

Preventative Measures: COVID-19 Communications Toolkit

Campaign Goal

The goal of this communications toolkit is to help hospitals and health care systems, providers, public health professionals, health departments and community organizations reach populations that may need COVID-19 prevention messaging. As various businesses begin to reopen and communities are seeing larger gatherings, paired with the relaxation of safety guidelines, we understand that there is a need to underscore the continuance of necessary precautions and to emphasize the fact that the pandemic is not over. Our hospitals have done a good job of communicating that they are safe and ready to serve their communities – both COVID-19 patients and non-COVID-19 patients; however, the virus is still very present and communities should not begin adopting an attitude of complacency.

How Can You Help?

As a member and/or partner of HASC and part of the health care community, you play a crucial role in providing helpful resources that educate and guide people's health decisions. With the virus still present, it's important to share accurate information and collaborate to expand our reach and ensure communities receive these messages. We will take care of the content; all you need to do is share it with your audiences via your social media platforms.

This Toolkit Includes:

- Current messaging from a trusted source.
- Downloadable graphic assets.
- Suggested social media messaging and hashtags.
- Template email message.
- Customizable print poster.

Other Ways to Support:

- Follow and tag HASC's social media accounts: [Twitter](#), [Facebook](#), and [LinkedIn](#).
- Re-share content directly from our social accounts.
- Share our campaign images and hashtags on your social media platforms. [\[CLICK HERE\]](#)

Suggested Messaging and Content:



[\[Download\] Facebook High Resolution Image 1](#)
[\[Download\] Twitter High Resolution Image 1](#)

Preventative Measures: COVID-19

Communications Toolkit

The pandemic is not over.

As communities reopen, please be safe and remember to wear a mask. Your actions could save lives.



[\[Download\] Facebook High Resolution Image 2](#)
[\[Download\] Twitter High Resolution Image 2](#)

- #YourActionsSaveLives. Do your part.
- Protect yourself and your loved ones. Continue to follow public health guidelines.
- The pandemic is not over. Ensure everyone's safety by doing your part.
- We're still in a pandemic. We've made progress, but we must continue to follow public health guidelines to reduce #COVID19 impact.
- #COVID19 is still here. Slow the spread by doing your part.
- We've collectively reduced #COVID19 in our communities, but we must continue to follow public health guidelines to maintain progress.
- Everyone's effort counts. Let's keep ourselves and our loved ones safe.
- Together, we can slow the spread of #COVID19.
- Be a proactive citizen. Keep everyone around you safe. Follow public health's #COVID19 preventative guidelines.
- Friendly reminder: the pandemic is not over. #COVID19 preventative measures still save lives.
- Our health care heroes keep us safe. Let's keep them safe by following public health guidelines.

The pandemic is not over.

Social distancing is still important. Limiting face-to-face contact with others is the best way to reduce the spread of COVID-19.



[\[Download\] Facebook High Resolution Image 3](#)
[\[Download\] Twitter High Resolution Image 3](#)

The pandemic is not over.

Wash your hands often with soap and water for at least 20 seconds especially after you have been in a public place, or after blowing your nose, coughing, or sneezing.



[\[Download\] Facebook High Resolution Image 4](#)
[\[Download\] Twitter High Resolution Image 4](#)

The pandemic is not over.



= LIVES SAVED

[\[Download\] Facebook High Resolution Image 5](#)
[\[Download\] Twitter High Resolution Image 5](#)

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The pandemic is not over.

You can enjoy the summer while keeping yourself and others safe by wearing a mask.



[\[Download\] Facebook High Resolution Image 6](#)

[\[Download\] Twitter High Resolution Image 6](#)

Link to Toolkit Images: [\[CLICK HERE\]](#)

Hashtags:

In an effort to add momentum to this campaign and allow members, partners and the general public to engage on social media, we'd like to capitalize on the following already existing hashtag:

#YourActionsSaveLives

Please reference it after each social media post.

Other Suggested Hashtags to Use:

- #COVID19IsStillHere
- #CAreopening
- #COVID19
- #COVID2019
- #Coronavirus
- #PhysicalDistancing
- #SlowTheSpread
- #StopTheSpread
- #YourHealthIsEssential
- #HealthCare

Poster:

In an effort to increase visibility, we've also created a poster, which can be adapted to your organization. Just add your respective logo/s to the white space at the bottom of the poster, print and post around your hospital and/or health system.



[\[Download\] 11 x 17 Poster](#)

Email:

An adaptable sample email template has also been created for your use.

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Email Template:

[FIRST NAME]

We have been working around the clock to ensure you can get safe, reliable, and immediate medical care in our hospital and in our emergency department, should you need it. Avoiding care and treatment could result in complications and long-term health issues and we stand ready to care for you.

Your health is our top priority, so while we're doing all we can to keep our patients healthy, we would like to encourage you to do all you can to stay safe while out in the community.

Together, we can take steps to ensure the safety of ourselves and others by:

- Avoiding close contact and practicing social distancing.
- Staying home.
- Handwashing for 20+ seconds.
- Disinfecting frequently touched surfaces.
- Wearing a mask or cloth covering when in public.

Thank you for trusting us with your health and the health of your loved ones. We look forward to continuing to provide you with the safe, high-quality care you deserve and have come to expect from us.

Yours in good health,
XXXX

Hospitals have always had one goal in mind: to keep patients and staff safe and healthy. Help us leverage our voice, expand our reach and remind patients that the coronavirus is still here and that they should continue to be vigilant in their communities by sharing parts of our toolkit on your platforms.

Follow Us:

To stay engaged and up-to-date with HASC efforts, follow our social media accounts.



Contact

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