**SPEAK UP FOR KIDS PROVIDER TOOLKIT**

To off-set the impact of the COVID-19 pandemic on the annual in-person community health fair event ***Speak Up for Kids: Heroes Unite!***, the Arizona Chapter of the American Academy of Pediatrics (AzAAP) has partnered with Strong Families Arizona to offer the public a week-long virtual health fair starting **Monday, October 5th through Friday, October 9th**.

This free online event will bring together a host of exhibitors from different areas of specialization to join together with Arizona’s leading pediatricians, affording Arizona families the opportunity to address a number of needs in one place. The goal of the event is to support families in keeping their children healthy and increase the level of health and wellness for Arizona kids. The *Speak Up for Kids* virtual health fair event is the ultimate chance for Arizona families to receive beneficial health information and resources and allows parents to ask important questions or address concerns from the safety of their homes.

We’ve created a social media toolkit below in effort to help reach as many Arizona families as possible. Please help us generate more buzz by utilizing our toolkit complete with resources, samples and tips. There are event images you can place on your practice website to help promote the event as well as template social media posts you can place on your practice social media pages to share with your patients and families. During the week of *Speak Up for Kids*, there will be LIVE Ask the Expert events with Q&A opportunities, virtual booths, fun activities, daily giveaways and more. We look forward to a great event and hope you will join us!

Follow AzAAP and Strong Families AZ pages on:

* [YouTube](https://www.youtube.com/channel/UCN9jDDAy8hCc6jMBUdaLVww/featured) (Speak Up for Kids)
* [Facebook](https://www.facebook.com/The-American-Academy-of-Pediatrics-Arizona-Chapter-212603870598) (@The American Academy of Pediatrics - Arizona Chapter, @StrongFamiliesAZ)
* [Twitter](https://twitter.com/AZAAP) (@AZAAP)
* [Instagram](https://www.instagram.com/strongfamiliesaz/) (@StrongFamiliesAZ)

to stay up to date on everything leading up to the health & wellness fair.

**SUGGESTED SOCIAL MEDIA POSTS**

We would greatly appreciate if you promote the *Speak Up for Kids* virtual health fair by copying and pasting any of the sample posts below. Feel free to craft your own messages to share with the images provided in the link below as well, but please remember to include the official event hashtag: **#SpeakUpForKids**

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**Sample Facebook Captions**

* Can’t wait for the #SpeakUpForKids Virtual Health Fair Oct. 5-9! Will you be there? Check out the LIVE Ask the Expert events with Q&A opportunities for parents, virtual booths, fun activities, daily giveaways and more… you won’t want to miss it! <https://azspeakupforkids.com/>
* Calling all superheroes: join us any day between Oct. 5-9 to unite in the battle against the forces that threaten children’s health and well-being. You have the power to join forces with Arizona’s leading pediatricians and healthcare professionals to #SpeakUpForKids! Learn more at: <https://azspeakupforkids.com/>
* We’ll be visiting the FREE #SpeakUpForKids Virtual Health Fair Oct. 5-9… will you join us to participate in the festivities? LIVE Ask the Experts sessions, free activities for kids, daily giveaways and more… you won’t want to miss it! <https://azspeakupforkids.com/>

**Sample Tweets**

* Can’t wait for the @AZAAP and Strong Families AZ #SpeakUpForKids virtual event Oct 5-9! Will you be there? LIVE Ask the Expert events with Q&A opportunities for parents, virtual booths, fun activities, daily giveaways and more. Don’t miss out! <https://azspeakupforkids.com/>
* Will we see you at the FREE #SpeakUpForKids Virtual Health Fair Oct 5-9? SIX local health experts will be LIVE to answer your children’s health and wellness questions… you won’t want to miss it! <https://azspeakupforkids.com/>
* We’re excited to visit the #SpeakUpForKids Virtual Health Fair Oct 5-9! Learn more about the event and add it to your schedule here: <https://azspeakupforkids.com/> We hope to see you there!

**Sample Instagram Captions**

* We’re excited for the #SpeakUpForKids Virtual Health Fair Oct. 5-9… will you be there to participate in the festivities? To learn more, visit the @StrongFamiliesAZ page
* Arizona, it’s time to #SpeakUpForKids! Join us at the FREE Virtual Health Fair kicking off Oct. 5 through Oct. 9. Don’t miss this jam-packed celebration as we unite in the battle against the forces that threaten child health and well-being!
* Join us at the #SpeakUpForKids Virtual Health Fair Oct 5-9. LIVE Ask the Experts sessions, free activities for kids, daily giveaways and more… you won’t want to miss it!

**SUGGESTED GRAPHICS FOR SOCIAL MEDIA**

Post any of the graphics included within the folder available for download. Social images are sized for sharing across Facebook, Instagram and Twitter. Download the images here: [Speak Up For Kids 2020 Social Toolkit](https://drive.google.com/drive/folders/1t7OOOK9PGfJgYQm3L7Sco869Ux153Rh6?usp=sharing)