

Respiratory Illness Prevention Toolkit

S O C I A L M E D I A T O O L K I T

CAMPAIGN GOAL

During the first two years of the pandemic, Southern California was fortunate to see mild seasons for other respiratory illnesses. However, with the current flu season underway, our hospitals are now seeing a surge of patients with respiratory infections, including RSV (respiratory syncytial virus). RSV can be especially serious for babies, children with immunity issues and older people. In addition, COVID-19 case numbers are rising once again, with another winter surge expected. This triple wave of viruses is already straining hospitals' capacity to care for patients.

HASC has developed this toolkit to help community members stay as safe as possible during this time of surging illness. By sharing information and tips, we hope to empower people and families to minimize their risk of illness and avoid hospitalization. In turn, a healthier community will help prevent overcrowding at hospitals, ensuring they can continue caring for patients who are most in need.

HOW CAN YOU HELP?

As a member or partner of HASC and the health care community, you and your organization can spread the word to people and communities about how to prevent or address respiratory illness this season. We've provided suggested social media graphics and messaging that you can share online. We encourage you to include text to accompany the graphics that reflects your specific organization and community.

- Connect with HASC on social media: Twitter, Facebook, and LinkedIn.
- Post these campaign materials or related content on your accounts and tag HASC.
- Share, retweet and repost campaign images, content and hashtags from HASC's social media accounts onto yours.

HASHTAGS

To help spread these messages widely and add momentum, please include the following hashtags in your social media posts: **#RSV #RSVAwareness**

Other hashtags to help extend the campaign reach: **#Healthcare #StaySafe**

RESPIRATORY ILLNESS SURGE IMAGES

These campaign images are ready to post or can be edited to add your organization's logo. Please include a caption or message that reflects your organization or community's specific situation, if possible. Sample messages follow.

SOCIAL MEDIA MESSAGING

Here are suggested messages to include when posting the social media campaign graphics.

- At [hospital name], we're seeing high numbers of babies and kids with #RSV, #flu and other respiratory illnesses. Here are some tips to help lower your children's risk of serious illness and hospitalization. #RSVAwareness
- #RSV (respiratory syncytial virus) can be serious for babies and young children. Here are some ways to help protect your kids from severe illness and hospitalization. #RSVAwareness

- This season, [hospital name] is seeing a lot of #flu and #RSV (respiratory syncytial virus) among kids, along with COVID-19. If your child has cold- or flu-like symptoms, here are some ways to prevent spreading illness to others. #RSVAwareness
- Respiratory syncytial virus (#RSV) and #flu are on the rise among children this season, along with COVID-19. If your child has cold or flu-like symptoms, help protect them and avoid infecting others with these tips. #RSVAwareness
- Many cases of #RSV, #flu and #COVID-19 are mild and can be cared for at home with health provider guidance. To help prevent overcrowding at hospitals, the CDC recommends going to the ER only for life-threatening or other serious conditions. #RSVAwareness
- Some hospitals have reached capacity with pediatric #RSV and #flu cases. To help prevent overcrowding, the CDC recommends going to the ER only for life-threatening or serious conditions. In most cases, seek care for mild illness from your primary provider. #RSVAwareness
- Does your child or family member have respiratory symptoms such as coughing, wheezing, sneezing, runny nose, fever and lack of appetite? The CDC offers these tips for taking care of mild respiratory illness. #RSVAwareness
- If you're caring for a child or family member with respiratory symptoms (coughing, wheezing, sneezing, runny nose, fever and lack of appetite), here are steps you can take, recommended by the CDC. #RSVAwareness

SOCIAL MEDIA IMAGES

Twitter / Facebook / LinkedIn

How can I keep my child from being hospitalized with respiratory illness?

1. Make sure children get a flu shot and COVID-19 booster
2. Keep sick children home from school and other activities
3. Contact your pediatrician for mild illness
4. Limit gatherings for children with certain conditions, such as asthma
5. Consider masking for children in some situations



What should I do if my child has a respiratory illness?

Keep sick children home from school and other activities

Wash children's hands often with soap and water for at least 20 seconds

Ensure they avoid touching their face with unwashed hands

Limit their time in childcare centers and other high-transmission settings during periods when RSV is active



*Ready-to-use Twitter, Facebook, and LinkedIn graphic cards
([download here](#))*

How to seek respiratory care for mild illness

Primary Care
Call or see your provider for regular medical problems or most urgent needs

Telehealth
Calls or video appointments can address non-urgent concerns

Urgent Care
Go for common issues needing treatment right away, if your primary care provider isn't available

Emergency Room
Go to the hospital ER only for serious life- and limb-threatening conditions

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How do I care for someone with respiratory symptoms?

- 1. Manage fever and pain**
with over-the-counter fever and pain reducers such as acetaminophen or ibuprofen. *(Never give aspirin to children.)*
- 2. Drink lots of fluids.**
It's important for people with RSV infection to drink enough liquid to prevent dehydration (loss of body fluids).
- 3. Talk to your health care provider** before giving children nonprescription cold medicine. Some medications contain ingredients that are harmful to children.

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Ready-to-use Twitter, Facebook, and LinkedIn graphic cards ([download here](#))

Instagram Feed (Carousel)

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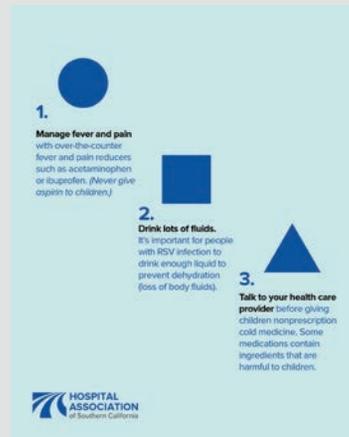
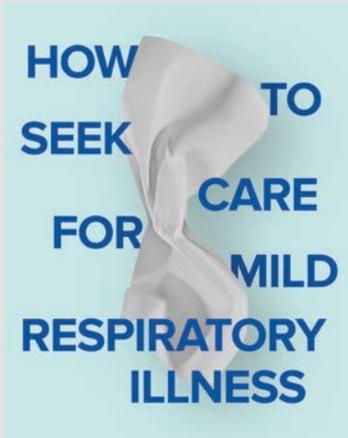
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Ready-to-use Instagram Post ([download here](#))



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CONTACT

Twitter / Facebook / LinkedIn Images

- [With HASC Logo](#)
- [Without HASC Logo](#)

Instagram Images

- [With HASC Logo](#)
- [Without HASC Logo](#)

CONTACT

For questions, suggestions or comments, please contact:

Adam Blackstone, MHA

Senior Vice President, Communications

Hospital Association of Southern California

ablackstone@hasc.org

Office: +1 (213) 538-0761 | Mobile: +1 (323) 447-0864