



TOOLKIT

OVERVIEW

Each February, we celebrate I ♥ Public Health Month by highlighting the vital role public health plays in our community, and lifting up the stories of the students, staff, faculty, and alumni of our member schools and programs.

We invite you to join us in promoting public health by participating in our I ♥ Public Health campaign. Throughout the month, we'll share inspiring pictures, videos, quotes, and stories from This is Public Health® (TIPH) Ambassadors and ASPPH members, showcasing their passion and dedication to making a difference in public health.



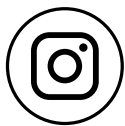
HOW TO GET INVOLVED

- Showcase your passion for public health by sharing what inspires you or why you love this field. Record a short video (10–30 seconds) and tell us what makes public health meaningful to you. [Submit your videos](#), and ASPPH staff will review and share selected entries with our followers during I ♥ Public Health Month.
- Join the conversation by [downloading the I ♥ Public Health logo and graphics](#). Use them to create an infographic, share a photo with an inspiring quote, or design something that reflects your passion for public health.
- Spread the love this Valentine's Day with our [public health-inspired cards](#)! Share them with family and friends and invite others to join the movement for a healthier world.
- Download the [email signature](#) and [Zoom background](#) to show your support throughout the month.
- Be sure to use this toolkit and additional resources from [our website](#) to promote why you love public health on social media or in your newsletter. Tag [@aspphorg](#) and [@thisispublichealth](#) to join the conversation.

SOCIAL MEDIA



[ASPPH](#)
[This Is Public Health](#)



[@aspphorg](#)
[@thisispublichealth](#)



[ASPPH](#)
[TIPH](#)

SAMPLE SOCIAL MEDIA POSTS

Copy & paste the caption below & remember to tag us both at @Association of Schools & Programs of Public Health AND @This Is Public Health and use the hashtags #IHeartPublicHealth and #ThisIsPublicHealth.

This February, I'm participating in [@TIPH](#) and [@ASPPH](#)'s I ❤️ Public Health Month campaign to celebrate the incredible impact public health has on communities worldwide. #IHeartPublicHealth

I ❤️ Public Health because **[add your unique take on why you love public health]**.

EMAIL/NEWSLETTER



Title: I ♥ Public Health Month

Each February, ASPPH celebrates I ♥ Public Health Month to showcase the incredible impact public health professionals have on communities around the world through their dedication and careers.

From February 1-28, join us in promoting public health as part of our I ♥ Public Health Month campaign! Throughout the month, we'll share inspiring pictures, videos, quotes, and stories from This is Public Health® (TIPH) Ambassadors and ASPPH members highlighting their passion for the field.

Visit the [I ♥ Public Health](#) page to explore all content and be part of the conversation! Share why public health is meaningful to you, what inspired you to join the field, or how your work makes a difference in people's lives.

We encourage you to join the movement by using the hashtag #IHeartPublicHealth on Instagram and #ThisIsPublicHealth across all social media platforms. Follow the campaign, share posts, and celebrate public health with us!

GRAPHICS

[Download I ♥ Public Health graphics](#)



[Download I ♥ Public Health Zoom backgrounds](#)



[Download I ♥ Public Health email signature](#)

