identify the action steps you can take towards implementing these two interventions in your own community.

Find out more about the role these interventions play in improving health by checking out the [EITC Public Health Action Guide](#) and the [Public Transportation Action Guide](#) or by viewing the videos found on this [page](#).

We invite you to share these guides and related materials with your networks. We have attached a promotion package to help you spread the word about these two new resources.

SAMPLE PROMOTIONAL EMAIL FOR BOTH ACTION GUIDES OPTION 2



Reductions in public health resources at all level make it more important than ever to identify and implement high-impact, cost-effective approaches to address the root causes of poor health.

To better help public health partners focus efforts on the interventions and policies proven to have the greatest impact in the shortest amount of time, the Centers for Disease Control and Prevention (CDC) developed the [**Health Impact in Five Years \(HI-5\) Initiative**](#).

Now, with funding from the Robert Wood Johnson Foundation, the CDC Foundation is excited to announce the launch of two Public Health Action Guides to make it even easier for you to put HI-5 into action.

The HI-5 Action Guides focus on two interventions that aren't traditionally part of public health but have been shown to have a major impact on health outcomes: the Earned Income Tax Credit (EITC) and Public Transportation. Each guide can help [\[public health partners OR EDIT TO SPECIFIC AUDIENCE\]](#) like you identify the action steps you can take to help implement these two interventions in your own communities.

Learn more about the role these interventions play in improving health by checking out the [EITC Public Health Action Guide](#) and the [Public Transportation Action Guide](#) or by viewing the videos found on this [page](#).

We invite you to share these guides and related materials with your networks. We have attached a promotion package to help you spread the word about these two new resources.

SAMPLE PROMOTIONAL EMAIL FOR THE EARNED INCOME TAX CREDIT ACTION GUIDE



Even when public health resources seem tapped out, there's something you can do to improve health outcomes for the most vulnerable people in your community.

It doesn't require a new policy, a new intervention, or a new expenditure. All it takes is spreading the word about a policy that already exists: the Earned Income Tax Credit (EITC).

Many working people who struggle to make ends meet are eligible for the credit, which puts money back in their pockets at tax time. The average federal EITC benefit is about \$2,400, which can go a long way toward helping buy healthier groceries or paying rent and utilities. And it has a **measurable impact on health in five years or less!**

But millions of people don't know they are eligible for the EITC. That's where you come in: You can get the word out to families and partners you already work with. Even at a time when public health resources are focused elsewhere, you can be improving public health just by word of mouth.

Find out more about how to increase EITC participation in the communities you work in by checking out (and sharing) CDC Foundation's new [EITC Public Health Action Guide](#).

We invite you to share this guide and related materials with your networks.

SAMPLE PROMOTIONAL EMAIL FOR THE PUBLIC TRANSPORTATION ACTION GUIDE

A critical part of any emergency response is planning what comes next, after the crisis is over.

What could make communities healthier in a post-pandemic world at the same time it helps local economies prosper again?

Public transportation.

Implementing or expanding public transportation is a **proven strategy** for improving health outcomes in five years or less.

The economic benefits of public transportation mean it has one of the highest returns on investment of any public policy. At a time when public health resources are overwhelmed, public transportation is a powerful health intervention that doesn't have a direct cost to public health. And it's also an essential part of future emergency response planning, getting essential workers to their jobs and enabling evacuation of vulnerable populations.

Now is exactly the right time to be planning to create or expand public transportation in your community. Get the ball rolling by reaching out to transportation planners in your community who can lay the groundwork now for public transportation initiatives that can be up and running after the current crisis is over.

Find out more about the role public transportation plays in health and the role public health can play in supporting public transportation by checking out (and sharing) CDC Foundation's new [Public Transportation Action Guide](#).

We invite you to share this guide and related materials with your networks.



SAMPLE EMAIL TEMPLATES

Click each template to access via Mailchimp

PUBLIC HEALTH ACTION GUIDE **TWO NEW RESOURCES FOR PUBLIC HEALTH PRACTITIONERS**

To help [public health partners OR EDIT TO ADD SPECIFIC AUDIENCE] like you do "more with less" to address the root causes of poor health, CDC Foundation is excited to announce the launch of two Public Health Action Guides that can help you identify and implement two of the most high-impact, cost-effective health interventions, even in a time of scarce resources.

EITC

The Action Guides, funded by Robert Wood Johnson Foundation, detail steps you can take on two interventions that may surprise you: the Earned Income Tax Credit (EITC) and public transportation.

These non-traditional public health interventions are part of the Centers for Disease Control and Prevention (CDC) [Health Impact in Five Years \(HI-5\) Initiative](#), developed to help state and local public health partners focus efforts on the interventions and policies proven to have the greatest impact on health in the shortest amount of time.

Each guide helps you identify the action steps you can take towards implementing these two interventions in your own community.

FIND OUT MORE
about the role these interventions play in improving health by checking out the [EITC Public Health Action Guide](#) and the [Public Transportation Action Guide](#) or by viewing the videos found on this [page](#).

We invite you to share these guides and related materials with your networks. We have attached a promotion package to help you spread the word about these two new resources.

PUBLIC HEALTH ACTION GUIDE **TWO NEW RESOURCES FOR PUBLIC HEALTH PRACTITIONERS**

Reductions in public health resources at all levels make it more important than ever to identify and implement high-impact, cost-effective approaches to address the root causes of poor health.

To better help public health partners focus efforts on the interventions and policies proven to have the greatest impact in the shortest amount of time, the Centers for Disease Control and Prevention (CDC) developed the [Health Impact in Five Years \(HI-5\) Initiative](#).

Now, with funding from the Robert Wood Johnson Foundation, the CDC Foundation is excited to announce the launch of two Public Health Action Guides to make it even easier for you to put HI-5 into action.

EITC

The HI-5 Action Guides focus on two interventions that aren't traditionally part of public health but have been shown to have a major impact on health outcomes: the Earned Income Tax Credit (EITC) and Public Transportation. Each guide can help [public health partners OR EDIT TO SPECIFIC AUDIENCE] like you identify the action steps you can take to help implement these two interventions in your own communities.

LEARN MORE
about the role these interventions play in improving health by checking out the [EITC Public Health Action Guide](#) and the [Public Transportation Action Guide](#) or by viewing the videos found on this [page](#).

We invite you to share these guides and related materials with your networks. We have attached a promotion package to help you spread the word about these two new resources.

PUBLIC HEALTH ACTION GUIDE **EARNED INCOME TAX CREDIT**

Even when public health resources seem tapped out, there's something you can do to improve health outcomes for the most vulnerable people in your community.

It doesn't require a new policy, a new intervention, or a new expenditure. All it takes is spreading the word about a policy that already exists: the Earned Income Tax Credit (EITC).

Many working people who struggle to make ends meet are eligible for the credit, which puts money back in their pockets at tax time. The average federal EITC benefit is about \$2,400, which can go a long way toward helping buy healthier groceries or paying rent and utilities. And it has a measurable impact on health in five years or less!

But millions of people don't know they are eligible for the EITC. That's where you come in: You can get the word out to families and partners you already work with. Even at a time when public health resources are focused elsewhere, you can be improving public health just by word of mouth.

THE AVERAGE EARNED INCOME TAX CREDIT (EITC) BENEFIT IS ABOUT \$2,400

THIS COULD PAY FOR:
GROCERIES, TRANSPORTATION, UTILITIES OR CHILD CARE

Find out more
about how to increase EITC participation in the communities you work in by checking out (and sharing) CDC Foundation's new [EITC Public Health Action Guide](#).

We invite you to share this guide and related materials with your networks.

PUBLIC HEALTH ACTION GUIDE **PUBLIC TRANSPORTATION**

A critical part of any emergency response is planning what comes next, after the crisis is over.

What could make communities healthier in a post-pandemic world at the same time it helps local economies prosper again?
Public transportation.

Implementing or expanding public transportation is a [proven strategy](#) for improving health outcomes in five years or less.

The economic benefits of public transportation mean it has one of the highest returns on investment of any public policy. At a time when public health resources are overwhelmed, public health is a powerful health intervention that doesn't have a direct cost to public health. And it's also an essential part of future emergency response planning, getting essential workers to their jobs and enabling evacuation of vulnerable populations.

Now is exactly the right time to be planning to create or expand public transportation in your community. Get the ball rolling by reaching out to transportation planners in your community who can lay the groundwork now for public transportation initiatives that can be up and running after the current crisis is over.

Did you know?

430,000 JOBS Supported in total

50,000+ JOBS Supported for every \$1 billion invested*

Find out more
about the role public transportation plays in health and the role public health can play in supporting public transportation by checking out (and sharing) CDC Foundation's new [Public Transportation Action Guide](#).

We invite you to share this guide and related materials with your networks.



MAILCHIMP INSTRUCTIONS

Do you have a Mailchimp account? Use our designed templates to ensure your email to partners catches their eye. New to Mailchimp? Not a problem! Review our [tutorial](#) on how to get started.



NATIONAL OBSERVANCES

The following national observances can be considered to promote each of the guides throughout the year. The observances shared below offer you opportunities to tie messages about the guides with observances that your partners may be well aware of. They give purpose and timeliness to the information, and they may sometimes be picked up by media outlets or can be used as a “fresh take” by your organization if looking for a new call to action around an observance that is significant to your audiences. We suggest a few observances to consider prioritizing in [blue](#).

EARNED INCOME TAX CREDIT

JANUARY

National Birth Defects Month

[EITC Awareness Day](#)

(the last Friday in January;
January 29, 2021)

MARCH

National Nutrition Month

APRIL

National Minority Health Month

National Public Health Week

(1st full week of April,
April 5–9, 2021)

[Tax Day](#) (April 15, 2021)

MAY

Teacher Appreciation Week

(1st full week of May; May 3–7, 2021)
(better education outcomes)

Mother’s Day

(2nd Sunday of May; May 9, 2021)
(birth outcomes)

National Women’s Health Week

(dates may vary; May 9–15, 2021)
(birth outcomes)

International Day of Families

(May 15, 2021)

SEPTEMBER

Labor Day (1st Monday in September;

September 7, 2020)

NOVEMBER

American Education Week

(dates may vary; November 16–20,
2020; November 14–20, 2021)
(better education outcomes)

Small Business Saturday

(Saturday after Thanksgiving,
November 27, 2020)
(good for economy)

NATIONAL OBSERVANCES

PUBLIC TRANSPORTATION

FEBRUARY

Transit Equity Day (February 4, 2021)

APRIL

National Walking Day
(1st Wednesday in April; April 2, 2021)

National Public Health Week (1st full week of April, April 5–9, 2021)

Earth Day (April 22 each year)

MAY

Clean Air Month

Asthma and Allergy Awareness Month
(every May)

Air Quality Awareness Week
(1st full week of May each year;
May 3–7, 2021)

SEPTEMBER

Bike to Work Day
(September 22, 2020; typically the 3rd Friday in September)

JUNE

National Safety Month
(road/traffic safety)

OCTOBER

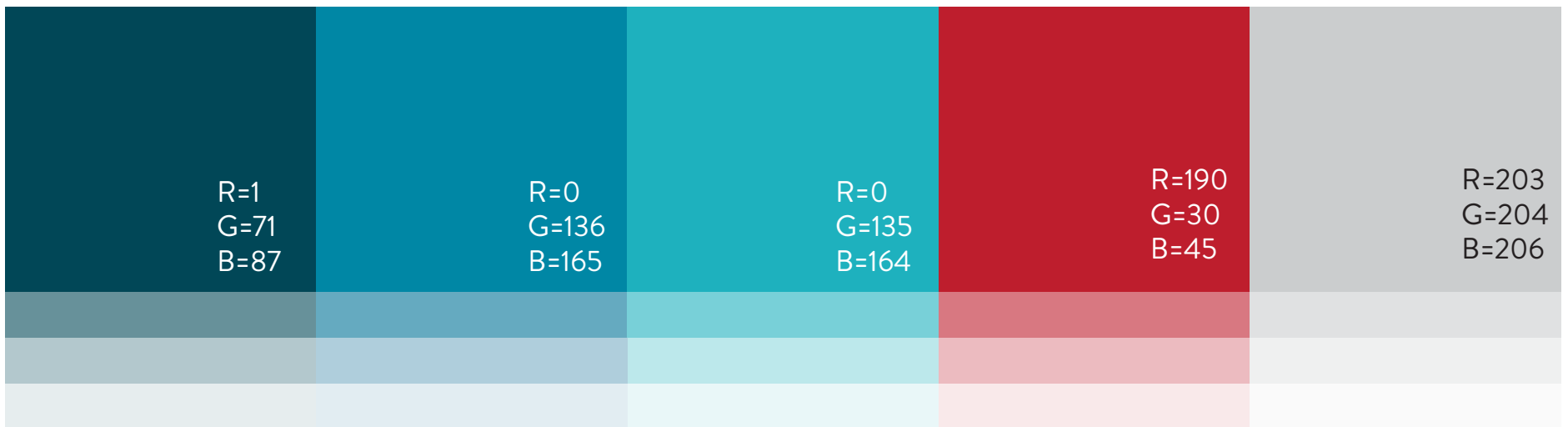
National Child Health Day
(October 5, 2020)

International Clean Air Day
(October 8, 2020)

VISUAL RESOURCES

The following pages include content to help you develop your own online content.

COLORS



ICON LIBRARY


 Click here to download.



PHOTO LIBRARY

➤ Use these images to create your own online content including social media posts. Find the latest photos here.



PUBLIC HEALTH ACTION GUIDE

Public transportation benefits everyone, whether or not you use it.



PUBLIC HEALTH ACTION GUIDE

Public transportation plays a critical role in emergencies by helping transport essential employees.



PUBLIC HEALTH ACTION GUIDE

Public transportation provides mobility for EVERYONE in your community.



PUBLIC HEALTH ACTION GUIDE

Public transportation helps improve air quality.



PUBLIC HEALTH ACTION GUIDE

Public transportation helps improve air quality.

PHOTO LIBRARY

➤ Use these images to create your own online content including social media posts. Find the latest photos here.



The EITC is linked with improved maternal health.



Put money into the pockets of working families and improve their health in the process with the EITC. .



The EITC is a tax credit for working people that can help pay for everyday needs.



DYK? Tax credits like the EITC may lower taxes, yet 1 in 5 eligible people don't use it.



Babies born to mothers who received the EITC were healthier at the time of birth.

