

Botulism

Response	Twitter	Facebook	Image (Instagram)
General Updates	<p>FYI: We are using #EventHashtag for updates on the botulism release. We encourage everyone to do the same.</p> <p>As of now, XXX number of botulism cases have been confirmed #EventHashtag</p> <p>Botulism is a muscle-paralyzing disease caused by a nerve toxin produced by bacteria. It requires treatment within 24 hrs #EventHashtag</p> <p>(1 of 2) We have not confirmed the deliberate release of Botulism & do not 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>Officials believe that people who were at (insert location) on (insert date and time) may have been exposed to botulism #EventHashtag</p> <p>Local/state/federal officials, including public health/FBI/Homeland Security, are working together. Stay tuned for updates #EventHashtag</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>Officials suspect that Botulism toxin has been released in XXX area/building. Officials believe that people who were at (insert location) on (insert date and time) may have been exposed to the toxin. As of now, XXX number of botulism cases have been confirmed. Public Health and other local authorities are investigating this incident. Updates will be made as soon as we know more. Link: addurl.gov</p> <p>What is botulism? It is a muscle-paralyzing disease caused by a nerve toxin produced by bacteria. It requires treatment within 24 hours and does not spread from person to person. Link:</p>	

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

Public health authorities are working hard to respond to this release. Stay informed & follow instructions from officials #EventHashtag

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

There is a detailed response plan designed to quickly treat people and contain the outbreak #EventHashtag

We know this is scary, but officials are prepared to respond quickly & effectively. Info on botulism: <http://1.usa.gov/1AyFvMY> #EventHashtag

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

Be sure to provide messages detailing the specific steps that your agency and your partners are taking to further investigate the incident.)

<http://www.bt.cdc.gov/agent/botulism/factsheet.asp>

Image: Needs a photo

Officials believe that people who were at **(insert location)** on **(insert date and time)** may have been exposed to the botulism toxin. **XXX** confirmed cases have been reported.

Link: [addurl.gov](#)

Image: Include a map of infected area

We have not confirmed the deliberate release of Ebola & do not know the extent or source of the outbreak at this time. However, we are working hard to figure out how people were exposed and will update you the moment we know more

Link: [addurl.gov](#)

Image: Include a map of infected area

Public health and other authorities are working hard to respond to this release. By staying informed and following instructions from health officials, you can protect yourself and your family from this threat.

Link: [addurl.gov](#)

Image: Include photo of Dept. of Health and Human Services logo

It's natural to be concerned & afraid at a time like this. Stay informed & follow instructions

		<p>from public health officials who will help you stay safe. There is a detailed response plan designed to quickly treat people and contain the outbreak.</p> <p>Link: addurl.gov</p> <p>Image: Include photo of concerned person</p> <p>We know this outbreak is scary, but officials are prepared to respond quickly and effectively.</p> <p>Link: http://www.bt.cdc.gov/agent/botulism/factsheet.asp</p> <p>Image: Needs a photo</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>Where to go for more information</p>	<p>Follow @(insert DOH Twitter handle) for updates on #EventHashtag</p> <p>Other good organizations to follow for up to date information include (insert Twitter handles of</p>	<p>Watch the latest (insert time) press briefing on botulism from (PA DOH/Governor). The next update on the outbreak will take place at (insert date/time), so keep checking back for the latest information</p>	

appropriate federal/state/local officials)
#EventHashtag

Click here for more information from
(CDC/WHO) bit.ly/addurl #EventHashtag

Text “Follow **(insert DOH Twitter handle)**” to
40404 to receive updates via text message
#EventHashtag

Watch the latest **(insert time)** press briefing on
botulism from **(PA DOH/Governor)** bit.ly/addurl
#EventHashtag

(*Tweet key messages from press conference)

The next #EventHashtag update from **(PA
DOH/Governor)** will take place at **(insert
date/time)** Watch it at bit.ly/addurl
Have a Facebook account? Like **(DOH or EMA
Facebook Page)** for more updates on
#EventHashtag

Tweet your botulism questions to us **@(DOH
Twitter Handle)** and we’ll try to answer them
#EventHashtag

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

Link: addurl.gov

Image: Include photo from press conference

Have a Twitter account? If so, follow **@(insert
DOH or EMA Twitter handle)** for updates on
the botulism outbreak and what you can do to
keep you and your family safe. By staying
informed & following instructions from health
officials, you can help to protect yourself and
your family from this threat.

Link: PA DOH Twitter page

Image: Use PA DOH Twitter image

Ask us your questions about botulism by
commenting on this post and we’ll do our best
to answer them.

Link: addurl.gov

Image: Include photo from press conference

For important information and facts about
botulism, like this/these organization(s): **(list
organizations)**

Link: Organization(s) website

Image: Include photo(s) of organizations

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 **(Or equivalent non-
emergency contact center in your area).**

<p>What is Botulism?</p>	<p>Botulism is caused by a toxin made by the bacterium <i>Clostridium botulinum</i> & occurs naturally in soil http://1.usa.gov/1AyFvMY #EventHashtag</p> <p>Botulism restricts a person’s movement & breathing by affecting the nervous system http://1.usa.gov/1iDluKR #EventHashtag</p> <p>5 types of botulism exist: foodborne/wound/infant/adult intestinal toxemia/iatrogenic. For details: http://1.usa.gov/1iDluKR #EventHashtag</p> <p>All forms of botulism can be fatal and are considered medical emergencies http://1.usa.gov/1iDluKR #EventHashtag</p> <p>Rarely, ppl can get sick from naturally occurring botulism after consuming contaminated food/drinks http://1.usa.gov/1iDluKR #EventHashtag</p> <p>Botulism is usually caused by consuming improperly preserved home-canned foods or beverages http://1.usa.gov/1iDluKR #EventHashtag</p>	<p>Botulism is caused by a toxin made by the bacterium <i>Clostridium botulinum</i> & occurs naturally in soil. This extremely strong toxin restricts a person’s movement and breathing by affecting the nervous system. Click this link for more information. Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Include photo of medicine bottles</p> <p>There are 5 different types of botulism: foodborne, wound, infant, iatrogenic, and adult intestinal toxemia. All forms of botulism can be fatal and are considered medical emergencies. For more information visit the link below. Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Botulism bacterium</p> <p>Naturally occurring botulism rarely sickens people and usually happens after consuming contaminated food or drink. Most times, it is the result of improperly preserved home-canned foods or beverages. Learn more:</p>	
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	<p>In the United States, an average of 145 cases of botulism are reported each year http://1.usa.gov/1iDluKR #EventHashtag</p> <p>A medicine called an antitoxin is the only specific treatment along with intensive medical support http://1.usa.gov/1iDluKR #EventHashtag</p>	<p>Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Home-canned food</p> <p>In the United States, an average of 145 cases of botulism are reported each year. Along with intensive medical support, the only specific treatment for botulism is a medicine called an “antitoxin.”</p> <p>Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Needs a photo</p>	
<p>Symptoms of Botulism</p>	<p>Botulism symptoms usually occur between 12 & 36 hours after exposure but can take as long as several days to begin #EventHashtag</p> <p>Botulism symptoms: double or blurred vision/drooping eyelids/difficult swallowing/dry mouth/slurred speech/muscle weakness #EventHashtag</p> <p>Muscle weakness moves downward, affecting the shoulders 1st, then upper arms/lower arms/thighs/calves http://1.usa.gov/1AyFvMY #EventHashtag</p> <p>Infants w/ botulism appear lethargic/feed poorly/are constipated/have a weak cry & poor</p>	<p>The symptoms of botulism usually occur between 12-36 hours after exposure, but can take as long as several days to begin. They include: blurred vision/drooping eyelids/difficulty swallowing/dry mouth/slurred speech/muscle weakness. Muscle weakness tends to move down the body.</p> <p>Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Needs a photo</p> <p>Infants with botulism appear lethargic, feed poorly, are constipated, have a weak cry and poor muscle tone.</p>	

	<p>muscle tone http://1.usa.gov/1iDluKR #EventHashtag</p> <p>If untreated, botulism can lead to paralysis, leaving a person unable to breathe and unable to move arms, legs, and upper body #EventHashtag</p> <p>(1 of 2) If you've been near XXX area and have any symptoms of botulism, call 911 immediately #EventHashtag</p> <p>(2 of 2) Treatment for botulism must begin within 24 hours of the start of your symptoms #EventHashtag</p> <p>If you have symptoms go to ER or immediately call your doctor or local public health department: XXX-XXX-XXXX for instructions #EventHashtag</p> <p>For more information on the symptoms of botulism, visit http://1.usa.gov/1iDluKR #EventHashtag</p>	<p>Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Crying baby</p> <p>If you have been near XXX area and have any symptoms of botulism, call 9-1-1 immediately. For more information on botulism signs and symptoms, see the link below: Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Treatment for botulism must begin within 24 hours of the start of your symptoms. If left untreated, botulism can lead to paralysis, leaving a person unable to breathe & unable to move his/her arms, legs, and upper body. Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Hospital</p>	
<p>Exposure to Botulism</p>	<p>If you live in XXX area & think you were exposed to botulism call [health department/911] immediately #EventHashtag</p> <p>Cases of botulism are usually caused by consuming improperly preserved home-canned</p>	<p>If you live in XXX area or think you might have been exposed to the botulism toxin, call [health department/911] immediately even if you don't feel sick. Link: addurl.gov Image: Include a map of infected area</p>	

	<p>foods or beverages http://1.usa.gov/1iDluKR #EventHashtag</p> <p>Although difficult, botulism could be deliberately spread through the air #EventHashtag</p> <p>Health officials are working to find and treat anyone who might have been exposed to the botulism toxin #EventHashtag</p> <p>Officials are taking actions to prevent others from exposure to the botulism toxin. Botulism info: http://1.usa.gov/1iDluKR #EventHashtag</p> <p>Health officials will share info and give more instructions as the situation develops and they learn more #EventHashtag</p>	<p>Cases of botulism are usually caused by consuming improperly preserved home-canned foods or beverages. However, albeit difficult, botulism could be deliberately spread through the air.</p> <p>Link: addurl.gov</p> <p>Image: Needs a photo</p> <p>Health officials are working to find and treat anyone who might have been exposed to the botulism toxin and are also working to prevent others from exposure. We will share more information and give more instructions as we learn more.</p> <p>Link: addurl.gov</p> <p>Image: Needs a photo</p>	
<p>Incubation Period</p>	<p>Incubation period refers to the time after exposure when a person does not feel sick & shows no symptoms of disease #EventHashtag</p> <p>The botulism incubation period is usually 12-36 hrs but can range from 6 hrs to as late as 10 days http://1.usa.gov/1iDluKR #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 botulism incubation period is usually 12-36 hours but can range from 6 hours to as late as 10 days.</p> <p>Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Needs a photo</p>	

<p>Transmission</p>	<p>Botulism could result from consuming contaminated food or drinks or the toxin could be deliberately spread through the air #EventHashtag</p> <p>Botulism doesn't spread from person to person; therefore those who are sick don't need to be isolated http://1.usa.gov/1iDluKR #EventHashtag</p> <p>The botulism toxin is extremely strong and a small amount can make a person very sick #EventHashtag</p> <p>Source of botulism toxin is unknown right now. Follow safe food handling practices as a precaution: http://1.usa.gov/1iDluKR #EventHashtag</p> <p>Safe food handling practice 1of4: Avoid eating foods that may have a strange color, smell, or taste #EventHashtag</p> <p>Safe food handling practice 2of4: Boil all liquids, including water and milk, for 5 minutes to destroy the botulism toxin #EventHashtag</p> <p>Safe food handling practice 3of4: Cook food for at least 10 mins to an internal temp of 185 degrees F. Check w/ thermometer #EventHashtag</p>	<p>Botulism usually results from consuming contaminated food or drinks. However, there is a possibility that the toxin could be deliberately spread through the air. Image: Home-canned food</p> <p>Botulism does not spread from person to person; therefore there is no need to isolate those who are sick. The toxin is extremely strong, which means that exposure even to a small amount can make a person very sick. Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/ Image: Sick person</p> <p>Since we don't know the source of the botulism toxin right now, follow safe food handling practices as a precaution: avoid foods that look/smell/taste strange; boil liquids for 5 min.; cook food for at least 10 min.; use bleach w/ water to clean surfaces. For details: Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/ Image: Boiling water</p> <p>To avoid getting sick stay away from XXX area, where officials believe the toxin was released. Image: Map of area</p>	
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	<p>Safe food handling practice 4of4: Use 1 part bleach to every 10 parts water to clean surfaces where food is placed #EventHashtag</p> <p>To avoid getting sick stay away from XXX area, where officials believe the toxin was released #EventHashtag</p>		
Treatment	<p>Call 911 immediately if you show signs of botulism http://1.usa.gov/1AyFvMY #EventHashtag</p> <p>If you think you were exposed to the botulism toxin call your doctor immediately even if you don't feel sick #EventHashtag</p> <p>Getting medical attention as soon as possible and within 24 hours of the start of symptoms increases your chances of recovery #EventHashtag</p> <p>Botulism is treated w/ an "antitoxin." It's the only specific treatment for this condition along w/ intensive medical support #EventHashtag</p> <p>Antitoxin works by blocking the action of toxin circulating in the blood http://1.usa.gov/1iDluKR #EventHashtag</p>	<p>Call 911 immediately if you show signs of botulism.</p> <p>Link: http://www.bt.cdc.gov/agent/botulism/factsheet.asp</p> <p>Image: Needs a photo</p> <p>If you think you were exposed to the botulism toxin call your doctor immediately even if you don't feel sick. Getting medical attention as soon as possible and within 24 hours of the start of symptoms increases your chances of recovery.</p> <p>Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Needs a photo</p> <p>Botulism is treated with an "antitoxin," which blocks the action of toxin circulating in the blood. It is the only specific treatment for this condition in addition to intensive medical</p>	

Antitoxin can prevent symptoms from worsening & shorten recovery time but it can't cure the illness <http://1.usa.gov/1iDluKR> #EventHashtag

Physicians may try to remove contaminated food still in the gut by inducing vomiting/using enemas <http://1.usa.gov/1iDluKR> #EventHashtag

Recovery from botulism can take weeks or months <http://1.usa.gov/1iDluKR> #EventHashtag

If muscles involved in breathing become paralyzed, a respirator can help the patient during recovery <http://1.usa.gov/1iDluKR> #EventHashtag

With treatment, the paralysis associated with botulism will slowly improve <http://1.usa.gov/1iDluKR> #EventHashtag

Survivors of botulism poisoning may have fatigue/shortness of breath for yrs & may need long-term therapy to aid recovery #EventHashtag

Good supportive care in a hospital is the key form of therapy for all forms of botulism <http://1.usa.gov/1iDluKR> #EventHashtag

support. Antitoxin can prevent symptoms from worsening and shorten recovery time but cannot cure the illness.

Link:

<http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/>

Image: Needs a photo

If it's early enough in the botulism infection, physicians may try to remove contaminated food still in the gut by inducing vomiting and using enemas.

Link:

<http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/>

Image: Needs a photo

Recovery from botulism can take weeks or months. If the muscles involved in breathing become paralyzed, a respirator can help the patient during this time, and the paralysis will slowly improve.

Link:

<http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/>

Image: Hospital

Patients who survive an episode of botulism poisoning may have fatigue and shortness of breath for years and long-term therapy may be needed to aid recovery. Good supportive

	<p>Some botulism patients die from infections or other problems related to remaining paralyzed for weeks or months #EventHashtag</p> <p>In the past 50 years the proportion of patients with botulism who die has fallen from about 50% to 3-5% #EventHashtag</p> <p>Protect yourself and your family by following instructions from public health authorities #EventHashtag</p>	<p>care in a hospital is the key form of therapy for all forms of botulism.</p> <p>Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Hospital</p> <p>Some botulism patients die from infections or other problems related to remaining paralyzed for weeks or months. But in the past 50 years the proportion of patients with botulism who die has fallen from about 50% to 3-5%. Early treatment is essential.</p> <p>Link: http://www.cdc.gov/nczved/divisions/dfbmd/diseases/botulism/</p> <p>Image: Hospital</p> <p>Protect yourself and your family by following instructions from public health authorities.</p> <p>Image: Family</p>	
<p>Mental Health</p>	<p>Mental health services are available. Call XXX-XXX-XXXX or visit http://1.usa.gov/1krygvf #EventHashtag</p> <p>Feeling depressed or stressed? Mental health services are available in your area bit.ly/addurl #EventHashtag</p>	<p>Feeling depressed or stressed? Mental health services are in your available and in your area. Call XXX-XXX-XXXX or visit the link below.</p> <p>Link: http://emergency.cdc.gov/mentalhealth/</p> <p>Image: Link includes a photo</p> <p>Help yourself and your community heal. Visit the website below for tips.</p>	

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/addur #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 to help put scary info in a more balanced context

<http://1.usa.gov/1cTJLv0> #EventHashtag

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

disaster <http://1.usa.gov/1kwrc1R>

#EventHashtag

Talk to someone about your feelings to ease stress, even though it may seem difficult

<http://1.usa.gov/1mlxH8M> #EventHashtag

Retweet important messages from SAMHSA

Link:

<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

Talk to your children about their thoughts to help put scary information in a more balanced context.

Link:

http://www.cdc.gov/violenceprevention/pub/ coping_with_stress_tips.html

Image: Link includes a photo

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.

Link:

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

Image: Link includes a photo

<p>Check in with family</p>	<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 http://bit.ly/1F2yFjR #EventHashtag</p>	<p>Share important messages from SAMHSA</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. Link: addurl.gov Image: 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: Link: https://safeandwell.communityos.org/cms/index.safe.php Image: Link has an image</p>	
	<p>Social Service Needs</p>	<p>Retweet updates on social service needs from DPW, Salvation Army and United Way. If those agencies are not tweeting use the following messages:</p> <p>Volunteers needed! Please contact XXX for more info bit.ly/addurl #EventHashtag</p> <p><u>For Southeastern PA:</u></p>	<p>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:</p> <p>Volunteers needed to help following the botulism toxin release! Please contact XXX for more information. Link: addurl.gov Image: Needs a photo</p>

	<p>Have a non-emergency need? Call 2-1-1 or visit http://www.211sepa.org/ #EventHashtag</p> <p>If you are an agency that supports individuals in their homes, contact your county, call 2-1-1, or click here www.211sepa.org #EventHashtag</p> <p>Retweet important messages from city/Red Cross</p>	<p><u>For Southeastern PA:</u></p> <p>Have a non-emergency need? Call 2-1-1 or visit http://www.211sepa.org/</p> <p>Image: 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.</p> <p>Link: http://www.211sepa.org/</p> <p>Image: Add an image of 211 SEPA logo</p> <p>Share important messages from the city/Red Cross</p>	
<p>Rumor Control</p>	<p>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.</p> <p>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.</p> <p>If partnering/credible agencies adopt a Hashtag for rumor control (e.g. #RumorControl,</p>	<p>Be sure to actively monitor your audience for rumors and misinformation by monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</p> <p>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.</p>	

	#Mythbuster), use it when correcting misinformation.		
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Recovery	Twitter	Facebook	Image
General Updates	<p>FYI: We are using #EventHashtag for updates following the botulism outbreak. We encourage everyone to do the same.</p> <p>Watch the latest (insert time) press briefing on botulism from (PA DOH/Governor) bit.ly/addurl #EventHashtag</p>	<p>Watch the latest (insert time) press briefing following the botulism outbreak from (PA DOH/Governor). The next update on the botulism outbreak will take place at (insert date/time), so keep checking back for the latest information</p> <p>Link: addurl.gov</p> <p>Image: 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)

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

Tweet your botulism questions to us @(DOH Twitter Handle) and we'll try to answer them #EventHashtag

The next #EventHashtag update from (PA DOH/Governor) will take place at (insert date/time) Watch it at 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 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 Twitter Name) for updates on how to stay safe following the botulism outbreak.

Link: PA DOH's Twitter Page

Image: Use PA DOH Twitter Image

Want to receive updates about botulism 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")

(Be sure to provide messages detailing the specific steps that your agency and your partners are taking to further investigate the incident.)

	<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>		
Mental Health	<p>Mental health services remain open in your area. For more info visit bit.ly/addurl #EventHashtag</p> <p>Mental health services are open in XXX counties. For more info visit bit.ly/addurl #EventHashtag</p> <p>Mental health services will remain open until XXX day/time. For more info visit bit.ly/addurl #EventHashtag</p> <p>Coping with a pandemic can be stressful. SAMHSA is a free, confidential service to help http://1.usa.gov/1kwrc1R #EventHashtag</p> <p>Feeling depressed or stressed? Mental health services are in your area bit.ly/addurl #EventHashtag</p>	<p>Mental health services are open in XXX counties. They will remain open until XXXday/time. For more information call XXX-XXX-XXXX or visit the link below. Link: addurl.gov Image: Include a map of mental health facilities</p> <p>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</p> <p>Help yourself and your community heal. If you need help contact XXX-XXX-XXXX or visit the website below for tips.</p>	

	<p>Help yourself and your community heal: visit this website for tips http://1.usa.gov/ShAMxO #EventHashtag</p> <p>Give yourself time to heal. If you need help contact XXX-XXX-XXXX or visit bit.ly/addurl #EventHashtag</p> <p>Talk to someone about your feelings even though it may seem difficult to ease stress http://1.usa.gov/1krygvf #EventHashtag</p> <p>There are many things you can do to cope with this event: talk with family/friends/clergy http://1.usa.gov/1krygvf #EventHashtag</p> <p>Talk to your children about their thoughts. You do not have to have all the answers, just listen. http://1.usa.gov/1cTJLv0 #EventHashtag</p>	<p>Link: http://emergency.cdc.gov/masscasualties/copingpub.asp</p> <p>Image: Show a distressed person</p> <p>Talk to someone about your feelings to ease stress, even though it may seem difficult. There are many things you can do to cope with this event: talk with family, friends, or clergy.</p> <p>Link: http://emergency.cdc.gov/mentalhealth/</p> <p>Image: Show a distressed person</p> <p>Talk to your children about their thoughts. You do not have to have all the answers, just listen.</p> <p>Link: http://www.cdc.gov/violenceprevention/pub/coping_with_stress_tips.html</p> <p>Image: Link includes a photo</p>	
Medical supplies	<p>Retweet messages/maps about status of pharmacies from partner agencies</p> <p>Out of your daily meds? Click here for an updated map of pharmacies that are open in your area bit.ly/addurl #EventHashtag</p>	<p>Share messages/maps about status of pharmacies from partner agencies</p> <p>Out of your daily medication following the botulism outbreak? Check out this map for an updated look at which pharmacies are open in your area</p> <p>Link: addurl.gov</p> <p>Image: Include image of map</p>	

<p>Social Service Needs</p>	<p>Retweet updates on social service needs from DPW and United Way.</p> <p><u>For Southeastern PA:</u></p> <p>Have a non-emergency need? Call 2-1-1 #EventHashtag</p> <p>Home health agencies are needed to help homebound people following the botulism outbreak. Call 2-1-1 if your agency can help #EventHashtag</p>	<p>Share updates on social service needs from DPW and United Way. If those agencies are not posting on FB use the following messages:</p> <p><u>For Southeastern PA:</u></p> <p>Have a non-emergency need? Call 2-1-1 or visit http://www.211sepa.org/ Image: 211 SEPA logo</p> <p>Home health agencies are needed to help homebound people following the botulism outbreak. Call 2-1-1 or visit http://www.211sepa.org/ if your agency can help. Image: 211 SEPA logo</p>	
<p>Rumor control</p>	<p>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.</p> <p>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.</p>	<p>Be sure to actively monitor your audience for rumors and misinformation by monitoring the comments/questions people send to your accounts. Correct misinformation by providing accurate information as soon as possible.</p> <p>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.</p>	

If partnering/credible agencies adopt a Hashtag for rumor control (e.g. #RumorControl, #Mythbuster), use it when correcting misinformation.