Tularemia

Response	Twitter	Facebook	Image (Instagram)
General Updates	FYI: We are using #EventHashtag for updates on the tularemia bacteria release. We encourage everyone to do the same. Officials suspect that the bacteria that causes tularemia, a life-threatening infection, was released in **XXXXXXXXX** area/building #EventHashtag Tularemia is a rare, potentially serious illness caused by bacteria usually found in animals. It could also be spread through the air, food, or water supply #EventHashtag Officials believe that people who were at **(insert location)** on **(insert date and time)** may have been exposed to tularemia #EventHashtag As of now, **XXX** number of Tularemia cases have been confirmed #EventHashtag (1 of 2) We have not confirmed the deliberate release of Tularemia & do not know the extent or source of the outbreak at this time #EventHashtag	Officials suspect that the bacteria that causes tularemia has been released in **XXXXXXXXX** area/building. Tularemia is a serious, sometimes deadly disease usually found in animals. However, it could also be spread through the air, food, or water supply. **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 tularemia. As of now, **XXX** number of Tularemia 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 **Image**: Include a map of infected area We have not confirmed the deliberate release of Tularemia & 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.	

(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

Public health and other authorities are working together. Stay tuned for updates #EventHashtag

It is unusual to find so many cases in one area occurring naturally, which is why we are concerned #EventHashtag

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

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

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

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

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

Link: addurl.gov
Image: Include photo of Homeland Security logo

It's unusual to find so many cases of tularemia in one area occurring naturally, which is why we are concerned. By staying informed & following instructions from officials, you can help to protect yourself & your family from this threat.
Link: 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/tularemia/facts.asp
Image: Include photo of concerned person

We know this outbreak is scary, but officials are prepared to respond quickly and effectively. Public health and other authorities are working to determine the source and extent of the outbreak and will keep you updated as soon as they know more.

	(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/tularemia/facts.asp **Image**: Link includes a photo of an official **(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 tularemia 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 **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 tularemia 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 tularemia 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 tularemia 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 tularemia 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 tularemia, 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 9-1-1 for emergencies. For any other concerns, dial 3-1-1 **(or equivalent non-emergency contact center in your area).**	
What is Tularemia?	Tularemia is a potentially serious illness caused by the Francisella tularensis bacterium. For more: http://1.usa.gov/1lDLYgc #EventHashtag Tularemia aka "rabbit fever," is typically found in animals such as rodents/rabbits/hares. Learn more http://1.usa.gov/1y9jZdM #EventHashtag	Tularemia, aka "rabbit fever," is a potentially serious illness caused by the Francisella tularensis bacterium that is typically found in animals such as rodents, rabbits, and hares. On average, about 200 cases are diagnosed in the U.S. each year.	

On average, about 200 cases are diagnosed in the United States each year http://1.usa.gov/1y9jZdM #EventHashtag

People most often get naturally occurring tularemia after hunting/contact with infected animals/bites of infected insects #EventHashtag

Nearly all naturally occurring cases arise in rural areas. Cases also result from inhaling airborne bacteria and from laboratory accidents #EventHashtag

Tularemia can also be spread through the air/food/water supply http://1.usa.gov/1lDLYgc #EventHashtag

This disease can be life threatening, but people usually recover when they are treated in time with the correct antibiotics #EventHashtag

There is no vaccine for tularemia – it must be treated with antibiotics. http://1.usa.gov/1y9jZdM #EventHashtag

Tularemia does not spread from person to person, therefore patients do not need to be isolated http://1.usa.gov/1y9jZdM #EventHashtag

Link: http://www.bt.cdc.gov/agent/tularemia/faq.asp
Image: Sick person

People most often get naturally occurring tularemia after hunting, coming in contact with infected animals, and from bites of infected insects such as ticks and deerflies. Nearly all naturally occurring cases arise in rural areas.
Link: http://www.bt.cdc.gov/agent/tularemia/faq.asp
Image: Tick

Tularemia could also be spread through the air, food, or water supply. The disease can be life threatening, but people usually recover when they are treated in time with the correct antibiotics. There is no vaccine. Learn more:
Link: http://www.bt.cdc.gov/agent/tularemia/facts.asp
Image: Antibiotics

Tularemia does not spread from person to person, therefore patients do not need to be isolated.
Link:

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

For more information on tularemia, visit http://1.usa.gov/1lDLYgc | http://www.bt.cdc.gov/agent/tularemia/faq.asp
Image: Sick person with caretaker

By staying informed & following instructions from health officials, you can protect yourself, your family, and the community. For more information on tularemia, visit
Link: http://www.bt.cdc.gov/agent/tularemia/facts.asp
Image: Person using a computer | |
| Symptoms of Tularemia | Symptoms may appear within 3-5 days after exposure to tularemia bacteria. However, they can take up to 14 days to appear #EventHashtag

Symptoms of tularemia depend on the strength of the bacteria and how they enter the body http://1.usa.gov/1y9jZdM #EventHashtag

When tularemia bacteria enter a cut on skin, symptoms may include sores/blisters at the site of cut http://1.usa.gov/1y9jZdM #EventHashtag

If bacteria are breathed in, symptoms may include fever/chills/cough/aches - similar to the flu http://1.usa.gov/1y9jZdM #EventHashtag | The symptoms of tularemia may appear within 3-5 days after exposure to tularemia bacteria. However, they can take up to 14 days to appear. For more information:
Link: http://www.bt.cdc.gov/agent/tularemia/facts.asp
Image: Sick person

The symptoms of tularemia depend on how the bacteria enter the body. If through a cut on the skin, symptoms may include sores/blisters at the site of cut. If breathed in, symptoms may include fever/chills/cough/aches - similar to those of the flu. | |

Other possible symptoms: diarrhea/joint pain/weakness/sore throat/mouth ulcers/painful & swollen lymph glands & eyes #EventHashtag

Those w/ tularemia can also catch pneumonia and develop chest pain, have bloody sputum, have trouble breathing, stop breathing #EventHashtag

Tularemia symptoms can be similar to flu symptoms. Anyone with flu-like symptoms in **XXX area** must seek medical care right away #EventHashtag

For info on how to get diagnosed & get treatment if needed, call your local public health dept at **XXX-XXX-XXXX** or doctor ASAP #EventHashtag

(1of2) If you've been near **XXX area** and have Tularemia symptoms, call 911 immediately http://1.usa.gov/1y9jZdM #EventHashtag

(2of2) Let responders know if you are pregnant or have a weakened immune system #EventHashtag

For more information on tularemia, including symptoms visit http://1.usa.gov/1y9jZdM #EventHashtag

Link: http://www.bt.cdc.gov/agent/tularemia/facts.asp
Image: Person coughing

Other symptoms of tularemia include: diarrhea, joint pain, weakness, sore throat, mouth ulcers, painful & swollen lymph glands & eyes. The infected can also develop pneumonia, chest pain & bloody sputum, have trouble breathing, or stop breathing.
Link: http://www.bt.cdc.gov/agent/tularemia/faq.asp
Image: Sick person

Tularemia symptoms can be similar to those of the flu. Anyone with flu-like symptoms in **XXX area** should call 9-1-1 right away. For info on how to get diagnosed and get treatment if needed, call your local public health department at **XXX-XXX-XXXX** or doctor as soon as possible.
Image: Sick person

If you have symptoms of tularemia, call 9-1-1 immediately. Explain that you are concerned you might have the disease. Be sure to let him/her know if you are pregnant or have a weakened immune system.
Link:

		http://www.bt.cdc.gov/agent/tularemia/faq.asp **Image**: Doctor For more information on tularemia, including symptoms visit **Link**: http://www.bt.cdc.gov/agent/tularemia/faq.asp **Image**: Needs a photo	
Exposure to Tularemia	If you have been near the **XXX** area recently, you may have had contact with tularemia bacteria #EventHashtag 1of2: If you were in the affected area, even if you don't feel sick, call **[health department/911]** at **XXX-XXX** local **-XXXX** #EventHashtag 2of2: They can help determine if you need treatment based on your location & any new information they have about the outbreak #EventHashtag Health officials are working to identify anyone who might have been exposed to the disease so they can be offered treatment #EventHashtag People who are concerned about being exposed to tularemia will be evaluated to see if they need medical care #EventHashtag	If been near **XXX** area recently or think you might have been exposed to tularemia, call **health department/911]** immediately, even if you don't feel sick. **Link**: addurl.gov **Image**: Include a map of infected area Health officials can help determine if you need treatment based on your location and give you any new information they have about the outbreak. Call (**XXX-XXX-XXXX**). **Link**: addurl.gov **Image**: Include a map of infected area Those who are concerned about having possibly been exposed to the tularemia bacteria will be evaluated to see if they need medical care. Health officials are working to identify anyone who might have been exposed so they can be offered treatment.	

	People who inhale the tularemia bacteria can experience life-threatening pneumonia & systemic infection if they're not treated #EventHashtag Several antibiotics are effective for treating tularemia #EventHashtag If you do have tularemia, get treatment as soon as possible #EventHashtag	**Link**: addurl.gov **Image**: Antibiotics People who inhale the tularemia bacteria can experience life-threatening pneumonia and systemic infection if they're not treated. If you have tularemia, get treatment as soon as possible. Antibiotics are effective and available. **Link**: http://www.bt.cdc.gov/agent/tularemia/facts.asp **Image**: Person coughing	
Incubation Period	Incubation period refers to the time after exposure when a person does not feel sick & shows no symptoms of disease #EventHashtag The incubation period for tularemia is typically 3 to 5 days, but can range from 1 to 14 days http://1.usa.gov/1y9jZdM #EventHashtag	The incubation period is the time after exposure when a person does not feel sick and shows no symptoms of the disease. The incubation period for tularemia is typically 3 to 5 days, but can range from 1 to 14 days. **Link**: http://www.bt.cdc.gov/agent/tularemia/faq.asp **Image**: Needs a photo	
Transmission	Tularemia usually occurs from contact with infected animals, however, it can also be spread through the air/food/water supply #EventHashtag To help protect yourself, wash hands often w/ soap & water, & cook your food thoroughly.	Tularemia usually occurs from contact w/ infected animals, but it can also be spread through the air/food/water supply. To help protect yourself, wash your hands often with soap & water, & cook your food thoroughly. Avoid touching sick/dead animals. **Link**:	

Avoid touching sick or dead animals #EventHashtag

The bacteria that causes tularemia can remain alive for weeks in water and soil http://1.usa.gov/1y9jZdM #EventHashtag

Even a small number of tularemia bacteria can cause illness, so it is considered very infectious http://1.usa.gov/1y9jZdM #EventHashtag

Tularemia doesn't spread from person to person like a cold or the flu. You cannot catch tularemia from someone who is sick #EventHashtag

People who have tularemia do not need to be isolated http://1.usa.gov/1y9jZdM #EventHashtag

To protect yourself if you're in the **XXX area** where cases have been reported, health experts recommend (see next 6 tweets): #EventHashtag

How to protect yourself 1of6: Eat & drink only canned/packaged food & bottled water #EventHashtag

How to protect yourself 2of6: wash cooking surfaces thoroughly/wash hands before & after handling food/cook foods thoroughly #EventHashtag

http://www.bt.cdc.gov/agent/tularemia/faq.asp
Image: Rabbit

Tularemia is very infectious; a very small amount of the bacteria can cause illness. The bacteria can also remain alive for weeks in water and soil.
Link:
http://www.bt.cdc.gov/agent/tularemia/faq.asp
Image: Sick person

Tularemia does not spread from person to person like a cold or the flu. You cannot catch tularemia from someone who is sick. Therefore, people who have tularemia do not need to be isolated.
Link:
http://www.bt.cdc.gov/agent/tularemia/faq.asp
Image: Sick person with caretaker

(1 of 4) To protect yourself if you're in the **XXX area** where tularemia cases have been reported, health experts recommend following these guidelines…
Image: Include map of infected area

(2 of 4) Safety guidelines: Eat & drink only canned/packaged food & bottled water. Wash

How to protect yourself 3of6: Use DEET insect repellent on skin/spray clothing w/ permethrin repellent to prevent insect bites #EventHashtag

How to protect yourself 4of6: Note changes in behavior of your pets incl. rabbits/rodents/livestock. Call your vet immediately #EventHashtag

How to protect yourself 5of6: Avoid touching sick or dead animals #EventHashtag

How to protect yourself 6of6: Stay informed by turning to the radio/television/Internet news for updated announcements #EventHashtag

For more information on how to protect yourself from tularemia visit: http://1.usa.gov/1keeenH #EventHashtag

To diagnose tularemia, samples of blood/mucus will be sent to a lab for testing http://1.usa.gov/1y9jZdM #EventHashtag

Preliminary identification of tularemia may take less than 2 hrs, but confirmation can take 24-48 hrs or longer #EventHashtag

cooking surfaces thoroughly, wash hands before & after handling foods, cook foods thoroughly.
Image: Canned goods

(3 of 4) Safety guidelines: use DEET insect repellent on skin and spray clothing w/ permethrin repellent to prevent insect bites. Note changes in behavior of your pets incl. rabbits/rodents/livestock. Call your vet immediately.
Image: Insect repellent with DEET

(4 of 4) Safety guidelines: avoid touching sick or dead animals; stay informed by turning to the radio, television, or Internet news for updated announcements.
Image: Person watching television

For more information on how to protect yourself from tularemia visit the following link:
Link:
http://www.cdc.gov/tularemia/faq/index.html
Image: Canned goods

To diagnose tularemia, samples of blood or mucus will be sent to a lab for testing. Preliminary identification may take less than 2 hours, but confirmation can take 24 to 48 hours or longer.

	If you don't have any symptoms and haven't been near **XXX** area you most likely were not exposed to tularemia #EventHashtag	**Link**: http://www.bt.cdc.gov/agent/tularemia/faq.asp **Image**: Blood sample If you don't have any symptoms and haven't been near **XXX** area, you most likely were not exposed to tularemia. **Image**: Map of infected area	
Treatment	Call 911 immediately if you show signs of tularemia http://1.usa.gov/1lDLYgc #EventHashtag Live in **XXX** area & have symptoms? Call 911 immediately #EventHashtag If you think you were exposed to tularemia call **[health department/911]** immediately even if you don't feel sick #EventHashtag A vaccine for tularemia was used in the past to protect laboratory workers, but it is not currently available #EventHashtag There is no vaccine for tularemia, but it can be effectively treated with several different antibiotics http://1.usa.gov/1lDLYgc #EventHashtag	Call 9-1-1 immediately if you show signs of Tularemia. **Link**: http://www.bt.cdc.gov/agent/tularemia/facts.asp **Image**: Doctor If you live in **XXX area** and have symptoms, stay away from others and call 9-1-1 immediately. If you think you were exposed to Tularemia, call **[health department/9-1-1]** even if you don't feel sick. **Link**: http://www.bt.cdc.gov/agent/tularemia/facts.asp **Image**: Map of area A vaccine for tularemia was used in the past to protect laboratory workers, but it is not currently available. Fortunately, the disease	

Health officials have tested the bacteria to determine which antibiotics will be most effective #EventHashtag

There are enough antibiotics for everyone who needs them #EventHashtag

Depending on the circumstances, a person may be given treatment based on symptoms before the laboratory results are returned #EventHashtag

Before you begin treatment for tularemia, let your health officials know if you are allergic to any antibiotics #EventHashtag

If you are taking antibiotics follow the prescription directions to ensure the best possible result http://1.usa.gov/1lDLYgc #EventHashtag

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

can be effectively treated with antibiotics.
Link:
http://www.bt.cdc.gov/agent/tularemia/facts.asp
Image: Antibiotics

Health officials have tested the bacteria to determine which antibiotics will be most effective, and there are enough of these antibiotics for everyone who needs them.
Image: Antibiotics

Depending on the circumstances, a person may be given treatment based on symptoms before the laboratory results are returned.
Image: Antibiotics

Before you begin treatment for tularemia, let health officials know if you are allergic to any antibiotics. If you are taking antibiotics, follow the prescription directions to ensure the best possible result.
Link:
http://www.bt.cdc.gov/agent/tularemia/facts.asp
Image: Patient speaking with doctor

Help to protect yourself and your family from tularemia by following instructions from public health authorities.
Image: Person watching television

PODs	Antibiotics are available to treat tularemia. Learn more info & find a distribution center 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 to protect the general public during an emergency. **Image**: Include picture of POD	
	What is a Point of Dispensing (POD)? It's a place that gives out medication like pills or vaccinations during an emergency #EventHashtag	PODs (Points of Dispensing) are providing antibiotics to treat tularemia. 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 and find a POD near you with the link below. **Link**: addurl.gov **Image**: Include a map of local PODs	
	PODs (Points of Dispensing) are providing tularemia antibiotics. Click here for info on PODs near you bit.ly/addurl #EventHashtag		
	PODs are for everyone, regardless of need or ability. Please be patient w/ us & if you need extra time or service, just ask #EventHashtag	The head of your household can pick up medication for your entire family at the POD. **Link**: addurl.gov **Image**: Include a map of local PODs	
	The head of your household can pick up medications for your entire family at the POD 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 **Image**: Include a map of local PODs	
	Antibiotics available today at **XXX** from **Xam** to **Xpm**. Bring ID. No health insurance or payment needed bit.ly/addurl #EventHashtag		
	PODs will be opening at **XXX day/time**. Please visit bit.ly/addurl for locations and more information #EventHashtag	PODs will be opening at **XXX day/time**. Find one near you by visiting the link below. **Link**: addurl.gov **Image**: Include a map of local PODs	

PODs will be open on **XXX date/time**. Find one near you 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 for more info #EventHashtag

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

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

At POD, be prepared to fill out medical screening/consent forms. Info on the antibiotics will also be provided bit.ly/addurl #EventHashtag

(Counseling services/Mental health resources) will be available at your local POD bit.ly/addurl #EventHashtag

Hours for PODs in **XXX county** are from **(Open Time)** until **(Closing Time).** They will remain open from **XXX open date** until **XXX close date**. For more information visit the link below.
Link: addurl.gov
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
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
Image: Include a photo of required forms

Once at POD, be prepared to fill out medical screening and consent forms. Information on the antibiotics will also be provided.
(Counseling services/Mental health resources) will also be available at POD.
Link: addurl.gov
Image: Include photo of required forms

Mental Health	(Counseling services/Mental health resources) will be available at your local POD (Point of Dispensing). For hours & locations: bit.ly/addurl #EventHashtag	(Counseling services/Mental health resources) will be available at your local POD (Point of Dispensing). For hours and locations call XXX-XXX-XXXX or visit the link below.	
		Link: addurl.gov	
	Mental health resources are available. Call XXX-XXX-XXXX or visit http://1.usa.gov/1krygvf #EventHashtag	Image: Include a map of local PODs	
		Feeling depressed or stressed? Mental health resources are in your available and in your area. Call XXX-XXX-XXXX or visit the link below.	
	Feeling depressed or stressed? Mental health resources are available in your area bit.ly/addurl #EventHashtag	Link: http://emergency.cdc.gov/mentalhealth/	
		Image: Person comforting another person	
	Talk to someone about your feelings to ease stress, even though it may seem difficult http://1.usa.gov/1krygvf #EventHashtag	Help yourself and your community heal. Visit the website below for tips.	
		Link: http://emergency.cdc.gov/masscasualties/copingpub.asp	
	Help yourself and your community heal: visit this website for tips http://1.usa.gov/ShAMxO #EventHashtag	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.	
	If the stress is too much for you, ask for help. Contact friends/family or XXX-XXX-XXXX bit.ly/addurl #EventHashtag	Link: http://emergency.cdc.gov/mentalhealth/	
		Image: Link includes a photo	
	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	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	
	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**	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 Use Red Cross' Safe and Well site to let your family and friends know that you are ok http://bit.ly/1F2yFjR #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 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	Remember, animals can also catch tularemia. If your pets are exhibiting strange behavior, call your vet #EventHashtag	Remember, animals can also catch tularemia. If your pets are exhibiting strange behavior, call your veterinarian. **Image**: 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 **In Southeastern PA:** In need of non-emergency aid? Call 2-1-1 #EventHashtag 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	**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 tularemia release! Please contact **XXX** for more information. **Link**: addurl.gov **Image**: Volunteer **In Southeastern PA:** In need of non-emergency aid? Call 2-1-1 or visit http://www.211sepa.org/ **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	
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 the tularemia outbreak. We encourage everyone to do the same.	Watch the latest **(insert time)** press briefing following the tularemia outbreak from **(PA DOH/Governor)**. The next update on the	

Watch the latest (insert time) press briefing on tularemia 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 tularemia 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

tularemia outbreak will take place at (insert date/time), so 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 Twitter Name) for updates on how to stay safe following the tularemia outbreak.
Link: PA DOH's Twitter Page
Image: Use PA DOH Twitter Image

Want to receive updates about tularemia 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

	appropriate federal/state/local officials) #EventHashtag **(*Monitor and RT 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.)**	**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.)**	
Mental Health	PODs are closing but mental health resources 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 **XXX day/time**. For more info visit bit.ly/addurl #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 **XXX day/time**. For more information call **XXX-XXX-XXXX** or visit the link below. **Link**: addurl.gov **Image**: Include a map of mental health facilities	

	Coping with a pandemic can be stressful. SAMHSA is a free, confidential service to help http://1.usa.gov/1kwrc1R #EventHashtag Feeling depressed or stressed? Mental health services are in your area bit.ly/addurl #EventHashtag Talk to your children about their thoughts. You do not need to have all the answers, just listen #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 to ease stress, even though it may seem difficult http://1.usa.gov/1mlxH8M #EventHashtag There are many things you can do to cope with this event: talk with family/friends/clergy http://1.usa.gov/1krygvf #EventHashtag	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 your children about their thoughts. You do not need to have all the answers, just listen. **Image**: Parent talking to child Talk to someone about your feelings, even though it may seem difficult, to ease stress. There are many things you can do to cope with this event: talk with family, friends, or clergy. **Link**: http://emergency.cdc.gov/mentalhealth/ **Image**: Show a distressed person	
Medical supplies	**<u>Retweet messages/maps about status of pharmacies from partner agencies</u>**	**<u>Share messages/maps about status of pharmacies from partner agencies</u>**	

	Out of daily meds? Click here for an updated map of pharmacies that are open in your area bit.ly/addurl #EventHashtag	Out of your daily medication following the tularemia 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 **Image**: Show map of location	
Social Service Needs	**Retweet updates on social service needs from DPW and United Way.** **In Southeastern PA:** In need of non-emergency aid? Call 2-1-1 #EventHashtag 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	**Share updates on social service needs from DPW and United Way. If those agencies are not posting on FB use the following messages:** **In Southeastern PA:** In need of non-emergency aid? Call 2-1-1 or visit http://www.211sepa.org/ **Image**: 211 SEPA logo If you are an agency that supports individuals in their homes, get in touch with your county	

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