

## Pneumonic Plague

Response	Twitter	Facebook	Image (Instagram)
<b>General Updates</b>	<p>FYI: We are using #EventHashtag for updates on the pneumonic plague release. We encourage everyone to do the same.</p> <p>Officials suspect that the bacteria that causes plague, a life-threatening infection, was released in XXXXXXXXXXXX area/building #EventHashtag</p> <p>Pneumonic plague is a serious, life-threatening infection caused by inhaling the bacteria. It can spread from person to person #EventHashtag</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 plague #EventHashtag</p> <p>As of now, <b>XXX</b> number of pneumonic plague cases have been confirmed #EventHashtag</p> <p>(1 of 2) We haven't confirmed the deliberate release of plague and don't know the extent/ 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 suspect that the bacteria that causes plague has been released in XXXXXXXXXXXX area/building. Pneumonic plague is a serious, life-threatening disease caused by the Yersinia pestis bacterium, and can spread from person to person.</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 the pneumonic plague bacteria. As of now, <b>XXX</b> number of plague 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>We haven't confirmed the deliberate release of plague and we don't know the extent or source of the release. However, we are working hard to figure out how people were exposed and will update you the moment we know more. #EventHashtag</p> <p><b>Link:</b> <a href="#">addurl.gov</a></p>	

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

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 release <http://1.usa.gov/1eOg392> #EventHashtag

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

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

**Image:** Include photo of Homeland Security logo

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](http://addurl.gov)

**Image:** Include photo of HHS logo

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

**Link:**

<http://www.bt.cdc.gov/agent/plague/faq.asp>

**Image:** Include photo of concerned person

We know this outbreak is scary, but officials are prepared to respond quickly and effectively.

**Link:**

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

**Image:** Link includes a photo of an official

**(If you are using a message that references your agency specifically, personalize the**

	<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>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><b>Where to go for more information</b></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>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 pneumonic plague 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>Have a Facebook account? Like <b>(DOH Facebook Page)</b> for more updates on #EventHashtag</p>	<p>Watch the latest <b>(insert time)</b> press briefing on pneumonic plague 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 or EMA Twitter name)</b> for updates on the spread of plague and what you can do to keep you and your family safe.</p> <p><b>Link:</b> PA DOH Twitter page</p> <p><b>Image:</b> Use PA DOH Twitter image</p> <p>Ask us your questions about pneumonic plague 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.</p> <p><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a></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 pneumonic plague 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>Image:</b> Include photo from press conference</p> <p>For important information and facts about pneumonic plague, like this/these organization(s): (list organizations)  <b>Link:</b> Organization(s) website  <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><b>What is Pneumonic Plague?</b></p>	<p>Pneumonic plague is a serious, contagious, and sometimes deadly infectious disease. Learn more <a href="http://1.usa.gov/1eOg392">http://1.usa.gov/1eOg392</a> #EventHashtag</p> <p>There is no vaccine for pneumonic plague – it must be treated with antibiotics.  <a href="http://1.usa.gov/1eOg392">http://1.usa.gov/1eOg392</a> #EventHashtag</p> <p>Do you know the difference between pneumonic and bubonic plague? Click here to learn more.  <a href="http://1.usa.gov/1eOg392">http://1.usa.gov/1eOg392</a> #EventHashtag</p> <p>Bubonic plague does occur naturally sometimes, but pneumonic plague rarely does, which why we are concerned #EventHashtag</p>	<p>Pneumonic plague is a serious, contagious, and sometimes deadly infectious disease caused by the Yersinia pestis bacterium. There is no vaccine for plague, but it can be treated with antibiotics. For more information visit the link below.  <b>Link:</b>  <a href="http://www.bt.cdc.gov/agent/plague/faq.asp">http://www.bt.cdc.gov/agent/plague/faq.asp</a>  <b>Image:</b> Include photo of medicine bottles</p> <p>Pneumonic plague is different from bubonic plague, which sometimes occurs naturally. Pneumonic plague rarely ever occurs naturally, which is why we are concerned. For more information visit the link below.</p>	

	<p>Pneumonic plague is caused by the Yersinia pestis bacterium, and can be treated with antibiotics  <a href="http://1.usa.gov/1jFpglK">http://1.usa.gov/1jFpglK</a> #EventHashtag</p> <p>Pneumonic plague is an infection of the lungs caused by inhaling the bacteria  <a href="http://1.usa.gov/1eOg392">http://1.usa.gov/1eOg392</a> #EventHashtag</p> <p>Yersinia pestis, when released into air, will survive for up to one hour, depending on conditions <a href="http://1.usa.gov/1jFpglK">http://1.usa.gov/1jFpglK</a> #EventHashtag</p> <p>Antibiotics should be given within 24 hours of the first symptoms to prevent a high risk of death <a href="http://1.usa.gov/1eOg392">http://1.usa.gov/1eOg392</a> #EventHashtag</p>	<p><b>Link:</b>  <a href="http://www.bt.cdc.gov/agent/plague/factsheet.asp">http://www.bt.cdc.gov/agent/plague/factsheet.asp</a></p> <p><b>Image:</b> Include photo of microscopic image</p> <p>Pneumonic plague is an infection of the lungs caused by inhaling the Yersinia pestis bacterium. This bacterium, when released into the air, can survive up to one hour, depending on conditions. Learn more:  <b>Link:</b>  <a href="http://www.bt.cdc.gov/agent/plague/faq.asp">http://www.bt.cdc.gov/agent/plague/faq.asp</a></p> <p><b>Image:</b> Needs a photo</p> <p>Early treatment of pneumonic plague is essential and should be given within 24 hours of the first symptoms to prevent a high risk of death. Click the below link for more information.  <b>Link:</b>  <a href="http://www.bt.cdc.gov/agent/plague/factsheet.asp">http://www.bt.cdc.gov/agent/plague/factsheet.asp</a></p> <p><b>Image:</b> Needs a photo</p>	
<p><b>Symptoms of Pneumonic Plague</b></p>	<p>Symptoms of pneumonic plague usually occur between 1 &amp; 6 days after contact with the plague bacteria <a href="http://1.usa.gov/1eOg392">http://1.usa.gov/1eOg392</a> #EventHashtag</p> <p>1of2: 1st symptoms of plague: fever/ headache/weakness/muscle</p>	<p>The symptoms of pneumonic plague usually occur within 1 to 6 days after a person has had contact with someone who is infected. For more information:  <b>Link:</b>  <a href="http://www.bt.cdc.gov/agent/plague/faq.asp">http://www.bt.cdc.gov/agent/plague/faq.asp</a></p> <p><b>Image:</b> Photo of an ill person</p>	

aches/cough/shortness of breath/chills  
<http://1.usa.gov/1eOg392> #EventHashtag

2of2: Other possible symptoms include: coughing up blood, nausea, vomiting, and abdominal pain  
<http://1.usa.gov/1eOg392> #EventHashtag

Plague symptoms may be similar flu symptoms; but, plague symptoms last longer / are more intense <http://1.usa.gov/1eOg392>  
#EventHashtag

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

The plague pneumonia gets worse for 2 to 4 days and may cause failure of the lungs and shock  
<http://1.usa.gov/1jFpglK> #EventHashtag

Without early treatment, pneumonic plague usually leads to lung failure, shock, & a quick death <http://1.usa.gov/1eOg392> #EventHashtag

For more information on pneumonic plague, including symptoms visit  
<http://1.usa.gov/1jFpglK> #EventHashtag

Be aware - the first symptoms of pneumonic plague are fever, headache, weakness, muscle aches, cough, shortness of breath, and chills. Other possible symptoms include coughing up blood, nausea, vomiting, and abdominal pain. Learn more:

**Link:**  
<http://www.bt.cdc.gov/agent/plague/faq.asp>

**Image:** Photo of an ill person

If you have been near **XXX area** and have any symptoms of pneumonic plague, call 9-1-1 immediately. For more information on plague signs and symptoms, see the link below:

**Link:**  
<http://www.bt.cdc.gov/agent/plague/faq.asp>

**Image:** Photo of an ill person

Early treatment of pneumonic plague is vital. Without it, pneumonia gets worse for 2 to 4 days and usually leads to lung failure, shock, and a quick death.

**Link:**  
<http://www.bt.cdc.gov/agent/plague/factsheet.asp>

**Image:** Needs a photo

For more information on the symptoms of pneumonic plague, visit:

<p><b>Exposure to Pneumonic Plague</b></p>		<p><b>Link:</b>  <a href="http://www.bt.cdc.gov/agent/plague/factsheet.asp">http://www.bt.cdc.gov/agent/plague/factsheet.asp</a>  <b>Image:</b> Needs a photo</p>	
	<p>If you live in <b>XXX</b> area &amp; think you were exposed to pneumonic plague call <b>(health department/911)</b> immediately #EventHashtag</p> <p>If you live in <b>XXX</b> area &amp; think you might have been exposed to plague avoid contact with others even if you don't feel sick #EventHashtag</p> <p>Health officials are working to find anyone who might have been exposed to the disease so they can be offered treatment #EventHashtag</p> <p>If you have been exposed, the right treatment may keep you from getting sick #EventHashtag</p> <p>Several antibiotics are effective for treating/preventing plague. They should be given within 24 hours of the first symptoms #EventHashtag</p> <p>Antibiotic treatment for 7 days will protect people who have had direct, close contact with infected <a href="http://1.usa.gov/1jFpglK">http://1.usa.gov/1jFpglK</a> #EventHashtag</p>	<p>If you live in <b>XXX</b> area or think you might have been exposed to pneumonic plague, call <b>(health department/9-1-1)</b> immediately and avoid contact with others even if you don't feel sick.</p> <p><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a>  <b>Image:</b> Include a map of infected area</p> <p>Health officials are working to find anyone who might have been exposed to the disease so they can be offered treatment.  <b>Link:</b> <a href="http://addurl.gov">addurl.gov</a>  <b>Image:</b> Include a photo of the antibiotics</p> <p>If you have been exposed to plague the right treatment may keep you from getting sick. Antibiotics are effective in preventing the onset of plague. In fact, 7 days of treatment will protect people who have had direct, close contact with the infected.  <b>Link:</b>  <a href="http://www.bt.cdc.gov/agent/plague/factsheet.asp">http://www.bt.cdc.gov/agent/plague/factsheet.asp</a>  <b>Image:</b> Needs a photo</p>	

<p><b>Incubation Period</b></p>	<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 pneumonic plague is 1-6 days <a href="http://1.usa.gov/1eOg392">http://1.usa.gov/1eOg392</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 pneumonic plague incubation period is 1-6 days.</p> <p><b>Link:</b> <a href="http://www.bt.cdc.gov/agent/plague/faq.asp">http://www.bt.cdc.gov/agent/plague/faq.asp</a></p> <p><b>Image:</b> Needs a photo</p>	
<p><b>Transmission</b></p>	<p>To limit the spread of plague health officials need to find &amp; treat those who are sick or were in direct contact w/ the sick #EventHashtag</p> <p>Pneumonic plague is usually spread through the respiratory droplets from a sick person (or animal) sneezing or coughing #EventHashtag</p> <p>Generally, transmission occurs through close and direct contact (within 6 feet) with a sick person <a href="http://1.usa.gov/1eOg392">http://1.usa.gov/1eOg392</a> #EventHashtag</p> <p>1of4: To avoid getting sick, stay away from people with flu-like symptoms and stay away from <b>XXX</b> area #EventHashtag</p> <p>2of4: Wearing a tight surgical mask protects against pneumonic plague infection <a href="http://1.usa.gov/1jFpglK">http://1.usa.gov/1jFpglK</a> #EventHashtag</p>	<p>To limit the spread of plague, health officials need to find and treat those who are sick or were in direct contact with the sick.</p> <p>Image: Sick person</p> <p>Generally, spread of pneumonic plague occurs through close and direct contact (within 6 feet) with a sick person. The disease is usually spread through the respiratory droplets from a sick person (or animal) sneezing or coughing.</p> <p><b>Link:</b> <a href="http://www.bt.cdc.gov/agent/plague/faq.asp">http://www.bt.cdc.gov/agent/plague/faq.asp</a></p> <p><b>Image:</b> Person coughing</p> <p>To avoid getting sick with pneumonic plague, stay away from people with flu-like symptoms and stay away from <b>XXX</b> area. Wearing a tight surgical mask also protects against infection.</p> <p><b>Link:</b> <a href="http://www.bt.cdc.gov/agent/plague/factsheet.asp">http://www.bt.cdc.gov/agent/plague/factsheet.asp</a></p> <p><b>Image:</b> Surgical mask</p>	



3of4: If you believe you are infected, stay away from others until you can get medical help <http://1.usa.gov/1jFpglK> #EventHashtag

4of4: If you are experiencing symptoms of pneumonic plague, cover your mouth when you cough <http://1.usa.gov/1jFpglK> #EventHashtag

Wear tight fitting surgical mask or use piece of cloth/makeshift mask if no other mask is available <http://1.usa.gov/1jFpglK> #EventHashtag

Plague is not spread from clothing, furniture, utensils, or bedding #EventHashtag

Both humans & animals can be hosts to pneumonic plague and can spread it through respiratory droplets <http://1.usa.gov/1pwoVpP> #EventHashtag

Stay away from and keep your children away from anyone with a confirmed case of pneumonic plague #EventHashtag

To diagnose plague, samples of blood/mucus/lymph node aspirate will be sent to a lab for testing <http://1.usa.gov/1eOg392> #EventHashtag

If you believe you are infected, try to stay away from others until you can get medical help. Be sure to cover your mouth when you cough, and wear a tight-fitting surgical mask (or makeshift mask if no other mask is available).

**Link:**

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

**Image:** Person wearing surgical mask

FYI - Plague is not spread from clothing, furniture, utensils, or bedding. It is transmitted by both humans and animals through respiratory droplets.

**Link:**

<http://www.bt.cdc.gov/agent/plague/faq.asp>

**Image:** Needs a photo

Stay away from and keep your children away from anyone with a confirmed case of pneumonic plague.

**Link:**

<http://www.bt.cdc.gov/agent/plague/faq.asp>

**Image:** Include photo of a child

If you believe you are infected with plague, you will be examined in order to be officially

	<p>If you don't have any symptoms/haven't been near <b>XXX</b> area/haven't been near someone sick with plague, you most likely were not exposed #EventHashtag</p>	<p>diagnosed. Samples of your blood, mucus, or lymph node aspirate will be sent to a lab for testing.  <b>Link:</b>  <a href="http://www.bt.cdc.gov/agent/plague/faq.asp">http://www.bt.cdc.gov/agent/plague/faq.asp</a>  <b>Image:</b> Needs a photo</p> <p>If you don't have any symptoms of pneumonic plague, haven't been near <b>XXX</b> area, and haven't been near someone sick with plague, you most likely were not exposed.  <b>Image:</b> Needs a photo</p>	
<p><b>Treatment</b></p>	<p>Call 911 immediately if you show signs of plague  <a href="http://1.usa.gov/1jFpglK">http://1.usa.gov/1jFpglK</a> #EventHashtag</p> <p>Live in <b>XXX</b> area &amp; have symptoms? Stay away from others &amp; call 911 immediately  #EventHashtag</p> <p>If you think you were exposed to plague call <b>(health department/9-1-1)</b> immediately even if you don't feel sick #EventHashtag</p> <p>There are enough antibiotics for everyone who needs them #EventHashtag</p> <p>There is no vaccine for pneumonic plague, but it can be effectively treated with antibiotics  <a href="http://1.usa.gov/1eOg392">http://1.usa.gov/1eOg392</a> #EventHashtag</p>	<p>Call 9-1-1 immediately if you show signs of pneumonic plague.  <b>Link:</b>  <a href="http://www.bt.cdc.gov/agent/plague/factsheet.asp">http://www.bt.cdc.gov/agent/plague/factsheet.asp</a>  <b>Image:</b> Doctor</p> <p>If you live in <b>XXX</b> area and have symptoms, stay away from others and call 9-1-1 immediately.  <b>Image:</b> Map of area</p> <p>If you think you were exposed to plague, call <b>(health department/9-1-1)</b> immediately, even if you don't feel sick.</p>	

Health officials are working to identify anyone who might have been exposed to the bacteria so they can be offered treatment #EventHashtag

Early treatment of pneumonic plague is really important <http://1.usa.gov/1eOg392> #EventHashtag

If you have symptoms, begin medical treatment as soon as possible to increase the chance of recovery <http://1.usa.gov/1eOg392> #EventHashtag

To prevent a high risk of death, antibiotics should be given within 24 hours of the first symptoms <http://1.usa.gov/1eOg392> #EventHashtag

Once a patient is diagnosed with pneumonic plague they should be hospitalized and medically isolated <http://1.usa.gov/1pwoVpP> #EventHashtag

A person exposed to someone with plague can avoid infection if he/she begins treatment within 7 days <http://1.usa.gov/1eOg392> #EventHashtag

Antibiotic treatment for 7 days will protect people who have had close contact with infected patients <http://1.usa.gov/1jFpglK> #EventHashtag

**Link:**

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

**Image:** Map of area

There is no vaccine for plague, but it can be effectively treated w/ antibiotics, and there are enough antibiotics for everyone who needs them. Health officials are working to identify anyone who might have been exposed to plague so they can receive treatment.

**Link:**

<http://www.bt.cdc.gov/agent/plague/faq.asp>

**Image:** Antibiotics

Early treatment of pneumonic plague is really important – if you have symptoms, begin treatment as soon as possible to increase the chance of recovery. Antibiotics should be given within 24 hours of the first symptoms to prevent a high risk of death.

**Link:**

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

**Image:** Antibiotics

Once a patient is diagnosed with pneumonic plague, he/she should immediately be hospitalized and medically isolated (separated from non-infected people).

	<p>Protect yourself and your family by following instructions from public health authorities #EventHashtag</p>	<p><b>Link:</b> <a href="http://www.cdc.gov/plague/faq/">http://www.cdc.gov/plague/faq/</a> <b>Image:</b> Hospital</p> <p>Antibiotic treatment within 7 days, and for 7 days, will protect those who have had close contact with infected patients. Continue to protect yourself and your family by following instructions from public health authorities. <b>Link:</b> <a href="http://www.bt.cdc.gov/agent/plague/factsheet.asp">http://www.bt.cdc.gov/agent/plague/factsheet.asp</a> <b>Image:</b> Antibiotics</p>	
<p><b>PODs</b></p>	<p>Antibiotics are available to treat plague. Learn more info &amp; find a Point of Dispensing near you <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p>PODs (Points of Dispensing) are providing plague antibiotics. Click here for info on PODs near you <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p>What is a Point of Dispensing (POD)? It's a place that gives out medication like pills or vaccinations during an emergency #EventHashtag</p> <p>PODs are for everyone, regardless of need/ability. Be patient w/ us, &amp; if you need extra time/service when arriving, just ask #EventHashtag</p>	<p>PODs (Points of Dispensing) are providing antibiotics to treat plague. They are for everyone, regardless of need or ability. Please be patient with us, and if you need extra time or service, just ask. Learn more information &amp; and find a POD near you with the link below. <b>Link:</b> <a href="http://addurl.gov">addurl.gov</a> <b>Image:</b> Include a map of local PODs</p> <p>What is a Point of Dispensing (POD)? It's a place that gives out medication like pills or vaccinations to protect the general public during an emergency. <b>Image:</b> Include picture of POD</p> <p>The head of your household can pick up medications for your entire family at the POD. <b>Image:</b> Include picture of POD</p>	

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

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

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

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

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

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

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

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

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

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

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

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

	<p>At POD, be prepared to fill out medical screening/consent forms. Info on the antibiotics will also be provided <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p><b>(Counseling services/Mental health resources)</b> will be available at your local POD <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p>	<p><b>Image:</b> Include a photo of required forms</p> <p>Once at POD, be prepared to fill out medical screening and consent forms. Information on the antibiotics will also be provided. <b>(Counseling services/Mental health resources)</b> will also be available at POD. <b>Link:</b> <a href="http://addurl.gov">addurl.gov</a></p> <p><b>Image:</b> Include photo of required forms</p>	
<p><b>Isolation of Pneumonic Plague Cases</b></p>	<p>Know the difference between quarantine and isolation? Click here to learn more: <a href="http://1.usa.gov/1gPmcCP">http://1.usa.gov/1gPmcCP</a> #EventHashtag</p>	<p>Do you know the difference between quarantine and isolation? Click here to learn more</p> <p><b>Link:</b> <a href="http://emergency.cdc.gov/preparedness/quarantine/index.asp">http://emergency.cdc.gov/preparedness/quarantine/index.asp</a></p> <p><b>Image:</b> Link includes Ready and HHS logos</p>	
<p><b>Mental Health</b></p>	<p>Mental health resources will be available at your local POD (Point of Dispensing). For hours &amp; locations: <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p>Mental health services resources are available. Call <b>XXX-XXX-XXXX</b> or visit <a href="http://1.usa.gov/1krygvf">http://1.usa.gov/1krygvf</a> #EventHashtag</p> <p>Feeling depressed or stressed? Mental health resources are available in your area <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p>	<p>Mental health resources will be available at your local POD (Point of Dispensing). For hours and locations call <b>XXX-XXX-XXXX</b> or visit the link below. <b>Link:</b> <a href="http://addurl.gov">addurl.gov</a></p> <p><b>Image:</b> Include a map of local PODs</p> <p>Feeling depressed or stressed? Mental health resources are in your available and in your area. Call <b>XXX-XXX-XXXX</b> or visit the link below. <b>Link:</b> <a href="http://emergency.cdc.gov/mentalhealth/">http://emergency.cdc.gov/mentalhealth/</a></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/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 don't have 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 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**

**Image:** Link includes a photo

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

**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. 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

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.

		<p><b>Link:</b>  <a href="http://www.disasterdistress.samhsa.gov/">http://www.disasterdistress.samhsa.gov/</a>  <b>Image:</b> Link includes a photo</p> <p><b>Share important messages from SAMHSA</b></p>	
<p><b>Check in with family</b></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  <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.</p> <p><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a>  <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:  <b>Link:</b>  <a href="https://safeandwell.communityos.org/cms/index.safe.php">https://safeandwell.communityos.org/cms/index.safe.php</a>  <b>Image:</b> Link has an image</p>	
<p><b>Pets</b></p>	<p>Stay away from and keep your pets away from anyone who might have pneumonic plague  <a href="http://1.usa.gov/1pwoVpP">http://1.usa.gov/1pwoVpP</a> #EventHashtag</p>	<p>Remember, animals can also host pneumonic plague. Stay away from and keep your pets away from anyone who might be infected.  <b>Link:</b> <a href="http://www.cdc.gov/plague/faq/">http://www.cdc.gov/plague/faq/</a>  <b>Image:</b> Use photo of a dog or cat</p>	



<p><b>Social Service Needs</b></p>	<p><b>Retweet updates on social service needs from DPW, Salvation Army, and United Way. If those agencies are not tweeting use the following messages:</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>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:</b></p> <p>Volunteers needed to help following the pneumonic plague release! Please contact <b>XXX</b> for more information.</p> <p><b>Link:</b> <a href="http://addurl.gov">addurl.gov</a>  <b>Image:</b> Volunteer</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>  <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.  <b>Link:</b> <a href="http://www.211sepa.org/">http://www.211sepa.org/</a>  <b>Image:</b> Add an image of 211 SEPA logo</p> <p><b>Share important messages from the city/Red Cross</b></p>	
<p><b>Rumor Control</b></p>	<p><b>Be sure to actively monitor your audience for rumors and misinformation by searching for trending hashtags and monitoring the</b></p>	<p><b>Be sure to actively monitor your audience for rumors and misinformation by monitoring the comments/questions people send to</b></p>	

	<p>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, #Mythbuster), use it when correcting misinformation.</p>	<p>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>	
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Recovery	Twitter	Facebook	Image
General Updates	<p>FYI: We are using #EventHashtag for updates following pneumonic plague. We encourage everyone to do the same.</p> <p>Watch the latest (insert time) press briefing on pneumonic plague from (PA DOH/Governor) <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p><b>(*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)</b></p> <p><b>(*Tweet key messages from press conference)</b></p>	<p>Watch the latest (insert time) press briefing following the plague outbreak from (PA DOH/Governor). The next update on the plague outbreak will take place at (insert date/time), 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 @(insert DOH Twitter Name) for updates on how to stay safe following the pneumonic plague outbreak.</p> <p><b>Link:</b> PA DOH’s Twitter Page</p>	

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

Tweet your plague 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](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 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

**(\*Monitor and Retweet 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")**

**Image:** Use PA DOH Twitter Image

Want to receive updates about pneumonic plague 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><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>		
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 this situation 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>Feeling depressed or stressed? Mental health services are in your area <a href="http://bit.ly/addurl">bit.ly/addurl</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. <b>Link:</b> <a href="http://addurl.gov">addurl.gov</a> <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>XXXday/time</b>. For more information call <b>XXX-XXX-XXXX</b> or visit the link below. <b>Link:</b> <a href="http://addurl.gov">addurl.gov</a> <b>Image:</b> Include a map of mental health facilities</p> <p>Coping with this situation can be stressful. SAMHSA is a free, confidential service to help if you are feeling depressed or stressed. <b>Link:</b> <a href="http://www.disasterdistress.samhsa.gov/">http://www.disasterdistress.samhsa.gov/</a> <b>Image:</b> Link includes a photo</p>	

	<p>Talk to your children about their thoughts. You do not need to have all the answers, just listen #EventHashtag</p> <p>Help yourself and your community heal: visit this website for tips <a href="http://1.usa.gov/ShAMxO">http://1.usa.gov/ShAMxO</a> #EventHashtag</p> <p>Give yourself time to heal. If you need help contact XXX-XXX-XXXX or visit <a href="http://bit.ly/addurl">bit.ly/addurl</a> #EventHashtag</p> <p>Talk to someone about your feelings to ease stress, even though it may seem difficult <a href="http://1.usa.gov/1mlxH8M">http://1.usa.gov/1mlxH8M</a> #EventHashtag</p> <p>There are many things you can do to cope with this event: talk with family/friends/clergy <a href="http://1.usa.gov/1krygvf">http://1.usa.gov/1krygvf</a> #EventHashtag</p>	<p>Talk to your children about their thoughts. You do not need to have all the answers, just listen. <b>Image:</b> Parent talking to child</p> <p>Help yourself and your community heal. If you need help contact XXX-XXX-XXXX or visit the website below for tips. <b>Link:</b> <a href="http://emergency.cdc.gov/masscasualties/copingpub.asp">http://emergency.cdc.gov/masscasualties/copingpub.asp</a> <b>Image:</b> 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/clergy. <b>Link:</b> <a href="http://emergency.cdc.gov/mentalhealth/">http://emergency.cdc.gov/mentalhealth/</a> <b>Image:</b> Show a distressed person</p>	
Medical supplies	<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="http://bit.ly/addurl">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 pneumonic plague outbreak? Check out this map for an updated look at which pharmacies are open in your area <b>Link:</b> <a href="http://addurl.gov">addurl.gov</a> <b>Image:</b> Include image of map</p>	

PODs/Vaccination Centers	<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.  <b>Link:</b> <a href="#">addurl.gov</a>  <b>Image:</b> Show map of location</p>	
Social Service Needs	<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* or visit <a href="http://www.211sepa.org/">http://www.211sepa.org/</a> #EventHashtag</p> <p>If you are an agency that supports individuals in their homes, get in touch w/ your county by contacting them directly, or by calling 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>  <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, or by calling 2-1-1.  <b>Image:</b> 2-1-1 SEPA (or other local 2-1-1) 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</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. Correct misinformation by</b></p>	

**accounts. Correct misinformation by providing accurate information as soon as possible.**

**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.**

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

**providing accurate information as soon as possible.**

**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.**