**#ChildGrowthAwareness Day 2023 Calendar**

**September**

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| --- | --- | --- | --- |
| **Tuesday, 12 September** |  |  |  |
|  | Contact All Volunteers | Ask if everyone is ready for the campaign in 2 weeks or if they need help with something | It is important to have conversations with volunteers 2 weeks before ICGAD because it gives you time to “fix” possible problems or concerns your volunteers may have. |
|  | Website/ Blog | Consider posting on your website or blog | Possible topics for your post are:   * How ordinary working people can matter for children * Unite voices so that we can create change despite politics etc. * The strength of a good man called Dad * Grandparents are fantastic, Parents are busy. Please share to grandparents too! * Turn your kids loose to participate in the battle for their health legitimacy * Globally there is a crisis for children's healthcare to be a priority |
| **Wednesday, 13 September** |  |  |  |
|  | Media | Send email or a brief phone call to set up a time “next week” on the 19th or 20th for interviews.  Reporters will always want details on the phone to determine if they are interested in the story. Be prepared to make your story sound appealing but give as few details as possible. You want them to do the story in September not now. |  |
|  | Organizations/  Businesses/ Members | Email the other groups you have been contacting all year. | Perhaps- Send a story about a child with pictures and thank them in advance for their help in the awareness next week |
|  | Facebook/MIXI | Post Message  *The countdown has begun!*  *International Children's Growth Day is in next week! Average citizens unite to help children everywhere! It is amazing! Join us this year! Help us show the world that the voices of ordinary people are important and can create something important!*  http://icosep.org | Always include a picture if possible. Maybe a photograph of one of your organizations children would be good, but be certain to have the permission of the child's parent (in writing via email-and save the email) before posting. |
|  | X (Twitter) | Begin more frequent tweets  (Recommend 2-3 Tweets per day) |  |
|  | Website/Blog | In 7days.....ordinary people reach extraordinary volume! |  |
| **Thursday, 14 September** | Website/Blog  X (Twitter) and Facebook | 6 Days... I am depending upon my friends to help me share this message. I am alone without you. |  |
| **Friday, 15 September** | Website/Blog  X (Twitter) and Facebook | 5 Days... If your son or daughter was not diagnosed, but you felt in your heart that something was wrong...Would you be grateful if people took 2 minutes of their day to share a message which reached you? Please help me on 20 September. |  |
| **Saturday, 16 September** | Website/Blog  X (Twitter) and Facebook | 4 Days... WE are important. Our voices matter!  In a few days, average people around the world are uniting to share a message for children. Good Growth=Good Health for children! No we are not celebrities or famous people who can get attention easily. But together-We can do this! |  |
| **Sunday, 17 September** | Website/Blog  X (Twitter) and Facebook | **3** Days ...Are you  getting ready? Have you copied the email we wrote for you? |  |
| **Monday, 18 September** | Website/Blog  X (Twitter) and Facebook  Media | **2** Days... Today is a  day for prayer. There are many lives depending upon our success in 48 hours. | Send out “In 2 days” type of Press Release |
| **Tuesday, 19 September** | Facebook  Website  LinkedIn  MIXI  Instagram | **1** Is everyone ready? Tomorrow is the BIG day to make some noise and teach the world that children matter! We need your help! Tomorrow is International Children's Growth Awareness Day. It is our chance to unite with families around the world and bring a legitimate voice to all children with medical conditions affecting their growth. Please check in tomorrow and share and like our message! Children are depending upon our voices being heard. Thanks so much! |  |
|  | X (Twitter) **-morning** | Tomorrow is International Children's Growth Awareness Day. Is your child growing normally? Growth=Health Find out! your organization’s url |  |
|  | X (Twitter) (between 14:00-16:00) | Tomorrow is proof that WE all matter! Parents unite to help children throughout the world. Get ready to tweet and retweet. We can do this! http://icosep.org |  |
|  | X (Twitter)- **evening** 19:00 | In a few hours ordinary people prove it does not take money or influence to make a difference for healthcare and children! http://icosep.org |  |
|  | YouTube | If you have a child whose parents agree, ask that child to film a quick statement using your phone.  You might consider asking them to say something like:  Hi- My name is Jake. I want to ask all the grownups in the world to spend one minute helping little kids. Tomorrow is International Children's Growth Awareness Day and its important because when we getting sick, it can cause us to grow too slow or sometimes too fast. So if you are worried about your child visit this website and copy the message  ...tomorrow.... Share the message to your friends and post on Facebook, Twitter and all that stuff. If you don't – little kids like me...may not get better for a long time. Thanks! (Make a handmade sign with your website or Facebook page address on it so the child can hold it up.) | |
|  | Email | You can share the link to your child's video with friends and family and ask them to share it too. |  |
|  | Press Release | Tomorrow is ICGAD |  |

**International Children's Growth Awareness Day**

**Wednesday, 20 September 2023**

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| **Time** | **Platform** | **Post** | **Notes** |
| 1:00 | X (Twitter) | Is your child growing normally? Find out! Growth=Good Health http://icosep.org Do not wait! |  |
|  | Facebook | Ordinary people unite online today to help children!!! Please- take 10 seconds... WE NEED YOUR HELP. We don't have big money or power. We are just parents with children who have medical conditions which affected their growth. Their health issues are NOT cosmetic- they are REAL medical problems. If these conditions are caught early- children can often get help before permanent damage occurs.  **Update Profile Picture and Banner Cover Picture** | Banner Cover    Profile picture |
| 2:00 | X (Twitter) | Ordinary people unite online to help children!!! Please- take 10 seconds... WE NEED YOUR HELP. We don't have big money or power. We are just parents with children who have medical conditions which affected their growth. Their health issues are NOT cosmetic- they are REAL medical problems. If these conditions are caught early- children can often get help before permanent damage occurs.  **Post Picture to Twitter** |  |
|  | Facebook | Is your child growing normally? Find out! Because a child's growth is a major sign of his/her health! Visit: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ #childgrowthawareness | **Post Picture** |
|  | Website | As parents we want to know if something is wrong with our child’s health. If you are concerned about your child's growth (too much or too little) please seek advice and information. #childgrowthawareness  **Post Picture** |  |
|  | Instagram | Share photographs and #childgrowthawareness  **Post Picture** |  |
|  | Pinterest |  | **Post Picture** |
|  | LinkedIn | Ordinary people unite online today to help ill children!!! Please-take 10 seconds...and share this message. WE NEED YOUR HELP. We don't have big money or power. We are just parents with children who have medical conditions which affected their growth. Their health issues are NOT cosmetic-they are REAL medical problems caught early enough-can often be fixed before permanent damage occurs. Please share and post this message in as many places as you can today. Email your friends and co-workers too! If all of us around the world SHOUT...we can help unidentified children before permanent damage occurs. Thank you. | Same as Facebook so just copy and paste text and pictures! Post a second message using artwork as possible.    Is your child growing normally? Find out! Because a child's growth is a major sign of his/her health! Visit: (insert your organization’s url or http:icosep.org) #childgrowthawareness |
| 3:00 | X (Twitter) | (Post your translated ribbon. Choose from the ribbon art file and use the message) Today we acknowledge the strength of our children. #childgrowthawareness |  |
| 4:00 | X (Twitter) | Kids height is not cosmetic. It is natures sign of health! Don't wait! http:icosep.org #childgrowthawareness |  |
| 5:00 | X (Twitter) | SmallForGestationalAge babies need years of monitoring #childgrowthawareness icosep.org | \*\*When tweeting, it is a great to mention other organizations as they tweet about GAD\*\* |
| 6:00 | LinkedIn | Is your child growing normally? Find out! Growth=Good Health http://icosep.org Do not wait!  #childgrowthawareness |  |
|  | Facebook | Is your child growing normally? Find out! Because a child's growth is a major sign of his/her health! Visit: (insert your organization's website address or http:icosep.org) #childgrowthawareness  **Change your Cover Photo if it has not been changed** | It’s Childrens Growth Awarness Day. Short stature is <3% in height and tall stature is >97% in height. How does your child measure up? <http://www.aafp.org/afp/2015/0701/p43.html> #ChildGrowthAwareness |
| 7:00 | X (Twitter) | Nutrition affects child's growth. Growth=Health #childgrowthawareness http://icosep.org/childrensgrowth/ |  |
|  | Facebook | Did your child grow 8 to 10 inches in their first year of life? #childgrowthawareness http://icosep.org/childrensgrowth/ | It’s #ChildGrowthAwareness Day. Growth disorders come in many forms. Know some of the symptoms: https://www.endocrineweb.com/conditions/growth-disorders/growth-hormone-deficiency-symptoms |
| 8:00 | Email | Hello\_\_\_\_\_\_\_\_\_\_!  You mentioned that it would be helpful to get a reminder that Children's Growth Awareness Day is tomorrow. As the President of (list your organization) and parent of a child affected by \_\_\_\_\_\_\_\_\_\_\_ I personally appreciate your consideration of helping share the important message about children's growth with your friends and colleagues this year.  Last year, we were surprised by the number of families who were unaware of this simple information. More shocking was the number of children who had not been seen by physicians specializing in this area who had undiagnosed illness. Therefore, I thank you in advance for sharing this message and changing the entire life of children for the better.  To make things, simply copy and paste the message into your email and send out **today**. 60 Seconds of your time could change the entire life of a child- so THANK YOU very much.  Best regards,  (Your name) | |
|  | X (Twitter) | lt's #ChildGrowthAwareness Day! Help spread the message. Change your profile picture today to this image and retweet! | **Post Picture to Twitter** |
|  | Facebook | Good Growth=Good Health This message has informed parents of the concept that children who are growing abnormally, have a health issue. Abnormal growth is a symptom of a health issue. #ChildGrowthAwareness Day. Icosep.org | **Post Picture to Facebook** |
|  | Pinterest | **Pin links from Instagram posts** |  |
| 09:00 | X (Twitter) | Charting your child’s growth can help you see a disruption in development. Its #ChildGrowthAwareness https://www.magicfoundation.org/Growth-Charts/ |  |
|  | Facebook | Small for Gestational Age babies need extra care and monitoring.  #childgrowthawareness <http://icosep.org/childrensgrowth/> |  |
|  | Emails | Hello My Friends,  Today I ask a favor. Please help me change what parents know about their child's health. Share this message with your friends and post on Facebook. One minute of your time may save the future of a child. Thank you!  Is your child growing normally?  Is he or she outgrowing their shoes or clothes instead of wearing them out?  Is your child the shortest in their school class?  Has your child grown at least 5.08 centimeters every year after the age of 3?  How much a child grows each year is an important sign of their health. If you are concerned about your child's growth visit: http://icosep.org for information and resources in your country.  Thank you! | |
| 10:00 | X (Twitter) | Is your child growing normally? Find out! Do not wait! Growth=Good Health icosep.org | Your tweets have a 35% better chance of being retweeted if you:   * post a picture * Use someone’s name |
|  | Facebook | This is not about height; this is about health. It’s Children’s Growth Awareness Day. Share the message that height is not cosmetic. #ChildGrowthAwarness | **Post a Picture** |
| 11:00 | X (Twitter) | Abnormal tooth development may lead to tooth loss in children with Turner Syndrome. It’s #ChildGrowthAwareness Day! http://www.mayoclinic.org/diseases-conditions/turner-syndrome/basics/complications/con-20032572 |  |
|  | Facebook | It’s Childrens Growth Awarness Day. Short stature is <3% in height and tall stature is >97% in height. How does your child measure up? http://www.aafp.org/afp/2015/0701/p43.html #ChildGrowthAwareness |  |
| 12:00 | X (Twitter) | Today is ChildrensGrowthAwarenessDay- Is your child growing normally? Health=Growth  #childgrowthawareness icosep.org/childrens-growth/  **Insert a different country's website for international development.** |  |
|  | Facebook | Children's growth can slow if they are anemic. It's not about height. It's about health.  #isyourchildgrowingnormally |  |
|  | LinkedIn | Small for Gestational Age babies need extra care and monitoring. #childgrowthawareness www.icosep.org/childrensgrowth | **Post Picture** |
| 13:00 | X (Twitter) | It’s #ChildGrowthAwareness Day. Growth disorders come in many forms. Know some of the symptoms: https://www.endocrineweb.com/conditions/growth-disorders/growth-hormone-deficiency-symptoms | \*\*\*Don’t forget to shrink the url’s in the tweets\*\*\* |
|  | Facebook | Are your children outgrowing or outwearing their shoes? It matters! #childgrowthawareness http://icosep.org |  |
|  | LinkedIn | Thyroid Hormones affect children's growth  #childgrowthawareness http://icosep.org/childrensgrowth/ |  |
| 14:00 | X (Twitter) | Hyperthyroidism has a number of causes and treatment options. https://www.endocrineweb.com/conditions/hyperthyroidism/hyperthyroidism-overview-overactive-thyroid Share the message Today is #ChildGrowthAwareness Day! |  |
|  | Instagram |  | **Post a Picture** |
| 15:00 | X (Twitter) | Celiac Disease affects children's growth http://bit.ly/2iJFwdd #childgrowthawareness icosep.org/childrens-growth/  Or  your organization’s url | \*\*\*If possible, insert #ChildGrowthAwareness into any campaign which allows the extra characters\*\*\* |
|  | Facebook | It is International #ChildGrowthAwareness Day. Growth charts for babies and RSS affected children are available: https://www.magicfoundation.org/Growth-Charts/ |  |
| 16:00 | X (Twitter) | What can anemia do to a child's growth? <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4266864/> | **Post a Picture** |
|  | Pintrest | Pin posts from Instagram and other sources. | **Post a Picture** |
|  | Facebook | Russell Silver Syndrome children fight to be healthy and grow. If this were your child- wouldn't you want people fighting for him too? Help us! #childgrowthawareness http://icosep.org/childrensgrowth/ or your organization’s url |  |
| 17:00 | Facebook | Turner Syndrome affects girl's growth.  #childgrowthawareness http://icosep.org/childrens-growth/ or your organization’s url |  |
|  | X (Twitter) | #ChildGrowthAwareness Day- n. awareness of kid’s growth being a symptom of overall health. Spread the word TODAY! |  |
|  | LinkedIn | Hyperthyroidism has a number of causes and treatment options. https://www.endocrineweb.com/conditions/hyperthyroidism/hyperthyroidism-overview-overactive-thyroid Share the message Today is #ChildGrowthAwareness Day | \*You can repost the same message from Twitter and Facebook into LinkedIn. It can gain different audiences\*  **Post a Picture** |
| 18:00 | X (Twitter) | Russell Silver Syndome affects children's growth! #childgrowthawareness icosep.org/childrens-growth/ or your organization’s url |  |
|  | Facebook | Puberty should not happen early! Growth=health! Learn here  #childgrowthawareness icosep.org/childrens-growth/ | **Post a Picture** |
| 19:00 | X (Twitter) | Growing like a weed? Great! Make sure they are doing it correctly: https://www.magicfoundation.org/Growth-Charts/ It’s #ChildGrowthAwareness Day |  |
| 20:00 | X (Twitter) | Optic Nerve Hypoplasia kids see more because they use their hearts! #childgrowthawareness icosep.org/childrensgrowth/ or your organization’s url |  |
|  | Facebook LinkedIn | Which one of these kids is not growing normally? Can you tell? It is difficult without expert help until the signs are very noticeable. Is your child growing normally? It's important information because how much a child grows each year is a major sign of his or her health. Learn more about children's growth! #childgrowthawareness http://icosep.org | **Insert a picture** of multiple children with this message. Pictures can be found on the ICOSEP website. |
| 21:00 | X (Twitter) | Alert all parents out there. Today is International #ChildGrowthAwarness Day. Icosep.org |  |
| 22:00 | X (Twitter) | Children's growth can slow if they are anemic. It's not about height. It's about health.  #isyourchildgrowingnormally |  |
| 23:00 | Facebook | More than 600 medical conditions can impact a child's growth because it is natures early warning sign of quietly saying...” Pay attention! Something is going on!”  #childgrowthawareness |  |
| 24:00 | X (Twitter) Facebook  LinkedIn  Blogs  Website  Emails | Today has been exciting! Thank you to everyone for sharing the message about the importance of monitoring children's growth. The entire future lives of children who are diagnosed as a result of this simple sharing will be changed. Sleep well! Good job! |  |

You can save time and work if you repeat the same processes/messages for most social media groups like LinkedIn, Pintrest, Instagram, etc. Please tag everything with #childgrowthawareness.

Between regular posts, check in on your social media groups to see who is responding. Repost what they are writing about and give them recognition for their effort. RECRUIT TEENAGERS!! They love these kinds of activities!

**Thursday, 21 September 2023**

It is wonderful to say thank you and report with campaign results and highlights to all supporters and organizations.

Day After …. if you did not share it last night...

* Thank you. Share tweets, posts etc. Personally thank/mention everyone from any direction who supported this effort. Post thank you messages on your website, social media, and blogs.

When you get time, change your Facebook cover pictures, LinkedIn and others back to what you had before Children's Growth Awareness Day.

**VERY IMPORTANT NOTES:**

* Please remember- this calendar is merely a guide for you. It is not necessary to do each and every item. We are simply asking that if you do participate in Children’s Growth Awareness, to please pick and choose from this guide so that we can maximize our voice and message throughout the world. Thank you!
* And finally, I would love to brag about what you do for this campaign. After you have time, please send me an email and include photo’s if possible so that I may include your activities in our next newsletter. You should be recognized by your efforts and I want to make that happen.