

# MyHealthfinder COVID-19/Preventive Services Partner Promotion Toolkit

## Overview

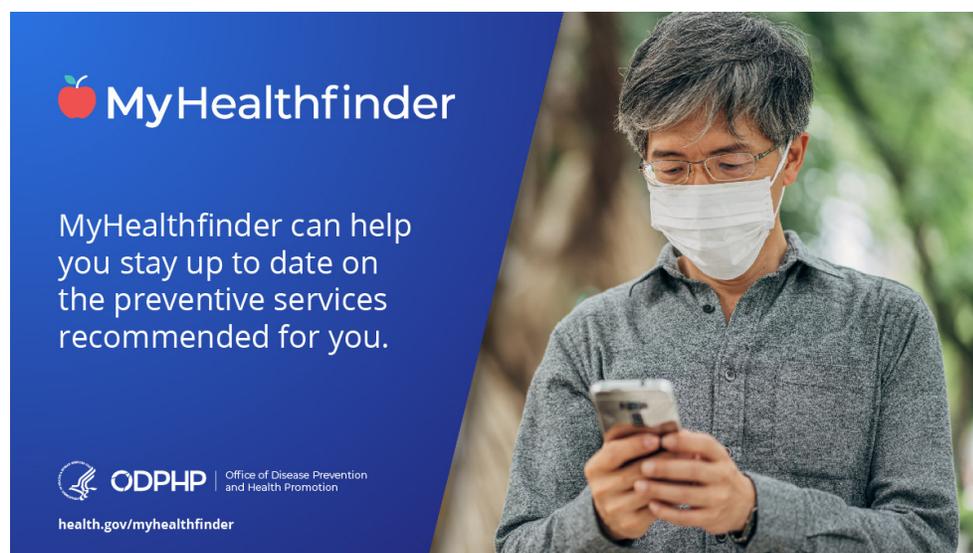
The Office of Disease Prevention and Health Promotion's (ODPHP) [MyHealthfinder tool](#) is a prevention and wellness resource that health professionals can recommend to individuals and families. It includes evidence-based health information in English and Spanish that's actionable and easy to use — and offers personalized recommendations for clinical preventive services.

Among the many challenges presented by the COVID-19 pandemic is how to handle routine health care. Because of the pandemic, people may be less likely to get the preventive services they need to stay healthy. MyHealthfinder can help consumers learn about the screenings and vaccines their families need so they can make a plan to get those services. Ultimately, this can help people stay up to date on their health care.

This toolkit includes resources for promoting MyHealthfinder during the COVID-19 pandemic. Use the sample social media messages and newsletter content to promote the MyHealthfinder tool. Pair your social media messages with the promotional graphics included below.

## Promotional Graphics

### Graphic 1



## Graphic 2



 MyHealthfinder

Make a plan to stay on top of your health care this year!

 ODPHP | Office of Disease Prevention and Health Promotion  
[health.gov/myhealthfinder](https://health.gov/myhealthfinder)

The image shows a woman with grey hair wearing a light blue surgical mask, sitting in a white chair and talking to a healthcare professional whose face is partially visible on the right. The background is a bright, clinical setting.

## Graphic 3



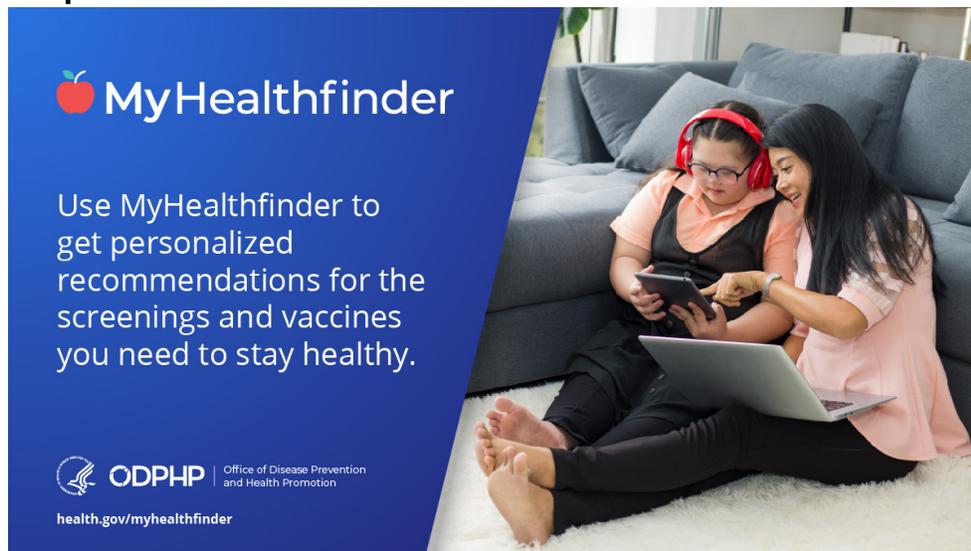
 MyHealthfinder

Having trouble keeping track of your family's routine health care? MyHealthfinder can help.

 ODPHP | Office of Disease Prevention and Health Promotion  
[health.gov/myhealthfinder](https://health.gov/myhealthfinder)

The image shows a woman with curly hair wearing a camouflage-patterned face mask and a young girl with curly hair wearing a black face mask and a pink headband. They are standing outdoors in a park-like setting with trees in the background.

## Graphic 4



## Sample Twitter Content

- Stay on top of your health care during #COVID19. Use @HealthGov's MyHealthfinder tool to get personalized recommendations for preventive services like vaccines and screening tests — then schedule the appointments you need. <http://bit.ly/3aaQZOB>
- Make sure you're still getting the care you need to stay healthy during #COVID19. Use @HealthGov's MyHealthfinder tool to get personalized recommendations for preventive services like screenings and vaccines: <http://bit.ly/3aaQZOB>
- Are you behind on your health care because of #COVID19? Use @HealthGov's MyHealthfinder tool to get personalized recommendations for the screenings and vaccines you need to stay healthy. Then make a plan to catch up. <http://bit.ly/3aaQZOB>

## Sample Facebook Content

- Staying on top of routine health care during COVID-19 can be tricky — but @HSHHealthGov's MyHealthfinder tool can help! It provides personalized recommendations for the screening tests and vaccines you need to stay healthy. You can use your results to make a plan to get those services. Take a look! <http://bit.ly/3aaQZOB>

- Are you behind on your health care because of #COVID19? Use @HHSHealthGov's MyHealthfinder tool to get personalized recommendations for preventive services like screening tests and vaccines. Once you know which services you may need, you can make a plan with your doctor to get them. Check out MyHealthfinder: <http://bit.ly/3aaQZOB>
- If your family has missed a checkup or 2 during the COVID-19 pandemic, you're not alone! But it's important to stay up to date on your health care by getting recommended preventive services on schedule. @HHSHealthGov's MyHealthfinder tool offers personalized recommendations for services like screening tests and vaccines. Find out which services you or a family member needs — then call your doctor to schedule an appointment. <http://bit.ly/3aaQZOB>



## Sample Newsletter Content

Use or adapt this content to spread the word about MyHealthfinder through your newsletter or blog.

**Subject:** Stay on top of your routine health care during COVID-19 with MyHealthfinder!

**Body:**

The COVID-19 pandemic has disrupted so much about our everyday lives — and that includes health care. Many people have struggled to keep up with routine checkups and important preventive services, like screening tests and vaccines. But it's important to make sure you're getting the care you need — even during a pandemic.

That's where the HHS Office of Disease Prevention and Health Promotion's (ODPHP) [MyHealthfinder tool](#) comes in! This easy-to-use resource can help you learn which screening tests and vaccines you and your family may need. You can use your results to make a plan with your doctor to get the services you need to stay healthy. MyHealthfinder also includes actionable science-based health and wellness information in English and Spanish.

Stay on top of your health care during COVID-19 — [explore MyHealthfinder today!](#)

