



## Join Us in Helping People **Take Good Care!**

The U.S. Department of Health and Human Services' Office of Disease Prevention and Health Promotion (ODPHP) created the **Take Good Care** campaign to empower Black and Hispanic women, ages 45 to 54, to get important preventive health care. The campaign encourages women to use ODPHP's MyHealthfinder tool to learn which preventive services — like screening tests and vaccines — they need.

Below are some tips to help you promote the campaign.

### What materials are available?

These materials are available for free as part of the **Partner Promotional Toolkit** on [health.gov](https://health.gov):

- Social media posts and graphics
- Poster: 5 Reasons to Get Preventive Health Care
- Newsletter copy
- Print materials

Are you looking to engage Spanish-speaking audiences? All campaign materials are available in Spanish, too!



# How can I promote the campaign?

## In my community...

- Print out campaign materials and put them up around your community — like in libraries, community centers, schools, churches, and your local YMCA
- Ask local health care providers, health department staff, or pharmacists to display campaign materials in waiting areas or exam rooms
- At community events, encourage people to use the MyHealthfinder tool on their phone to learn which preventive services they may need

## On social media...

- Use our sample social media posts and ready-to-share graphics
- Reshare social media posts from ODPHP and other federal organizations
- Create your own social media posts — remember to use the #TakeGoodCare hashtag, tag ODPHP, and link users to [health.gov/TakeGoodCare](https://health.gov/TakeGoodCare)

**Spread the word!** Please share news about the campaign with your networks. Together, we can help people get the preventive care they need to stay healthy.

## Do you have questions about the campaign?

Contact us at:  
[health.gov/about-odphp/contact-us](https://health.gov/about-odphp/contact-us)



 MyHealthfinder



**OASH**

Office of  
Disease Prevention  
and Health Promotion

