



Checkup on Kids Day Social Media Toolkit

About this Toolkit

Nearly two years after COVID changed our world, it's time to checkup on kids! Children and families are still reeling from the social, emotional, and mental health toll of the pandemic. Many without access to quality health coverage and care. The situation is especially alarming in Idaho, where nearly one in five Idaho teens reported experiencing major depression in the last year, and two-thirds of those teens received no treatment at all. As we move forward, it's important to look at health trends and opportunities in the coming year to support the growth of healthy kids.

It's time to check up on our kids and give them a shot at the bright future that they deserve. Join us on Wednesday, March 16th for Idaho Kids Covered's "Checkup on Kids" Day at the Idaho State Capitol. Virtual streaming option available - [Click Here to learn more](#)

Join the Conversation!

This toolkit provides messaging and shareable graphics to help promote Idaho Kids Covered's "Check Up on Kids" Day on March 16th. Use the sample posts below or adapt them to your organizational or personal voice and share widely across social media. Don't forget to tag **Idaho Kids Covered** and include the suggested hashtags in your posts!

Follow Us

Twitter: @IDKidsCovered

Facebook: @IdahoKidsCovered

IG: @idkidscovered

Hashtags

#CheckupOnKids

#CoverIDKids

#KeepKidsCovered

Sample Social Posts

Twitter

Idaho kids' lives have been upended by #COVID19. From increased rates of depression to a drop in well-child visits, we must do more to protect kids' access to care. Learn how we can #CoverIDKids: [Click here to register](#)

#DYK Two-thirds of Idaho kids who experienced depression in the last year received no treatment at all. It's time to #CheckupOnKids in Idaho—their health & well-being depend on it.

Facebook

Join @IdahoKidsCovered for Checkup on Kids Day! We're calling attention to kids' health trends and what we can do to improve access to quality health coverage and care. Let's give Idaho kids a shot at the bright future they deserve.

Nearly 24,000 Idaho kids lacked health coverage before the pandemic. Two years after COVID changed our world, the situation is not much better. From a decline in well-child visits to an uptick in the rate of depression, the time is now to #CheckUpOnKids in Idaho. Join @IdahoKidsCovered on March 16 for Checkup on Kids Day and learn how we can help protect our kids' health and well-being!

Instagram

Don't miss @idkidscovered Checkup on Kids Day on March 16! We're putting a spotlight on children's health and well-being and what we can do to improve access to quality health coverage and care. Let's give Idaho kids a shot at the bright future they deserve.

Two-thirds of Idaho kids who experienced depression in the last year received no treatment at all. We must do more to protect our children's access to quality care and give them a shot at the bright future they deserve. Join @idkidscovered on March 16 for the Checkup on Kids Day and learn how we can champion our kids' health! Learn more: [Click here to register](#)

Graphics for Sharing



DIA DE ACCIÓN PARA EL BIENESTAR DE LOS NIÑOS

03.16.22

#CheckUpOnKids



CHECKUP ON KIDS DAY OF ACTION

03.16.22

#CheckUpOnKids



DIA DE ACCIÓN PARA EL BIENESTAR DE LOS NIÑOS

03.16.22

#CheckUpOnKids

