

CDC's NPHI Program 10th Anniversary: Partner Social Media Promotion

Overview

June 14-18, CDC is celebrating the 10th Anniversary of our NPHI Program. Launched in 2011 with the support of the Bill & Melinda Gates Foundation and the International Association of National Public Health Institutes (IANPHI), the CDC's National Public Health Institutes (NPHI) Program has supported the establishment and strengthening of more than 30 NPHIs worldwide.

Promoting the Release

This document includes communication messages and anniversary logo that make it easy for individuals and partner organizations to promote the 10th Anniversary of CDC's NPHI Program. Sample messages and graphics can be posted and shared on social media, blogs, and websites. Share messages such as "CDC's National Public Health Institutes (NPHI) Program promotes homes for key public health activities including surveillance, workforce development, laboratories, and emergency management", and direct audiences to the CDC NPHI Program's 10th anniversary landing page, linked below. CDC appreciates your support in amplifying the anniversary by participating in the following:

- Share our sample social media messages
- Follow our handles on Twitter, Facebook, and Instagram
- Share our CDC NPHI Program 10th Anniversary logo
- Use the hashtag #NPHI10th to join the conversation via social media

CDC Handles to follow

[@cdcglobal Twitter](#)

[@cdcglobal Facebook](#)

[@cdcglobal Instagram](#)

[@DrMartinCDC Twitter](#)

Sample Social Media Messages

CDC's NPHI Program 10 th Anniversary June 14-18			
Channel	Content	Message	Character Count (w/o links, with spaces)
Facebook	General NPHI 10 th Anniversary	This week CDC celebrates the 10 th anniversary of its National Public Health Institutes (NPHI) Program, which has supported more than 30 countries to carry out essential public health functions and amplify public health resources. #NPHI10th	266

		https://go.usa.gov/x62c8	
Twitter	General NPHI 10 th Anniversary	Learn how CDC helps countries strengthen National Public Health Institutes (NPHI), or a home for public health, around the world! 🏠 https://go.usa.gov/x62c8	124
Twitter	General NPHI 10 th Anniversary	Today begins the week-long celebration of the 10 years CDC has helped strengthen National Public Health Institutes (NPHI) around the world! Congratulations on 10 years of making homes for public health! 🏠 #NPHI10th Learn more: https://go.usa.gov/x62c8	229
Twitter	General NPHI 10 th Anniversary	Today begins the week-long celebration of the 10 th anniversary of CDC's National Public Health Institutes (NPHI) Program and the global impact NPHIs have had on global public health systems. #NPHI10th Learn how #NPHI began: https://go.usa.gov/x62c8	225 w/out link

Logo



Partners Who Will be Tagged in CDC Posts

@IANPHIHealth

@FasoInsp

@AfricaCDC

@INSColombia

@tephinet

Links

CDC NPHI Program 10th Anniversary landing page: [NPHI 10th Anniversary](#) | [Division of Global Health Protection](#) | [Global Health](#) | [CDC](#)