

## Anthrax

| Response        | Twitter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Facebook                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Image (Instagram) |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| General Updates | <p>FYI: We are using #EventHashtag for updates on the anthrax release. We encourage everyone to do the same.</p> <p>Officials suspect that the spores that cause anthrax may have deliberately been released in <b>XXXXXXXXXX</b> area/building #EventHashtag</p> <p>(1 of 2) We have not confirmed the deliberate release of Anthrax &amp; don't know the extent or source of the outbreak at this time #EventHashtag</p> <p>(2 of 2) However, we are working hard to figure out how people were exposed and will update you the moment we know more #EventHashtag</p> <p>As of now, <b>XXX</b> number of Anthrax cases have been confirmed #EventHashtag</p> <p>Anthrax is a disease caused by bacteria that form spores. When a person comes into contact w/ the spores they may become ill #EventHashtag</p> <p>Anthrax is a serious, potentially life-threatening disease #EventHashtag</p> | <p>Officials suspect that the spores that cause anthrax have been released in <b>XXXXXXXXXX area/building</b>. When a person comes into contact w/ the spores they may become ill. Anthrax is a serious, potentially life-threatening disease.</p> <p><b>Link:</b> <a href="#">addurl.gov</a></p> <p><b>Image:</b> Include a photo of a map of infected area</p> <p>Officials believe that people who were at <b>(insert location)</b> on <b>(insert date and time)</b> may have been exposed to anthrax spores. Based on what we know, only these people are at risk for getting sick. As of now, <b>XXX</b> number of Anthrax cases have been confirmed. Public Health and other local authorities are investigating this incident. Updates will be made as soon as we know more.</p> <p><b>Link:</b> <a href="#">addurl.gov</a></p> <p><b>Image:</b> Include a map of infected area</p> <p>There are treatments available for anthrax. These treatments should start as soon as possible after a person is exposed to the</p> |                   |

Officials believe that people who were at **(insert location)** on **(insert date and time)** may have been exposed to anthrax spores #EventHashtag

Based on what we know now, only those people who were in **XXX area** on **XXX date** are at risk for getting sick #EventHashtag

There are treatments for anthrax. Treatment should start as soon as possible after exposure to anthrax #EventHashtag

Public health and other authorities are working to get treatments to the people who need them #EventHashtag

Health officials are working to determine the source & extent of the outbreak & will keep you updated as they know more #EventHashtag

Local/state/federal officials, including Public health/FBI/Homeland Security, are working together. Stay tuned for updates #EventHashtag

By staying informed & following instructions from health officials, you can protect yourself and your family from this threat #EventHashtag

It is natural to be concerned & afraid at a time like this. Stay informed & follow instructions from public health officials #EventHashtag

spores. Public health and other authorities are working to get treatments to the people who need them.

Link: [addurl.gov](#)

Image: Antibiotics

Local, state, and federal officials, including Public Health, FBI and Homeland Security are working together to determine the source and extent of the outbreak. They will keep you informed as they learn more.

Link: [addurl.gov](#)

Image: FBI officials

It is natural to be concerned and afraid at a time like this. By staying informed and following instructions from health officials, you can protect yourself and your family from this threat.

Link: [addurl.gov](#)

Image: Family

We know this situation can be scary, but officials are prepared to respond quickly and effectively. There is a detailed response plan designed to quickly treat people and contain the release. For more information on anthrax, check out this resource:

Link:

<http://www.cdc.gov/anthrax/basics/index.html>

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|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                                         | <p>There is a detailed response plan designed to quickly treat people and contain the release #EventHashtag</p> <p>We know this is scary, but officials are prepared to respond quickly &amp; effectively. Anthrax info: <a href="http://1.usa.gov/1I7jsZM">http://1.usa.gov/1I7jsZM</a> #EventHashtag</p> <p><b>(If you are using a message that references your agency specifically, personalize the message using “We” instead of the generic “Public Health Officials”</b></p> <p><b>Be sure to provide messages detailing the specific steps that your agency and your partners are taking to further investigate the incident. )</b></p> | <p><b>Image:</b> Link contains a photo</p> <p><b>(If you are using a message that references your agency specifically, personalize the message using “We” instead of the generic “Public Health Officials”</b></p> <p><b>Be sure to provide messages detailing the specific steps that your agency and your partners are taking to further investigate the incident. )</b></p>                                                                                                                                                   |  |
| <p>Where to go for more information</p> | <p>Follow <b>@(insert DOH Twitter handle)</b> for updates on #EventHashtag</p> <p>Other good organizations to follow for up to date information include (insert Twitter handles of appropriate federal/state/local officials) #EventHashtag</p> <p>Click here for more information from <b>(CDC/WHO)</b> <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p>                                                                                                                                                                                                                                                                    | <p>Watch the latest <b>(insert time)</b> press briefing on anthrax from (PA DOH/Governor). The next update on the outbreak will take place at <b>(insert date/time)</b>, so keep checking back for the latest information</p> <p><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a></p> <p><b>Image:</b> Include photo from press conference</p> <p>Have a Twitter account? If so, follow <b>@(insert DOH Twitter handle)</b> for updates on the anthrax outbreak and what you can do to keep you and your family safe.</p> |  |

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|                         | <p>Text “Follow <b>(insert DOH Twitter handle)</b>” to 40404 to receive updates via text message #EventHashtag</p> <p>Watch the latest <b>(insert time)</b> press briefing on anthrax from <b>(PA DOH/Governor)</b> <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p><b>(*Tweet key messages from press conference)</b></p> <p>The next #EventHashtag update from <b>(PA DOH/Governor)</b> will take place at <b>(insert date/time)</b> Watch it at <a href="http://bit.ly/addurl">bit.ly/addurl</a></p> <p>Tweet your anthrax questions to us <b>@(DOH Twitter Handle)</b> and we’ll try to answer them #EventHashtag</p> <p>Remember to use 911 only in emergencies. For other requests, call 311 <b>(or equivalent non-emergency contact center in your area)</b> #EventHashtag</p> | <p><b>Link:</b> PA DOH Twitter page<br/><b>Image:</b> Use PA DOH Twitter image</p> <p>Ask us your questions about the Anthrax release by commenting on this post and we’ll do our best to answer them. By staying informed &amp; following instructions from health officials, you can help to protect yourself and your family from this threat.<br/><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a><br/><b>Image:</b> Include photo from press conference</p> <p>For important information and facts about anthrax, like this/these organization(s): <b>(list organizations)</b><br/><b>Link:</b> Organization(s) website<br/><b>Image:</b> Include photo(s) of organizations</p> <p>Emergency personnel are likely to be very busy responding at the scene. Remember to only use 911 for emergencies. For any other concerns, dial 311 <b>(or equivalent non-emergency contact center in your area).</b></p> |  |
| <p>What is Anthrax?</p> | <p>Anthrax is a serious infectious disease caused by rod-shaped bacteria known as Bacillus anthracis <a href="http://1.usa.gov/1I7jsZM">http://1.usa.gov/1I7jsZM</a> #EventHashtag</p> <p>The Bacillus anthracis bacteria can cause spores which can infect your skin/lungs/digestive</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>Anthrax is a serious infectious disease caused by rod-shaped bacteria known as Bacillus anthracis. These bacteria can cause spores which can infect your skin, lungs, or digestive systems.<br/><b>Link:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |

systems <http://1.usa.gov/1puSPO4>  
#EventHashtag

Anthrax can also be spread purposely as powder/through the air. Spores may have been deliberately released in the **XXX area**.  
#EventHashtag

Antibiotics are used to treat all three types of anthrax in your skin, lungs, or digestive system  
<http://1.usa.gov/1caUOvV> #EventHashtag

Early diagnosis and treatment of anthrax with the right antibiotic is important  
<http://1.usa.gov/1caUOvV> #EventHashtag

Anthrax does not spread from person to person, therefore patients do not need to be isolated  
<http://1.usa.gov/1puSPO4> #EventHashtag

Following the 9/11 attacks in NYC & DC in 2001, the U.S. suffered through another scare brought on by multiple anthrax attacks #EventHashtag

In 2001, powdered anthrax spores were deliberately put into letters that were mailed through the U.S. postal system #EventHashtag

<http://www.cdc.gov/anthrax/basics/transmission.html>

**Image:** Bacillus anthracis bacteria

Some forms of anthrax bacteria exist in nature and can cause disease. But, anthrax can also be spread purposely as powder or through the air. Officials believe spores may have been deliberately released in the **XXX area**.

**Link:**

<http://www.cdc.gov/anthrax/basics/transmission.html>

**Image:** Anthrax spore powder

Early diagnosis and treatment of anthrax with the right antibiotic is very important. Antibiotics are used to treat all three types of the disease – cutaneous, inhalation, and gastrointestinal.

**Link:**

<http://www.cdc.gov/anthrax/medicalcare/treatment/index.html>

**Image:** Antibiotics

Anthrax does not spread from person to person, therefore patients do not need to be isolated.

**Link:**

<http://www.cdc.gov/anthrax/basics/transmission.html>

**Image:** Sick person with caretaker

During the 2001 anthrax release, 22 people, incl. 12 mail handlers, got anthrax & 5 of the 22 died <http://1.usa.gov/1Ahx082> #EventHashtag

Read more about the 2001 anthrax attack here: <http://1.usa.gov/1wsfrUe> #EventHashtag

By staying informed & following instructions from health officials, you can protect yourself, your family, and the community #EventHashtag

Stay informed by turning to the radio, television, or Internet news for updated health and safety announcements #EventHashtag

With your cooperation, we will have the best chance to protect the health and safety of our community #EventHashtag

For more information on anthrax, visit <http://1.usa.gov/1l7jsZM> #EventHashtag

Anthrax has been used as a weapon several times before. Read this resource for a brief history:

**Link:** <http://www.cdc.gov/anthrax/history/index.html>

**Image:** Microscopic anthrax photo

Following the 9/11 attacks in NYC & DC in 2001, the U.S. suffered through another national scare brought on by multiple anthrax attacks – powdered anthrax spores were deliberately put into letters that were mailed through the U.S. postal system.

**Link:** <http://www.cdc.gov/anthrax/bioterrorism/threat.html>

**Image:** Envelope from 2001 anthrax attack

During the 2001 anthrax release, 22 people, including 12 mail handlers, got anthrax and 5 of the 22 people died. Read more about the 2001 anthrax threat here:

**Link:** <http://www.cdc.gov/24-7/protectingPeople/anthrax/index.html>

**Image:** Photo of response at a post office in 2001

By staying informed and following instructions from health officials, you can protect yourself,

|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
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|                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <p>your family, and the community. Turn to the radio, television, or Internet news for updated health and safety announcements.<br/>Image: Person using a computer</p> <p>With your cooperation, we will have the best chance to protect the health and safety of our community. For more information on anthrax, visit:<br/><b>Link:</b><br/><a href="http://www.cdc.gov/anthrax/basics/index.html">http://www.cdc.gov/anthrax/basics/index.html</a><br/><b>Image:</b> Person listening to radio</p>                                                                                            |  |
| Symptoms of Anthrax | <p>The symptoms of anthrax can take anywhere from 1 day to more than 2 months to appear <a href="http://1.usa.gov/1fE9Bd">http://1.usa.gov/1fE9Bd</a> #EventHashtag</p> <p>Symptoms depend on the type of infection. The 3 types are: inhalation/cutaneous/gastrointestinal <a href="http://1.usa.gov/1fE9Bd">http://1.usa.gov/1fE9Bd</a> #EventHashtag</p> <p>Inhalation anthrax occurs when spores are breathed in <a href="http://1.usa.gov/1fE9Bd">http://1.usa.gov/1fE9Bd</a> #EventHashtag</p> <p>Inhalation anthrax 1st symptoms are like flu symptoms and can progress to severe breathing problems <a href="http://1.usa.gov/1fE9Bd">http://1.usa.gov/1fE9Bd</a> #EventHashtag</p> | <p>The symptoms of anthrax can take anywhere from 1 day to more than 2 months to appear, and depend on the type of infection. There are 3 types on anthrax infection: inhalation, cutaneous, and gastrointestinal. For more information:<br/><b>Link:</b><br/><a href="http://www.cdc.gov/anthrax/basics/symptoms.html">http://www.cdc.gov/anthrax/basics/symptoms.html</a><br/><b>Image:</b> Sick person</p> <p>Inhalation anthrax occurs when spores are breathed in. The first symptoms are similar to symptoms of the flu, and then can progress to severe breathing problems and shock.</p> |  |

Inhalation anthrax starts in chest lymph nodes & spreads through the body ultimately causing severe breathing problems & shock  
#EventHashtag

Inhalation anthrax symptoms:  
fever/chills/shortness of  
breath/confusion/dizziness/cough/nausea/headache/sweats/fatigue/aches #EventHashtag

Inhalation anthrax is considered to be the most deadly form of anthrax  
<http://1.usa.gov/1p5uMQT> #EventHashtag

W/o treatment, about 10-15% of patients w/ inhalation anthrax survive. But w/ aggressive treatment about 55% of patients survive  
#EventHashtag

Cutaneous anthrax occurs when spores enter a cut on the skin. This type responds well to treatment <http://1.usa.gov/1ifE9Bd>  
#EventHashtag

Cutaneous anthrax symptoms can incl. groups of sores/blisters. Initially they may look like bug bites <http://1.usa.gov/1ifE9Bd> #EventHashtag

**Link:**

<http://www.cdc.gov/anthrax/basics/symptoms.html>

**Image:** Sick person

Inhalation anthrax starts in the chest & spreads through the body, ultimately causing severe breathing problems & shock. Symptoms include fever, chills, shortness of breath, confusion, dizziness, cough, nausea, headache, sweats, fatigue, & body aches.

**Link:**

<http://www.cdc.gov/anthrax/basics/symptoms.html>

**Image:** Person coughing

Inhalation anthrax is considered to be the most deadly form of anthrax. Without treatment, about 10 – 15% of patients survive. But, with aggressive treatment, about 55% of patients survive.

**Link:**

<http://www.cdc.gov/anthrax/types/inhalation.html>

**Image:** Antibiotics

Cutaneous anthrax occurs when spores enter a cut on the skin. Symptoms usually include groups of sores/blisters resembling insect bites, followed by a painless skin sore with a

Another cutaneous anthrax symptom: painless skin sore w/ black center that appears after the blisters <http://1.usa.gov/1ifE9Bd> #EventHashtag

Cutaneous anthrax is most common on the head, neck, forearms, and hands  
<http://1.usa.gov/1pxFq8c> #EventHashtag

Cutaneous anthrax is the most common form of anthrax & is considered to be the least dangerous <http://1.usa.gov/1pxFq8c> #EventHashtag

Without treatment up to 20% of people with cutaneous anthrax may die. But with proper treatment almost all patients survive  
#EventHashtag

Gastrointestinal (GI) anthrax occurs when a person eats/drinks anthrax spores. Symptoms incl. nausea/loss of appetite/diarrhea  
#EventHashtag

W/o treatment over 50% of gastrointestinal anthrax patients die. But, w/ proper treatment 60% survive <http://1.usa.gov/MLIs0C> #EventHashtag

Other GI anthrax symptoms: fever/chills/neck swelling/sore throat/painful

black center. These usually appear on the head, neck, forearms, or hands.

**Link:**

<http://www.cdc.gov anthrax/basics/symptoms.html>

**Image:** Link includes a photo

Cutaneous anthrax is the most common form of anthrax and is considered to be the least dangerous. With proper treatment, almost all patients survive. However, without treatment, up to 20% of patients may die.

**Link:**

<http://www.cdc.gov anthrax/types/cutaneous.html>

**Image:** Link includes a photo

Gastrointestinal anthrax occurs when a person eats/drinks anthrax spores. Without treatment, over 50% of patients die. But, with proper treatment, 60% survive.

**Link:**

<http://www.cdc.gov anthrax/types/gastrointestinal.html>

**Image:** Link includes a photo

Symptoms of gastrointestinal anthrax include: nausea, loss of appetite/bloody diarrhea/fever/chills/neck swelling/sore throat/painful swallowing/hoarseness, (bloody) vomiting/headache/red face/red

swallowing/hoarseness/vomiting/bloody vomiting #EventHashtag

Additional GI anthrax symptoms: bloody diarrhea/headache/red face/red eyes/stomach pain/ fainting/abdominal swelling #EventHashtag

All types of anthrax can spread through the body and cause death if they aren't treated w/ antibiotics <http://1.usa.gov/XFx7g0> #EventHashtag

If you've been near **XXX area** and have any symptoms of Anthrax, call 9-1-1 immediately #EventHashtag

Anthrax symptoms can be similar to flu symptoms. Anyone with flu-like symptoms in **XXX area** should call 911 immediately #EventHashtag

For more information on anthrax, including symptoms visit <http://1.usa.gov/1ifE9Bd> #EventHashtag

eyes/stomach pain/fainting/abdominal swelling.

**Link:**

<http://www.cdc.gov/anthrax/basics/symptoms.html>

**Image:** Sick person

All types of anthrax can spread through the body and cause death if they aren't treated with antibiotics.

**Link:**

<http://www.cdc.gov/anthrax/types/index.html>

**Image:** Antibiotics

If you've been near the **XXX area** & have these symptoms they may be due to exposure to Anthrax, so call 9-1-1 immediately. You will receive info on how to get diagnosed & get treatment if needed.

**Image:** Include map of infected area

Anthrax symptoms can be similar to flu symptoms. Anyone with flu-like symptoms in **XXX area** should call 9-1-1 immediately.

**Image:** Include map of infected area

For more information on anthrax, including symptoms visit

**Link:**

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|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p><a href="http://www.cdc.gov anthrax/basics/symptoms.html">http://www.cdc.gov anthrax/basics/symptoms.html</a></p> <p><b>Image:</b> Use photo of facility where release occurred</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |
| <p>Exposure to Anthrax</p> | <p>If you have been near <b>XXX location</b> on <b>XXX date</b>, you may have been exposed to anthrax #EventHashtag</p> <p>If you live in <b>XXX area</b> &amp; think you were exposed to Anthrax call <b>[health department/9-1-1]</b> immediately #EventHashtag</p> <p>If you see a strange package/envelope/container, do not open it. Leave the area &amp; stop others from entering it #EventHashtag</p> <p>If you see a strange package/envelope/container, call 911 or the local police at <b>XXX-XXX-XXXX</b> for more instructions #EventHashtag</p> <p>If contact w/ anthrax is suspected, antibiotics may help prevent you from getting sick or lessen the illness if it does appear #EventHashtag</p> <p>If exposed, treatment may incl. preventative care for a few months w/ antibiotics &amp; then a vaccine to help prevent infection #EventHashtag</p> <p>Health authorities are working to help people who may have been exposed to anthrax,</p> | <p>If you have been near <b>XXX location</b> on <b>XXX date</b>, you may have been exposed to anthrax. Call <b>[health department/9-1-1]</b> for instructions on where you can go to see if you were exposed.<br/><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a><br/><b>Image:</b> Include a map of infected area</p> <p>If you see a strange package, envelope, or container, do not open it. Leave the area and stop others from entering it. Call 911 or the local police at <b>XXX-XXX-XXXX</b> for more instructions.<br/><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a><br/><b>Image:</b> Package</p> <p>If you suspect that you've had contact with anthrax spores, antibiotics may help prevent you from getting sick or lessen the illness if it does appear. Treatment may also include a vaccine to help prevent infection.<br/><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a><br/><b>Image:</b> Antibiotics</p> <p>Health authorities are working to help people who may have been exposed to anthrax,</p> |  |

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|                   | <p>particularly those who have symptoms<br/>#EventHashtag</p> <p>Health authorities will help determine if you need antibiotics or other medical care<br/>#EventHashtag</p> <p>If you don't have symptoms/weren't near <b>XXX area</b> on <b>XXX date</b>, you most likely haven't had contact w/ anthrax &amp; aren't infected<br/>#EventHashtag</p> <p>Stay informed. Listen for announcements from public health officials about what areas to avoid.<br/>#EventHashtag</p> | <p>particularly those who have symptoms. They will help determine if you need antibiotics or other medical care.<br/><b>Link:</b> <a href="#">addurl.gov</a><br/><b>Image:</b> Sick person</p> <p>If you don't have symptoms and weren't near <b>XXX area</b> on <b>XXX date</b>, you most likely haven't had contact with anthrax and aren't infected. Be sure to stay informed and to listen for announcements from public health officials about what areas to avoid.<br/><b>Link:</b> <a href="#">addurl.gov</a><br/><b>Image:</b> Include map of infected area</p> |  |
| Incubation Period | <p>Incubation period refers to the time after exposure when a person does not feel sick &amp; shows no symptoms of disease #EventHashtag</p> <p>The incubation period for anthrax is typically 1 – 7 days, but can range from 1 day to 2 months<br/><a href="http://1.usa.gov/1ifE9Bd">http://1.usa.gov/1ifE9Bd</a> #EventHashtag</p>                                                                                                                                          | <p>The incubation period is the time after exposure when a person does not feel sick and shows no symptoms of the disease. The incubation period for anthrax is typically 1 to 7 days, but can range from 1 day to 2 months.<br/><b>Link:</b> <a href="http://www.cdc.gov/anthrax/basics/symptoms.html">http://www.cdc.gov/anthrax/basics/symptoms.html</a><br/><b>Image:</b> Link includes photo</p>                                                                                                                                                                   |  |
| Transmission      | <p>Anthrax isn't known to spread from person to person so there is no need to avoid contact with others <a href="http://1.usa.gov/1puSPO4">http://1.usa.gov/1puSPO4</a> #EventHashtag</p>                                                                                                                                                                                                                                                                                      | <p>Anthrax isn't known to spread from person to person, so people don't have to avoid contact with others and infected people do not need to be isolated.</p>                                                                                                                                                                                                                                                                                                                                                                                                           |  |

Because anthrax isn't known to spread between people, infected people do not need to be isolated <http://1.usa.gov/1puSPO4> #EventHashtag

Anthrax infection occurs when spores enter the body. They can then be activated & become anthrax bacteria <http://1.usa.gov/1puSPO4> #EventHashtag

Anthrax bacteria can multiply, spread out in the body, produce toxins (poisons), and cause severe illness <http://1.usa.gov/1puSPO4> #EventHashtag

Infection can happen when people breathe in spores/eat or drink food or water contaminated with spores/get spores in a cut #EventHashtag

Some forms of anthrax exist in nature & can cause disease. It can also be spread on purpose as powder or through the air #EventHashtag

Spores may have been deliberately released in the **XXX area**. #EventHashtag

The only way to confirm a diagnosis of anthrax is to have a blood/spinal fluid/respiratory secretion sample or skin lesion swab taken #EventHashtag

**Link:**

<http://www.cdc.gov/anthrax/basics/transmission.html>

**Image:** Sick person with caretaker

Anthrax infection occurs when spores enter the body. They can then be activated & become anthrax bacteria. The bacteria can multiply, spread out in the body, produce toxins (poisons), and cause severe illness.

**Link:**

<http://www.cdc.gov/anthrax/basics/transmission.html>

**Image:** Microscope photo of anthrax

Anthrax infection can occur when people breathe in spores, drink or eat food contaminated with spores, or get spores in a cut on the skin.

**Link:**

<http://www.cdc.gov/anthrax/basics/transmission.html>

**Image:** Person eating

Some forms of anthrax exist in nature and can cause disease. Anthrax can also be spread on purpose as powder or through the air. Spores may have been deliberately released in the **XXX area**.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include map of infected area

|           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|           | <p>Samples to diagnose anthrax infection must be taken before the patient begins taking antibiotics <a href="http://1.usa.gov/1AXvsjY">http://1.usa.gov/1AXvsjY</a> #EventHashtag</p> <p>If you don't have any symptoms and haven't been near <b>XXX area</b>, you most likely were not exposed to anthrax #EventHashtag</p>                                                                                                                                                        | <p>The only way to confirm a diagnosis of anthrax is to have a blood, spinal fluid, or respiratory secretion sample or skin lesion swab taken. Samples must be taken before the patient begins taking antibiotics.</p> <p><b>Link:</b><br/><a href="http://www.cdc.gov/anthrax/basics/diagnosis.html">http://www.cdc.gov/anthrax/basics/diagnosis.html</a></p> <p><b>Image:</b> Blood sample</p> <p>If you don't have any symptoms and haven't been near <b>XXX area</b>, you most likely were not exposed to anthrax.</p> <p><b>Image:</b> Map of infected area</p> |  |
| Treatment | <p>Live in <b>XXX area</b> &amp; have symptoms? Call 911 immediately #EventHashtag</p> <p>If you think you were exposed to anthrax call your doctor immediately even if you don't feel sick #EventHashtag</p> <p>Getting antibiotics or vaccine is not recommended if you have not been exposed to anthrax #EventHashtag</p> <p>There are treatments for anthrax, &amp; public health authorities are working to get these treatments to the people who need them #EventHashtag</p> | <p>Call 9-1-1 immediately if you live in <b>XXX area</b> and are showing signs of anthrax.</p> <p><b>Link:</b><br/><a href="http://www.cdc.gov/anthrax/basics/symptoms.html">http://www.cdc.gov/anthrax/basics/symptoms.html</a></p> <p><b>Image:</b> Doctor</p> <p>If you think you were exposed to anthrax, call 9-1-1 immediately even if you don't feel sick. Getting antibiotics or the vaccine is not recommended if you have not been exposed to anthrax.</p> <p><b>Image:</b> Doctor</p>                                                                     |  |

Antibiotics can be used to treat all types of anthrax. However, the right antibiotic must be given quickly to help you recover #EventHashtag

Doctors choose the best antibiotics for treating anthrax & for the patient based on medical history <http://1.usa.gov/1caUOvV> #EventHashtag

(1 of 2) Anthrax spores typically take 1-6 days to activate (cause illness) but some spores can take up to 60 days #EventHashtag

(2 of 2) B/c spores can take up to 60 days to activate, people who are exposed to anthrax must take antibiotics for 60 days #EventHashtag

Antibiotics can prevent anthrax from developing in those who were exposed but haven't had symptoms <http://1.usa.gov/1q32hHn> #EventHashtag

A vaccine exists to prevent anthrax, but it is not normally recommended for the general public <http://1.usa.gov/1q32hHn> #EventHashtag

The vaccine may be given to people who have been exposed to anthrax in this current situation <http://1.usa.gov/1q32hHn> #EventHashtag

Vaccine treatment includes 3 shots over 4 weeks + a 60-day course of antibiotics to prevent

There are treatments for anthrax, and public health authorities are working to get these treatments to the people who need them. There are enough treatments for everyone who needs them.

**Link:** <http://www.cdc.gov/anthrax/medicalcare/treatment/index.html>

**Image:** Antibiotics

Antibiotics can be used to treat all types of anthrax. However, the right antibiotic must be given quickly to help patients recover. Doctors are choosing the best antibiotics for treating anthrax for the individual patient based on their medical history.

**Link:** <http://www.cdc.gov/anthrax/medicalcare/treatment/index.html>

**Image:** Antibiotics

Anthrax spores typically take 1 to 6 days to be activated (cause illness) but some spores can remain inside the body & take up to 60 days or more. Therefore, people who have been exposed to anthrax must take antibiotics for 60 days.

**Link:** <http://www.cdc.gov/anthrax/medicalcare/prevention/antibiotics.html>

**Image:** Antibiotics

disease <http://1.usa.gov/1q32hHn>  
#EventHashtag

The vaccine does not contain any anthrax bacteria and cannot give people anthrax  
<http://1.usa.gov/1q32hHn> #EventHashtag

Let your doctor know if you are pregnant/ill/have any severe allergies before getting the vaccine  
<http://1.usa.gov/1q32hHn>  
#EventHashtag

Those who have had a serious allergic reaction to a previous dose of anthrax vaccine should not get the vaccine #EventHashtag

After anthrax toxins have been released in the body, another possible treatment is antitoxin  
<http://1.usa.gov/1caUOvV> #EventHashtag

Antitoxins target anthrax toxins. Antitoxins must be used together with other treatment options  
<http://1.usa.gov/1caUOvV> #EventHashtag

Before you begin treatment for anthrax, let your doctor know if you are allergic to any antibiotics  
#EventHashtag

Protect yourself and your family by following instructions from public health authorities  
#EventHashtag

Antibiotics can prevent anthrax from developing in those who were exposed but haven't had symptoms.

**Link:**

<http://www.cdc.gov/anthrax/medicalcare/prevention/antibiotics.html>

**Image:** Antibiotics

A vaccine exists to prevent anthrax, but it is not normally recommended for the general public. The vaccine may be given to people who have been exposed to anthrax in this current situation.

**Link:**

<http://www.cdc.gov/anthrax/medicalcare/prevention/antibiotics.html>

**Image:** Vaccine

Vaccine treatment includes 3 shots over 4 weeks plus a 60-day course of antibiotics to prevent disease. The vaccine does not contain any anthrax bacteria and cannot give people anthrax.

**Link:**

<http://www.cdc.gov/anthrax/medicalcare/prevention/antibiotics.html>

**Image:** Vaccine

Let your doctor know if you are pregnant, have recently been ill, or have any severe

|      |                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|      |                                                                                                                                                                  | <p>allergies before getting the vaccine. Those who have had a serious allergic reaction to a previous dose of anthrax vaccine should not get the vaccine.</p> <p><b>Link:</b><br/> <a href="http://www.cdc.gov/anthrax/medicalcare/prevention/antibiotics.html">http://www.cdc.gov/anthrax/medicalcare/prevention/antibiotics.html</a></p> <p><b>Image:</b> Vaccine</p> <p>After anthrax toxins have been released in the body, another possible treatment is an antitoxin. Antitoxins must be used together with other treatment options to be most effective. Learn more:</p> <p><b>Link:</b><br/> <a href="http://www.cdc.gov/anthrax/medicalcare/treatment/index.html">http://www.cdc.gov/anthrax/medicalcare/treatment/index.html</a></p> <p><b>Image:</b> Antitoxin</p> <p>Before you begin treatment for anthrax, let your doctor know if you are allergic to any antibiotics.</p> <p><b>Image:</b> Patient speaking with doctor</p> <p>Protect yourself and your family by following instructions from public health authorities.</p> <p><b>Image:</b> Press conference</p> |  |
| PODs | Antibiotics are available to treat anthrax. Learn more info & find a distribution center near you <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag | What is a Point of Dispensing (POD)? It's a place that gives out medication like pills or                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |  |

What is a Point of Dispensing (POD)? It's a place that gives out medication like pills or vaccinations during an emergency  
#EventHashtag

PODs (Points of Dispensing) are providing anthrax antibiotics. Click here for info on PODs near you [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag

PODs are for everyone, regardless of needs or ability. Please be patient w/ us& if you need extra time or service just ask #EventHashtag

Antibiotics available today at **XXX** from **Xam** to **Xpm**. Bring ID. No health insurance or payment needed [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag

The head of your household can pick up medications for your entire family at the POD.  
#EventHashtag

PODs will be opening at **day/time**. Please visit [bit.ly/addurl](http://bit.ly/addurl) for locations and more information  
#EventHashtag

PODs will be open on **XXX date/time**. Find one near you [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag <Map of PODs in area>

vaccinations to protect the general public during an emergency.

**Image:** Include picture of POD

PODs (Points of Dispensing) are providing antibiotics to treat anthrax. They are for everyone, regardless of needs or ability. Please be patient with us and if you need extra time or service, just ask. Learn more information and find a distribution center near you with the link below.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include a map of local PODs

Antibiotics are available today at **XXX** from **XX am** to **XX pm**. Bring ID. No health insurance or payment needed.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include a map of local PODs

The head of your household can pick up medications for your entire family at the POD.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include a map of local PODs

PODs will be opening at **day/time**. Find one near you by visiting the link below.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include a map of local PODs

Hours for PODs in **XXX county** are from **(Open Time)** until **(Closing Time)**. Go to [bit.ly/addurl](http://bit.ly/addurl) for more info #EventHashtag

Reminder: POD at **(location)** will be closing at **XXX time/day** [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag

Free transport will be provided to and from POD site. Site also has free parking [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag

Bring ID/necessary filled out forms to POD. It is not a shelter, do not bring overnight bag/money [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag

At POD, be prepared to fill out medical screening/consent forms. Info on the antibiotics will also be provided [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag  
Counseling services will be available at your local POD [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag

Hours for PODs in **XXX county** are from **(Open Time)** until **(Closing Time)**. They will remain open from **XXX open date** until **XXX close date**. For more information visit the link below.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include a map of local PODs

Reminder: POD at **(location)** will be closing at **XXX time/day**. For more information visit the link below.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include a map of local PODs

Free transport will be provided to and from POD site. The site also has free parking. Bring ID and necessary filled out forms to POD. It is not a shelter, so do not bring an overnight bag or money.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include a photo of required forms

Once at POD, be prepared to fill out medical screening and consent forms. Information on the antibiotics will also be provided. :

**(Counseling services/Mental health resources)** will also be available at POD.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include photo of required forms

## Mental Health

**(Counseling services/Mental health resources)** will be available at your local POD (Point of Dispensing). For hours & locations: [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag

Mental health services are available. Call **XXX-XXX-XXXX** or visit <http://1.usa.gov/1krygvf> #EventHashtag

Feeling depressed or stressed? Mental health services are available in your area [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag

Help yourself and your community heal: visit this website for tips <http://1.usa.gov/ShAMxO> #EventHashtag

If the stress is too much for you, ask for help. Contact friends/family or **XXX-XXX-XXXX** [bit.ly/addurl](http://bit.ly/addurl) #EventHashtag

There are many things you can do to cope with this event: talk with family/friends/clergy <http://1.usa.gov/1krygvf> #EventHashtag

Talk to your children about their thoughts. You do not need to have all the answers, just listen <http://1.usa.gov/1cTJLv0> #EventHashtag

Need to talk to someone? SAMHSA is a free, confidential helpline for those in need after a

**(Counseling services/Mental health resources)** will be available at your local POD (Point of Dispensing). For hours and locations call **XXX-XXX-XXXX** or visit the link below.

**Link:** [addurl.gov](http://addurl.gov)

**Image:** Include a map of local PODs

Feeling depressed or stressed? Mental health services are in your available and in your area. Call **XXX-XXX-XXXX** or visit the link below.

**Link:**

<http://emergency.cdc.gov/mentalhealth/>

**Image:** Person comforting another person

Help yourself and your community heal. Visit the website below for tips.

**Link:**

[http://emergency.cdc.gov/masscasualties/copingpub.asp](http://emergency.cdc.gov/masscasualties/ copingpub.asp)

**Image:** Link includes a photo

If the stress is too much for you, ask for help. There are many things you can do to cope with this event: talk with family, friends, and clergy.

**Link:**

<http://emergency.cdc.gov/mentalhealth/>

**Image:** Link includes a photo

|                      |                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                      | <p>disaster <a href="http://1.usa.gov/1kwrc1R">http://1.usa.gov/1kwrc1R</a><br/>#EventHashtag</p> <p>Talk to someone about your feelings to ease stress, even though it may seem difficult<br/><a href="http://1.usa.gov/1krygvf">http://1.usa.gov/1krygvf</a> #EventHashtag</p> <p><b>Retweet important messages from SAMHSA</b></p>                                                                   | <p>Talk to your children about their thoughts. You do not need to have all the answers, just listen<br/><b>Link:</b><br/><a href="http://www.cdc.gov/violenceprevention/pub/coping_with_stress_tips.html">http://www.cdc.gov/violenceprevention/pub/coping_with_stress_tips.html</a><br/><b>Image:</b> Link includes a photo</p> <p>Talk to someone about your feelings to ease stress, even though it may seem difficult. Need someone to talk to? SAMHSA is a free, confidential helpline for those in need after a disaster.<br/><b>Link:</b><br/><a href="http://www.disasterdistress.samhsa.gov/">http://www.disasterdistress.samhsa.gov/</a><br/><b>Image:</b> Link includes a photo</p> <p><b>Share important messages from SAMHSA</b></p> |  |
| Check in with family | <p>Update your social networks or text family/friends to say you're OK. Phone lines may be jammed #EventHashtag</p> <p>If it safe to go outside, check on neighbors, family who are worried or may need help #EventHashtag</p> <p>Use Red Cross' Safe and Well site to let your family and friends know that you are ok<br/><a href="http://bit.ly/1F2yFjR">http://bit.ly/1F2yFjR</a> #EventHashtag</p> | <p>Update your social networks or text your family and friends to say you're OK. Phone lines may be jammed. If it is safe to go outside, check on neighbors and family who are worried or may need help.<br/><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a><br/><b>Image:</b> Use social media logo or show someone texting</p> <p>Want to touch base with your loved ones to let them know that you are alright? Log on to the Red Cross' Safe and Well site here:</p>                                                                                                                                                                                                                                                                  |  |

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Social Service Needs |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <p><b>Link:</b><br/> <a href="https://safeandwell.communityos.org/cms/index.safe.php">https://safeandwell.communityos.org/cms/index.safe.php</a><br/> <b>Image:</b> Link has an image</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
|                      | <p><b><u>Retweet updates on social service needs from DPW, Salvation Army, and United Way. If those agencies are not tweeting use the following messages:</u></b></p> <p>Volunteers needed! Please contact <b>XXX</b> for more info <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p><b><u>For Southeastern PA:</u></b></p> <p>In need of non-emergency aid? Call 2-1-1 #EventHashtag</p> <p>If you are an agency that supports individuals in their homes, contact your county, call 2-1-1, or click here <a href="http://www.211sepa.org">www.211sepa.org</a> #EventHashtag</p> <p><b>Retweet important messages from city/Red Cross</b></p> | <p><b><u>Share updates on social service needs from DPW, Salvation Army, and United Way. If those agencies are not posting on FB use the following messages:</u></b></p> <p>Volunteers needed to help following the anthrax release! Please contact <b>XXX</b> for more information.<br/> <b>Link:</b> <a href="http://addurl.gov">addurl.gov</a><br/> <b>Image:</b> Volunteer</p> <p>Are you running out of every day supplies but can't leave the house? Contact <b>XXX</b> for a volunteer to pick items up for you and your family.<br/> <b>Link:</b> <a href="http://addurl.gov">addurl.gov</a><br/> <b>Image:</b> Household supplies</p> <p><b><u>For Southeastern PA:</u></b></p> <p>In need of non-emergency aid? Call 2-1-1 or visit <a href="http://www.211sepa.org/">http://www.211sepa.org/</a><br/> <b>Image:</b> 211 SEPA logo</p> |  |

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                      |  |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>If you are an agency that supports individuals in their homes, get in touch with your county by contacting them directly, by calling 2-1-1, or by visiting the link below.<br/> <b>Link:</b> <a href="http://www.211sepa.org/">http://www.211sepa.org/</a><br/> <b>Image:</b> Add an image of 211 SEPA logo</p> <p><b>Share important messages from the city/Red Cross</b></p>                                    |  |
| Rumor Control | <p><b>Be sure to actively monitor your audience for rumors and misinformation by searching for trending hashtags and monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</b></p> <p><b>If credible rumor control pages are set up by other agencies (e.g. FEMA’s Rumor Control page during Hurricane Sandy), link your audience to them.</b></p> <p><b>If partnering/credible agencies adopt a Hashtag for rumor control (e.g. #RumorControl, #Mythbuster), use it when correcting misinformation.</b></p> | <p><b>Be sure to actively monitor your audience for rumors and misinformation by monitoring the comments/questions people send to your accounts.</b></p> <p><b>Correct misinformation by providing accurate information as soon as possible.</b></p> <p><b>If credible rumor control pages are set up by other agencies (e.g. FEMA’s Rumor Control page during Hurricane Sandy), link your audience to them.</b></p> |  |

| Recovery        | Twitter                                                                                                                                                                                                                                                                                      | Facebook                                                                                                                                                                                                                                                                                                                                                                                  | Image |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| General Updates | <p>FYI: We are using #EventHashtag for updates following the anthrax outbreak. We encourage everyone to do the same.</p> <p>Watch the latest <b>(insert time)</b> press briefing on anthrax from <b>(PA DOH/Governor)</b> <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> | <p>Watch the latest <b>(insert time)</b> press briefing following the anthrax outbreak from <b>(PA DOH/Governor)</b>. The next update on the anthrax outbreak will take place at <b>(insert date/time)</b>, so keep checking back for the latest information.</p> <p><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a></p> <p><b>Image:</b> Include photo from press conference</p> |       |

(\*If power is out, could link to YouTube video/website of local news station/PA DOH website with summary of key points from press conference)

(\*Tweet key messages from press conference)

Tweet your anthrax questions to us **@(DOH Twitter Handle)** and we'll try to answer as many as we can #EventHashtag

Have a Facebook account? Like **(DOH or EMA Facebook Page)** for more updates on #EventHashtag

The next #EventHashtag update from **(PA DOH/Governor)** will take place at **(insert date/time)** Watch it at [bit.ly/addurl](http://bit.ly/addurl)

Remember to use 911 only in emergencies. For other requests, call 311 **(or equivalent non-emergency contact center in your area)** #EventHashtag

Reminder: Follow **@(insert DOH or EMA Twitter handle)** for updates on #EventHashtag recovery

Other good orgs to follow for updated info on recovery include (insert Twitter handles of appropriate federal/state/local officials) #EventHashtag

Have a Twitter account? If so, follow **@(insert DOH or EMA Twitter Name)** for updates on how to stay safe following the anthrax outbreak.

**Link:** PA DOH's Twitter Page

**Image:** Use PA DOH Twitter Image

Want to receive updates about anthrax via text message on your phone? Text "Follow **(insert DOH Twitter handle)**" to 40404, and stay in the know.

Remember: only use 9-1-1 for emergencies. For other requests, call 3-1-1 **(or equivalent non-emergency contact center in your area)**.

Other good organizations to follow for updated info on recovery are (insert Twitter handles of appropriate federal/state/local officials).

**(\*Monitor and share key messages)**

**(If you are using a message that references your agency specifically, personalize the message using "We" instead of the generic "Public Health Officials")**

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|               | <p>(*Monitor and Retweet key messages)</p> <p>(If you are using a message that references your agency specifically, personalize the message using “We” instead of the generic “Public Health Officials”</p> <p>Be sure to provide messages detailing the specific steps that your agency and your partners are taking to further investigate the incident.)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>Be sure to provide messages detailing the specific steps that your agency and your partners are taking to further investigate the incident.)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |
| Mental Health | <p>PODs are closing but mental health services will remain open. For more info call <b>XXX-XXX-XXXX</b> or visit <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p>Mental health services remain open in your area. For more info visit <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p>Mental health services are open in <b>XXX</b> counties. For more info visit <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p>Mental health services will remain open until <b>XXX day/time</b>. For more info visit <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p>Coping with a pandemic can be stressful. SAMHSA is a free, confidential service to help <a href="http://1.usa.gov/1kwrc1R">http://1.usa.gov/1kwrc1R</a> #EventHashtag</p> | <p>PODs are closing but mental health services will remain open in your area. For more information call <b>XXX-XXX-XXXX</b> or visit the link below.<br/><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a><br/><b>Image:</b> Include a map of mental health facilities</p> <p>Mental health services are open in <b>XXX</b> counties. They will remain open until <b>XXX day/time</b>. For more information call <b>XXX-XXX-XXXX</b> or visit the link below.<br/><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a><br/><b>Image:</b> Include a map of mental health facilities</p> |  |

Feeling depressed or stressed? Mental health services are in your area [bit.ly/addurl](http://bit.ly/addurl)  
#EventHashtag

Help yourself and your community heal: visit this website for tips <http://1.usa.gov/ShAMxO>  
#EventHashtag

Give yourself time to heal. If you need help contact XXX-XXX-XXXX or visit [bit.ly/addurl](http://bit.ly/addurl)  
#EventHashtag

Talk to someone about your feelings to ease stress, even though it may seem difficult  
<http://1.usa.gov/1mlxH8M> #EventHashtag

There are many things you can do to cope with this event: talk with family/friends/clergy  
<http://1.usa.gov/1krygvf> #EventHashtag

Talk to your children about their thoughts. You do not need to have all the answers, just listen  
<http://1.usa.gov/1cTJLv0> #EventHashtag

Coping with a pandemic can be stressful. SAMHSA is a free, confidential service to help if you are feeling depressed or stressed.

**Link:**

<http://www.disasterdistress.samhsa.gov/>

**Image:** Link includes a photo

Help yourself and your community heal. If you need help contact XXX-XXX-XXXX or visit the website below for tips.

**Link:**

<http://emergency.cdc.gov/masscasualties/copingpub.asp>

**Image:** Show a distressed person

Talk to someone about your feelings, even though it may seem difficult, to ease stress. There are many things you can do to cope with this event: talk with family, friends, or clergy.

**Link:**

<http://emergency.cdc.gov/mentalhealth/>

**Image:** Show a distressed person

Talk to your children about their thoughts. You do not need to have all the answers, just listen

**Link:**

[http://www.cdc.gov/violenceprevention/pub/coping\\_with\\_stress\\_tips.html](http://www.cdc.gov/violenceprevention/pub/coping_with_stress_tips.html)

**Image:** Link includes a photo

|                                 |                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                    |  |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <p>Medical supplies</p>         | <p><b>Retweet messages/maps about status of pharmacies from partner agencies</b></p> <p>Out of your daily meds? Click here for an updated map of pharmacies that are open in your area <a href="#">bit.ly/addurl</a> #EventHashtag</p>                                                                                                                                     | <p><b>Share messages/maps about status of pharmacies from partner agencies</b></p> <p>Out of your daily medication following the anthrax outbreak? Check out this map for an updated look at which pharmacies are open in your area<br/> <b>Link:</b> <a href="#">addurl.gov</a><br/> <b>Image:</b> Include image of map</p>                       |  |
| <p>PODs/Vaccination Centers</p> | <p>PODs at <b>(location)</b> will be closing on <b>XXX day/time</b> <a href="#">bit.ly/addurl</a> #EventHashtag</p> <p>Questions about your local POD shutting down? Call <b>XXX-XXX-XXXX</b> <a href="#">bit.ly/addurl</a> #EventHashtag</p> <p>Reminder: POD at <b>(location)</b> will be closing at <b>XXX time/day</b> <a href="#">bit.ly/addurl</a> #EventHashtag</p> | <p>PODs at <b>(location)</b> will be closing on <b>XXX day/time</b>. If you have any questions, call <b>XXX-XXX-XXXX</b> or visit the website below.<br/> <b>Link:</b> <a href="#">addurl.gov</a><br/> <b>Image:</b> Show map of location</p>                                                                                                      |  |
| <p>Social Service Needs</p>     | <p><b>Retweet updates on social service needs from DPW and United Way.</b></p> <p><b><u>For Southeastern PA:</u></b></p> <p>In need of non-emergency aid? Call 2-1-1 #EventHashtag</p>                                                                                                                                                                                     | <p><b>Share updates on social service needs from DPW and United Way. If those agencies are not posting on FB use the following messages:</b></p> <p><b><u>For Southeastern PA:</u></b></p> <p>In need of non-emergency aid? Call 2-1-1 or visit <a href="http://www.211sepa.org/">http://www.211sepa.org/</a><br/> <b>Image:</b> 211 SEPA logo</p> |  |

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|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>Home health agencies are needed to help homebound people following the anthrax outbreak. Call 2-1-1 or visit <a href="http://www.211sepa.org/">http://www.211sepa.org/</a> if your agency can help.</p> <p><b>Image:</b> 211 SEPA logo</p>                                                                                                                                                                        |  |
| Rumor control | <p><b>Be sure to actively monitor your audience for rumors and misinformation by searching for trending hashtags and monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</b></p> <p><b>If credible rumor control pages are set up by other agencies (e.g. FEMA’s Rumor Control page during Hurricane Sandy), link your audience to them.</b></p> <p><b>If partnering/credible agencies adopt a Hashtag for rumor control (e.g. #RumorControl, #Mythbuster), use it when correcting misinformation.</b></p> | <p><b>Be sure to actively monitor your audience for rumors and misinformation by monitoring the comments/questions people send to your accounts.</b></p> <p><b>Correct misinformation by providing accurate information as soon as possible.</b></p> <p><b>If credible rumor control pages are set up by other agencies (e.g. FEMA’s Rumor Control page during Hurricane Sandy), link your audience to them.</b></p> |  |