Smallpox

Response	Twitter	Facebook	Image (Instagram)
General Updates	FYI: We are using #EventHashtag for updates on the smallpox release. We encourage everyone to do the same. Officials suspect that smallpox, a life-threatening virus, has been released in **XXXXXXXXX** area/building #EventHashtag Smallpox is a serious, life-threatening disease caused by a virus (variola virus). This virus can spread from person to person #EventHashtag Officials believe that people who were at **(insert location)** on **(insert date and time)** may have been exposed to smallpox #EventHashtag **XXX** number of cases have been reported with symptoms of smallpox #EventHashtag Public health authorities are investigating this incident. Updates will be made when we know more #EventHashtag (1 of 2) We have not confirmed the deliberate release of Smallpox & do not know the extent or source of the outbreak at this time #EventHashtag	Officials suspect that smallpox has been released in **XXXXXXXXX** area/building. Smallpox is a serious, life-threatening disease caused by the variola virus. This virus can spread from person to person. **Link**: addurl.gov **Image**: Include a photo of a map of infected area Officials believe that people who were at **(insert location)** on **(insert date and time)** may have been exposed to smallpox. **XXX** cases have been reported with symptoms of smallpox. **Link**: addurl.gov **Image**: Include a map of infected area We have not confirmed the deliberate release of Smallpox & 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**: Needs a photo	

(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

By staying informed & following instructions from health officials you can help protect yourself & your family from the threat #EventHashtag

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

Protect you, your family, & your community by staying informed and following instructions from health officials #EventHashtag

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

We know this outbreak is scary, but officials are prepared to respond quickly & effectively http://1.usa.gov/1ofS2OJ #EventHashtag

There is a detailed response plan designed to quickly vaccinate people and contain the release http://1.usa.gov/1ofS2OJ
 #EventHashtag

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: Needs a photo

Protect you, your family, and your community by staying informed and following instructions from health officials. Public health authorities are working hard to respond to this release.
Link: addurl.gov
Image: Needs a photo

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 vaccinate people and contain the outbreak.
Link:
http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Needs a photo

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

	(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.)**	**Link**: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp **Image**: Link includes a photo **(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.)**	
Where to go for more information	Follow **@(insert DOH Twitter handle)** for updates on #EventHashtag Other good organizations to follow for up to date information include (insert Twitter handles of appropriate federal/state/local officials) #EventHashtag Click here for more information from **(CDC/WHO)** bit.ly/addurl #EventHashtag Have a Facebook account? Like **(DOH Facebook Page)** for more updates on #EventHashtag	Watch the latest **(insert time)** press briefing on smallpox from (PA DOH/Governor). The next update on smallpox will take place at **(insert date/time),** keep checking back for the latest information **Link**: addurl.gov **Image**: Include photo from press conference Have a Twitter account? If so, follow **@(insert DOH or EMA Twitter name)** for updates on the spread of smallpox and what you can do to keep you and your family safe. **Link**: PA DOH Twitter page **Image**: Use PA DOH Twitter image	

	Text "Follow **(insert DOH Twitter handle)**" to 40404 to receive updates via text message #EventHashtag Watch the latest **(insert time)** press briefing on smallpox 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 Tweet your smallpox 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	Ask us your questions about Smallpox by commenting on this post and we'll do our best to answer them. By staying informed & following instructions from health officials, you can help to protect yourself and your family from this threat. **Link**: addurl.gov **Image**: Include photo from press conference For important information and facts about smallpox, 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 3-1-1 **Or equivalent non-emergency contact center in your area)**.	
What is Smallpox?	Smallpox is a serious, contagious, and sometimes fatal infectious disease. Learn more http://1.usa.gov/1f2ZJVG #EventHashtag Smallpox can be prevented by vaccination, even after exposure http://1.usa.gov/1f2ZJVG #EventHashtag	Smallpox is a serious, contagious, and sometimes fatal infectious disease. Smallpox can be prevented by vaccination, even after exposure. For more information visit the link below. **Link**: http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp	

	Smallpox is caused by the variola virus. A single confirmed case is an emergency http://1.usa.gov/1ofS2OJ #EventHashtag Most people with smallpox will recover, but death may occur in 3 out 10 people http://1.usa.gov/Ra78co #EventHashtag Skin scarring can occur, rarely vision will be affected http://1.usa.gov/Ra78co #EventHashtag	**Image**: Link includes a photo Smallpox is caused by the variola virus. A single confirmed case is an emergency. **Link**: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp **Image**: Link includes a photo Skin scarring can occur, and rarely vision will be affected. The majority of people with smallpox will recover, but death may occur in 3 out of 10 people. **Link**: http://www.bt.cdc.gov/agent/smallpox/faq/smallpox_disease.asp **Image**: Link includes a photo	
Symptoms of Smallpox	Within 7-17 days after exposure, the first symptoms of smallpox can appear http://1.usa.gov/1ofS2OJ #EventHashtag First smallpox symptoms include high fever, head/body aches & sometimes vomiting http://1.usa.gov/1f2ZJVG #EventHashtag At onset of first symptoms of smallpox, people are usually too sick to carry on daily activities http://1.usa.gov/1f2ZJVG #EventHashtag	The first symptoms of smallpox are fever, malaise, head & body aches, and sometimes vomiting. At the onset of the first symptoms of smallpox, people are usually too sick to carry on daily activities. progression **Link**: http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp **Image**: Link includes a photo Within 7-17 days of exposure, the first symptoms of smallpox can appear. These	

Initial symptoms of smallpox only last 2-4 days and some people may be contagious http://1.usa.gov/1f2ZJVG #EventHashtag

After early symptoms, a rash forms, turns to bumps, which eventually scab/fall off. For more details: http://1.usa.gov/1f2ZJVG #EventHashtag

(1 of 2) A person may be contagious as soon as first symptoms (like fever) appear http://1.usa.gov/1f2ZJVG #EventHashtag

(2 of 2) A person is most contagious when rash appears & stays contagious until last scab falls off http://1.usa.gov/1f2ZJVG #EventHashtag

For more information on smallpox, including symptoms visit http://1.usa.gov/1f2ZJVG #EventHashtag

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

include fever, tiredness, head & body aches, and sometimes vomiting.
Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Link includes a photo

Initial symptoms of smallpox only last 2-4 days. Some people may be contagious during this time.
Link: http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp
Image: Link includes a photo

After initial smallpox symptoms appear, the following takes place: (1) a rash appears; (2) the rash turns to raised bumps; (3) the raised bumps fill with liquid; (4) the liquid bumps turn hard; (5) the hard bumps form a scab. Learn more information about smallpox symptoms here:
Link: http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp
Image: Link includes a photo

A person may be contagious as soon as first symptoms appear, but is most contagious when the rash appears and remains

		contagious until the last scab falls off. Learn more here: **Link**: http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp **Image**: Link includes a photo For detailed information on smallpox, including symptoms, visit: http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp **Image**: Link needs an image If you have been near **XXX area** and have any symptoms of smallpox, call 9-1-1 immediately. For more information on smallpox signs and symptoms, see the link below: **Link:** http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp **Image**: Serious person on the phone	
Exposure to Smallpox	If you live in **XXX** area & think you were exposed to smallpox call **[health department/911]** immediately #EventHashtag If you live in **XXX** area & think you might have been exposed to smallpox avoid contact with others even if you don't feel sick #EventHashtag	If you live in **XXX** area or think you might have been exposed to smallpox, call **[health department/911]** immediately and avoid contact with others even if you don't feel sick. **Link**: addurl.gov **Image**: Include a map of infected area	

	Health officials are working to identify anyone who might have been exposed to the virus so they can be offered vaccination #EventHashtag If a person has had smallpox before, they are immune to the disease http://1.usa.gov/Ra78co #EventHashtag	Health officials are working to identify anyone who might have been exposed to the virus so they can be offered a vaccination. **Link**: bit.ly/addurl **Image**: Include a photo of the vaccination If a person has had smallpox before, they are immune to the disease. **Link**: http://www.bt.cdc.gov/agent/smallpox/faq/smallpox_disease.asp **Image**: Link includes a photo	
Incubation Period	Incubation period refers to the time after exposure when a person does not feel sick & shows no symptoms of disease #EventHashtag Smallpox incubation period is 12-14 days, but can range 7-17 days. Not contagious during this time http://1.usa.gov/1f2ZJVG #EventHashtag During the incubation period of smallpox, people are not contagious http://1.usa.gov/1f2ZJVG #EventHashtag	The incubation period is the time after exposure when a person does not feel sick and shows no symptoms of the disease. Smallpox incubation period is 12-14 days, but can range from 7-17 days. During the incubation period of smallpox, people are not contagious. **Link**: http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp **Image**: Link includes a photo	
Transmission	Smallpox is usually spread through the respiratory droplets from a sick person sneezing or coughing #EventHashtag	Smallpox is usually spread though the respiratory droplets from a sick person sneezing or coughing. Generally, direct and lengthy contact is required to spread smallpox from one person to another.	

Generally, direct and prolonged contact is required to spread smallpox from one person to another http://1.usa.gov/1ofS2OJ #EventHashtag

Close/intimate/household contacts of smallpox patients with a rash are most susceptible to smallpox http://1.usa.gov/TQysPi #EventHashtag

A person can be exposed to someone who has smallpox and not become sick http://1.usa.gov/1ofS2OJ #EventHashtag

Smallpox can spread thru direct contact w/ infected bodily fluids or contaminated items like bedding http://1.usa.gov/1ofS2OJ #EventHashtag

Rarely, smallpox has been spread by virus carried in the air in enclosed spaces like buildings/buses http://1.usa.gov/1ofS2OJ #EventHashtag

Only humans can get sick from and spread to the smallpox virus http://1.usa.gov/1f2ZJVG #EventHashtag

Smallpox is not known to be transmitted by insects or animals http://1.usa.gov/1f2ZJVG #EventHashtag

Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Link includes a photo

Close/intimate/household contacts of smallpox patients with a rash are most susceptible to smallpox. However, a person can be exposed to someone who has smallpox and not become sick.
Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Link includes a photo

Smallpox can spread through direct contact with infected bodily fluids or contaminated items like bedding or clothing.
Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Link includes a photo

Rarely, smallpox has been spread by virus carried in the area in enclosed spaces like buildings/buses.
Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Link includes a photo

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	Sick person most contagious w/ onset of rash & stay contagious until the last scab falls off http://1.usa.gov/Ra78co #EventHashtag A person with fever is sometimes contagious, but they become most contagious when they get a rash http://1.usa.gov/1ofS2OJ #EventHashtag In the past, smallpox patients infected close or household members but not casual contacts http://1.usa.gov/TQysPi #EventHashtag Measles, influenza, and whooping cough are each more contagious than smallpox http://1.usa.gov/TQysPi #EventHashtag	Only humans can get sick from and spread the smallpox virus. Smallpox is not known to be transmitted by insects or animals. **Link**: http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp **Image**: Link includes a photo A person with a fever is sometimes contagious, but they become most contagious when they get a rash. A sick person stays contagious until the last scab falls off. **Link**: http://www.bt.cdc.gov/agent/smallpox/faq/smallpox_disease.asp **Image**: Link includes a photo Measles, influenza, and whooping cough are each more contagious than smallpox. **Link**: http://www.bt.cdc.gov/agent/smallpox/disease/movies.asp **Image**: Link includes a photo	
Treatment & Vaccination	If you've been near **XXX area** and have any symptoms of smallpox, call 911 immediately #EventHashtag If you think you were exposed to smallpox call **[health department/911]** immediately even if	If you've been near **XXX area** and have any symptoms of smallpox, call 911 immediately **Link**: http://www.bt.cdc.gov/agent/smallpox/overview/disease-facts.asp **Image**: Link includes a photo	

you don't feel sick http://1.usa.gov/1ofS2OJ #EventHashtag

Avoid contact with anyone who is suspected to have smallpox http://1.usa.gov/1ofS2OJ #EventHashtag

If someone in your house becomes sick, separate them & clean all bedding and clothing with bleach and hot water #EventHashtag

There is an effective vaccine that can help prevent smallpox and there is enough vaccine to give to everyone who needs it #EventHashtag

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

If given to a person before exposure to smallpox, the vaccine can help to protect them http://1.usa.gov/1ofS2OJ #EventHashtag

Vaccination within 3 days after exposure may prevent or greatly lessen the severity of smallpox http://1.usa.gov/1ofS2OJ #EventHashtag

Vaccination 4 to 7 days after exposure likely offers some protection or may decrease the severity http://1.usa.gov/1ofS2OJ #EventHashtag

If you think you were exposed to smallpox call **[health department/911]** immediately, even if you don't feel sick.
Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Link includes a photo

Avoid contact with anyone who is suspected to have smallpox. If someone in your house becomes sick, separate them and clean all bedding and clothing with bleach and hot water.
Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Needs a photo

There is an effective vaccine that can help prevent smallpox and there is enough vaccine to give to everyone who needs it. Health officials are working to identify anyone who might have been exposed to the virus so they can be offered vaccination.
Link: addurl.gov
Image: Needs a photo

If given to a person before exposure to smallpox, the vaccine can help to protect them.

Vaccination will not protect smallpox patients who already have a rash http://1.usa.gov/1ofS2OJ #EventHashtag

Anyone who has had contact with a smallpox patient should get a vaccination as soon as possible http://1.usa.gov/1ofS2OJ #EventHashtag

Had contact with a smallpox patient? Get vaccinated as soon as possible & watch for signs of smallpox http://1.usa.gov/1ofS2OJ #EventHashtag

Patients with smallpox can benefit from supportive therapy: IV fluids/medicine to control fever/pain http://1.usa.gov/Ra78co #EventHashtag

Antibiotics can be prescribed for any secondary bacterial infections caused by smallpox http://1.usa.gov/Ra78co #EventHashtag

Protect yourself and your family by following instructions from public health authorities http://1.usa.gov/1ofS2OJ #EventHashtag

Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Link includes a photo

Vaccination within 3 days after exposure may prevent or greatly lessen the severity of smallpox. Vaccination 4-7 days after exposure likely offers some protection or may decrease the severity. Vaccination will not protect smallpox patients who already have a rash.
Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Link includes a photo

While smallpox can be prevented through the vaccine, there is no proven treatment. Protect yourself and your family by following instructions from public health authorities.
Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp
Image: Link includes a photo

Anyone who has had contact with a smallpox patient should get a vaccination as soon as possible and watch for signs and symptoms of smallpox.

		Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp **Image**: Link includes a photo Patients with smallpox can benefit from supportive medical care even though there is no specific treatment. Antibiotics can also be prescribed for any secondary bacterial infections that may occur. **Link**: http://www.bt.cdc.gov/agent/smallpox/faq/smallpox_disease.asp **Image**: Link includes a photo	
PODs/Vaccination Centers	Public Health officials are providing smallpox vaccines. Learn more info & find a distribution center near you bit.ly/addurl #EventHashtag PODs (Points of Dispensing) are providing smallpox vaccine. Click here for info on PODs near you bit.ly/addurl #EventHashtag What is a Point of Dispensing (POD)? It's a place that gives out medication like pills or vaccinations during an emergency #EventHashtag PODs are for everyone regardless of need/ability. Pls be patient w/ us & if you need extra time/service just ask bit.ly/addurl #EventHashtag	PODs (Points of Dispensing) are providing smallpox vaccine. Learn more information and find a distribution center near you with the link below. **Link**: addurl.gov **Image**: Include a map of local PODs 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. **Image**: Include picture of POD PODs are for everyone, regardless of need or ability. Please be patient with us, and if you need extra time or service, just ask. Learn	

Vaccines available today at **XXX** from **X** am to **X** pm. Bring ID. No health insurance or payment needed bit.ly/addurl #EventHashtag

PODs will be opening at **day/time**. Please visit bit.ly/addurl for locations and more information #EventHashtag

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

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

Reminder: POD at **(location)** will be closing at **XXXtime/day** bit.ly/addurl #EventHashtag

Free transport will be provided to and from POD sites. Site also has free parking bit.ly/addurl #EventHashtag

Once at POD, be prepared to fill out medical screening/consent forms. Info on the vaccine will also be provided 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 #EventHashtag

more information & find a POD near you with the link below.
Link: addurl.gov
Image: Include a map of local PODs

Vaccines are available today at **XXX** from **XX** am to **XX** pm. Bring ID. No health insurance or payment needed.
Link: 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
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 **XXXopendate** until **XXXclosedate**. For more information visit the link below.
Link: addurl.gov
Image: Include a map of local PODs

Reminder: POD at (location) will be closing at **XXXtime/day**. For more information visit the link below.
Link: addurl.gov
Image: Include a map of local PODs

Free transport will be provided to and from POD sites. Site also has free parking. Bring

		ID/necessary filled out forms to POD. It is not a shelter, do not bring overnight bag/money. **Link**: addurl.gov **Image**: Include a photo of required forms Once at POD, be prepared to fill out medical screening/consent forms. Information on the vaccine will also be provided. **(Counseling services/Mental health resources)** will be available at POD. **Link**: addurl.gov **Image**: Include photo of required forms	
	(Counseling services/Mental health resources) will be available at your local POD bit.ly/addurl #EventHashtag		
Vaccination Details	The best way to prevent smallpox is through vaccination http://1.usa.gov/1ofS2OJ #EventHashtag Smallpox vaccine cannot cause smallpox. Was used previously to remove smallpox from human population http://1.usa.gov/1ioDQ19 #EventHashtag Smallpox vaccine is not a "shot" like other vaccinations http://1.usa.gov/1ioDQ19 #EventHashtag Smallpox vaccine administered as a two-pronged needle that is dipped into vaccine solution http://1.usa.gov/1ioDQ19 #EventHashtag	The best way to prevent smallpox is through getting vaccinated. The smallpox vaccine cannot cause smallpox. It was successfully used to eradicate smallpox from the human population in the past. **Link**: http://www.bt.cdc.gov/agent/smallpox/vaccination/faq.asp **Image**: Link includes a Ready logo The smallpox vaccine is not a "shot" like other vaccinations. It is administered as a two-pronged needle that is dipped into the vaccine solution. **Link**: http://www.bt.cdc.gov/agent/smallpox/vaccination/faq.asp	http://emergency.cdc.gov/agent/smallpox/images/hand_position_for_vaccination.jpg **<Photo of what vaccination looks like>** http://www.bt.cdc.gov/images/VAXSIT5A.jpg **<Photo of**

	If after 3-4 days of getting vaccinated you do not develop a red/itchy bump days, contact your local health department #EventHashtag	**Image**: Include a photo of smallpox vaccine (see Instagram column)	**reaction to vaccine>**
	Do not rub/scratch vaccination site until scab falls off. Wash hands after changing bandage #EventHashtag	After smallpox vaccination, a red/itchy bump will develop in 3-4 days at the vaccine site. If you do not develop a red/itchy bump, contact your local health department. Do not rub/scratch the vaccination site until the scab falls off. Keep it covered until scab has formed and wash hands after changing bandages.	
	Keep vaccine site covered until scab has formed #EventHashtag	**Link**: http://www.bt.cdc.gov/agent/smallpox/vaccination/faq.asp	
	If vaccine is given to you before exposure to smallpox, you're protected from the disease http://1.usa.gov/1ofS2OJ #EventHashtag	**Image**: Link includes a Ready logo; consider vaccine reaction photo in Instagram column	
	No one will be forced to get vaccinated, even if they were exposed to smallpox http://1.usa.gov/1ofS2OJ #EventHashtag	If the vaccine is given to you before exposure to smallpox, you're protected from the disease. No one will be forced to get vaccinated, even if they were exposed to smallpox.	
	Smallpox doesn't spread as easily as measles/flu, vaccination/isolation can wipe out the disease http://1.usa.gov/1ofS2OJ #EventHashtag	**Link**: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp	
	Even if you have previously received the smallpox vaccination, you should be revaccinated now #EventHashtag	**Image**: Link includes a photo	
		Smallpox doesn't spread as easily as measles or flu. Vaccination and isolation can wipe out the disease.	

		Link: http://www.bt.cdc.gov/agent/smallpox/basics/outbreak.asp **Image**: Link includes a photo Even if you have previously received the smallpox vaccination, you should be revaccinated now. **Link**: http://www.bt.cdc.gov/DocumentsApp/46b.pdf **Image**: Patient receiving vaccination	
Vaccination Side Effects	The risks posed by smallpox are far greater than those posed by the vaccine http://1.usa.gov/1lW65IG #EventHashtag Concerned about a side effect from your smallpox vaccine? Call **XXX-XXX-XXXX** to report and find out what to do next http://1.usa.gov/1ju6ygF #EventHashtag For information on smallpox vaccine side effects visit http://1.usa.gov/1ioDQ19 #EventHashtag	The risks posed by smallpox are far greater than those posed by the vaccine. **Link**: http://www.bt.cdc.gov/agent/smallpox/vaccination/facts.asp **Image**: Link includes a photo Are you concerned about a side effect from your smallpox vaccine? Call **XXX-XXX-XXXX** to report it and call your doctor to find out what to do next. **Link**: https://vaers.hhs.gov/index **Image**: Link includes a photo	
Isolation of Smallpox Cases	Public officials may enforce isolation and quarantine laws in order to prevent the spread of smallpox. http://1.usa.gov/1ofS2OJ #EventHashtag	Public officials may enforce isolation and quarantine laws in order to prevent the spread of smallpox. Do you know the	

Mental Health	Know the difference between quarantine and isolation? Click here to learn more: http://1.usa.gov/1gPmcCP #EventHashtag	difference between quarantine and isolation? Click here to learn more **Link**: http://1.usa.gov/1ofS2OJ, http://1.usa.gov/1gPmcCP **Image**: Link includes Ready and HHS logos	
	Mental health services will be available at your local POD (Point of Dispensing). For hours & locations: bit.ly/addurl #EventHashtag	Mental health services 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 **Image**: Include a map of local PODs	
	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 #EventHashtag	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 this website for tips http://1.usa.gov/ShAMxO #EventHashtag	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. Contact friends/family or **XXX-XXX-XXXX** 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	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.	

	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 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/1krygvf #EventHashtag **Retweet important messages from SAMHSA**	**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 **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 **Share important messages from SAMHSA**	
Check in with family	Update your social networks or text family/friends to say you're OK. Phone lines may be jammed #EventHashtag If it safe to go outside, check on neighbors, family who are worried or may need help #EventHashtag	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	

	Use Red Cross' Safe and Well site to let your family and friends know that you are ok http://bit.ly/1F2yFjR #EventHashtag	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	
Pets	For information on keeping your pets safe: http://bit.ly/1pLSjfh #EventHashtag	For information on keeping your pets safe visit the link below. **Link**: https://www.vaccines.mil/documents/1076petsBrochure.pdf **Image**: Use photo of a dog or cat	
Social Service Needs	**Retweet updates on social service needs from DPW, Salvation Army, and United Way. If those agencies are not tweeting use the following messages:** Volunteers needed! Please contact **XXX** for more info bit.ly/addurl #EventHashtag **For Southeastern PA:** Need food, shelter, or clothing? Call 211 #EventHashtag	**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:** Volunteers needed to help following the smallpox release! Please contact **XXX** for more information. **Link**: addurl.gov **Image**: Needs a photo **For Southeastern PA:** Are you in need food, shelter, or clothing? Call 2-1-1 or visit http://www.211sepa.org/	

	If you are an agency that supports individuals in their homes, contact your county, call 211, or click here www.211sepa.org #EventHashtag **Retweet important messages from city/Red Cross**	Image: 211 SEPA logo 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. **Link**: http://www.211sepa.org/ **Image**: Add an image of 211 SEPA logo **Share important messages from the city/Red Cross**	
Rumor Control	**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.** **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.**	**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.** **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.**	

Recovery	Twitter	Facebook	Image
General Updates	FYI: We are using #EventHashtag for updates following smallpox. We encourage everyone to do the same.	Watch the latest (insert time) press briefing following the smallpox outbreak from (PA DOH/Governor). The next update on the smallpox outbreak will take place at (insert date/time), so keep checking back for the latest information	

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

(*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 smallpox 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

Link: addurl.gov
Image: Include photo from press conference

Have a Twitter account? If so, follow @(insert DOH Twitter Name) for updates on how to stay safe following the smallpox outbreak.
Link: PA DOH's Twitter Page
Image: Use PA DOH Twitter Image

Want to receive updates about smallpox 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"

	(*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"** **Be sure to provide messages detailing the specific steps that your agency and your partners are taking to further investigate the incident.)**	**Be sure to provide messages detailing the specific steps that your agency and your partners are taking to further investigate the incident.)**	
Mental Health	PODs are closing but mental health services will remain open. For more info call **XXX-XXX-XXXX** or visit bit.ly/addurl #EventHashtag Mental health services remain open in your area. For more info visit bit.ly/addurl #EventHashtag Mental health services are open in **XXX** counties. For more info visit bit.ly/addurl #EventHashtag Mental health services will remain open until **XXXday/time**. For more info visit bit.ly/addurl #EventHashtag Coping with a disaster can be stressful. SAMHSA is a free, confidential service to help http://1.usa.gov/1kwrc1R #EventHashtag	PODs are closing but mental health services will remain open in your area. For more information call **XXX-XXX-XXXX** or visit the link below. **Link**: addurl.gov **Image**: Include a map of mental health facilities 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**: bit.ly/addurl **Image**: Include a map of mental health facilities	

Feeling depressed or stressed? Mental health services are in your area 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 #EventHashtag

Talk to someone about your feelings even though it may seem difficult to ease stress 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/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
Image: Link includes a photo

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

		Home health agencies are needed to help homebound people following the smallpox outbreak. Call 2-1-1 or visit http://www.211sepa.org/ if your agency can help. **Image**: 211 SEPA logo	
Rumor control	**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.** **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.**	**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.** **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.**	