

Public Health Thank You Day 2022

Social Media Toolkit



About Public Health Thank You Day

For 17 years, Research!America has organized the effort to say “thank you” to our public health workforce the Monday before Thanksgiving.

The sheer number and complexity of public health challenges confronting our nation and the global community (the need to prepare for future pandemics; health worker burnout and resignation; dwindling trust in science and public health advice; and AMR among others) have only reinforced the tremendous value of the public health workforce. The dedication of these individuals cannot be overstated.

The public – including every one of us – plays an essential role as well. Our nation’s ability to live healthier, longer, and more productive lives rests on our collective commitment to supporting public health initiatives and the individuals who carry them out.

As we look to the future, we invite you to join us in expressing our gratitude for all of those who work tirelessly every day to protect the health of all people and communities.

For November 21, 2022, we’ve created a variety of resources to drive awareness of Public Health Thank You Day.

Theme:

Committing to Public Health

Topics:

- Public Health Workforce
- Health Equity
- Mental Health
- Science Trust
- Pandemic Preparedness
- Global Health

How to Say Thank You

Don't hesitate to copy and paste the posts in this document...or create your own! This content is designed to be used as-is, but you can also edit it to make it fit best for your social feeds.

[Public Health Thank You Day Website](#)
[Research!America Public Health Resources](#)

Graphics

Access our [Dropbox with graphics](#).

Hashtags

Please use the hashtag: **#PHTYD**.

Who to Tag

Please tag Research!America in your tweets and posts or simply repost from:

Twitter: @ResearchAmerica

Facebook: @PHTD1

@ResearchAmerica.org

LinkedIn: @researchamerica

Sample Social Media Posts

Twitter (Click to tweet):

- [Sending a massive thank you to everyone who works to protect and advance public health. Your efforts save lives. Happy Public Health Thank You Day! #PHTYD #PublicHealthHeroes](#)
- [Our nation's ability to live healthier, longer lives rests on our commitment to supporting public health initiatives and the individuals who carry them out. #PHTYD is an opportunity to express gratitude and show support to the #publichealthworkforce.](#)
- [The sheer number and complexity of public health challenges confronting our nation and the global community have only reinforced the tremendous value of the #publichealthworkforce. Join us on #PHTYD in expressing our gratitude for their dedication.](#)
- [We are all public health! Join us on #PHTYD in expressing our collective commitment to supporting the #publichealthworkforce – public health officials, epidemiologists, and many others – and their tireless efforts to protect and improve health. #PublicHealthHeroes](#)

Facebook/LinkedIn:

Today is Public Health Thank You Day! Our nation's ability to live healthier, longer, and more productive lives rests on our collective commitment to supporting the public health workforce – public health officials, epidemiologists, and many others – and the public health initiatives they carry out.

Join us in expressing our gratitude for all of those who work tirelessly every day to protect the health of all people and communities! #PHTYD

Sample Email

Email Subject: Committing to Public Health on November 21

Body: The sheer number and complexity of public health challenges confronting our nation and the global community have only reinforced the tremendous value of the public health workforce. The dedication of these individuals cannot be overstated. Our nation's ability to live healthier, longer, and more productive lives rests on our collective commitment to supporting public health initiatives and the individuals who carry them out.

On Monday, November 21, 2022, Research!America will join with leading public health organizations, as well as public health advocates from across the nation, to express our thanks and support for these dedicated individuals. As we look to the future, we invite you to **join us in saying thanks** to all of those who work tirelessly every day to protect the health of all people and communities.

Here's how to get involved:

- Visit the PHTYD website at www.PublicHealthThankYouDay.org
- Use social media! Use our sample tweets and other posts to schedule a gratitude post for **Monday, November 21, 2022** using the hashtag #PHTYD.
- Download resources and consider presenting a certificate, issuing a press release, or writing a letter to the editor.