



Are you ReadyPA? Social Media Toolkit - December 2020

Use this toolkit of key messages and templates to educate your community about the importance of preparedness. The content in this toolkit is based on the PEMA and FEMA preparedness messaging calendars and are ready for you to use to help make a Ready PA.

This month's topics:	Tools:
National Influenza Vaccination Week	Social Media Messages
COVID-19 Holiday Safety	Graphics (follow link below graphic to download)
Winter Weather Preparedness	Talking Points

National Influenza Vaccination Week

Social Media: National Influenza Vaccination Week

Facebook

It's National Influenza Vaccination Week! This week is another reminder that there is still time to roll your #SleeveUp and get your annual flu shot to protect yourself and your loved ones. It's especially important for people with certain chronic conditions like asthma, heart disease, and diabetes to get vaccinated. Find a vaccination location near you: vaccinefinder.org

Remind your family and friends that there's still time to get their annual flu shot during National Influenza Vaccination Week. Post your #SleeveUp photo and share why you got vaccinated, then tag your loved ones to encourage them to do the same! Together, we can #FightFlu.

Twitter

People with certain chronic conditions are at higher risk of developing serious flu complications, but there is still time to #SleeveUp and get vaccinated! Find a vaccination location near you: vaccinefinder.org/external icon #FightFlu

Essential workers: You keep our communities running amid #COVID19. Flu vaccination can help keep you healthy so you can continue your vital work. It's not too late to get your flu shot! Find a vaccination location near you: vaccinefinder.org/external icon #FightFlu

Graphics: National Influenza Vaccination Week



[Download](#) this graphic.



[Download](#) this graphic.

Talking Points: National Influenza Vaccination Week

- Did you know influenza (also called the “flu”) is a contagious respiratory illness cause by influenza viruses that infect the nose, throat, and lungs.
- “Isn’t it too late to get vaccinated?” No, it’s not too late! CDC recommends that flu vaccination efforts continue throughout the flu season. With COVID-19, it is even more important to get your flu vaccine.
- December 6-12, 2020, is National Influenza Vaccination Week (NIVW). It is not to late to get your flu vaccination.
- Getting a flu vaccine this year can help reduce the burden on our healthcare systems responding to the COVID-19 pandemic and save medical resources for care of COVID-19 patients.
- Everyone 6 months of age and older should get a flu vaccine every season. Vaccination to prevent influenza is particularly important for people who are at high risk of serious complications from influenza.
- The flu can cause mild to severe illness and, at times, can lead to death. The best way to prevent the flu is by getting a flu vaccine each year.
- There are locations throughout Pennsylvania to get a flu shot. Visit: <https://www.health.pa.gov/topics/disease/Flu/Pages/Clinics.aspx>.
- What is the difference between Influenza (Flu) and COVID-19? Influenza (flu) are both contagious respiratory illnesses, but they are caused by different viruses. COVID-19 is caused by infection with a new coronavirus (called SARS-CoV-2) and flu is caused by infection with influenza viruses.
- COVID-19 seems to spread more easily than the flu and causes more serious illnesses in some people. It can also take longer before people show symptoms and people can be contagious longer.
- Because some of the symptoms of flu and COVID-19 are similar, it may be hard to tell the difference between them based on symptoms alone, and testing may be needed to help confirm diagnosis.

Talking Points: National Influenza Vaccination Week Continued

- **Both COVID-19 and flu** can have varying degrees of signs and symptoms, ranging from no symptoms (asymptomatic) to severe symptoms. Common symptoms that COVID-19 and flu share include:
 - Fever or feeling feverish/chills
 - Cough
 - Shortness of breath or difficulty breathing
 - Fatigue (tiredness)
 - Sore throat
 - Runny or stuffy nose
 - Muscle pain or body aches
 - Headache
 - Some people may have vomiting and diarrhea, though this is more common in children than adults
- The differences between the flu and COVID-19:

Flu—Flu viruses can cause mild to severe illness, including common signs and symptoms listed above. [Flu Symptoms](#)

- With the flu, typically a person develops symptoms anywhere from **1 to 4 days after infection**.
- Most people with flu are contagious for about 1 day before they show symptoms.
- Older children and adults with flu appear to be most contagious during the initial 3-4 days of their illness but many remain contagious for about 7 days.
- Infants and people with weakened immune systems can be contagious for even longer.

COVID-19—COVID-19 seems to cause more serious illnesses in some people. Other signs and symptoms of COVID-19, different from flu, may include change in or loss of taste or smell. [COVID-19 Symptoms](#)

- With COVID-19, typically, a person develops symptoms **5 days after being infected**, but symptoms can appear **as early as 2 days after infection** or **as late as 14 days after infection**, and the time range can vary.
- If a person has COVID-19, they may be contagious for a longer period of time than if they had the flu.
- It's possible for people to spread the virus for about 2 days before experiencing signs or symptoms and remain contagious for at least 10 days after signs or symptoms first appeared. If someone is asymptomatic or their symptoms go away, it's possible to remain contagious for at least 10 days after testing positive for COVID-19.
- COVID-19 has been observed to have more superspreading events than flu. This means the virus that causes COVID-19 can quickly and easily spread to a lot of people and result in continuous spreading among people as time progresses.

Social Media: COVID-19 Holiday Safety

Facebook

The safest way to celebrate the holidays is with your immediate household.

- Host a virtual meal
- Deliver food with no contact
- Send recipes to friends and family
- Don't gather with those outside of household

Find more #COVID19 holiday safety tips: <https://bit.ly/3m1gvL5>

Feeling sick? Stay home to #StopTheSpread. Contact your healthcare provider or schedule an appointment at a #COVID19 testing site. Find the nearest locations: <https://bit.ly/2ZWkno9> #PAagainstCOVID

Twitter

The pandemic has been tough. But Pennsylvanians have proven that together we are tougher! #MaskUpPA to help #StopTheSpread of #COVID19 in our communities. #PAagainstCOVID [PA.gov/COVID](https://www.pa.gov/COVID)

Use your smart phone to #StopTheSpread in our communities! Download the FREE COVID Alert PA app for alerts and real-time updates of potential #COVID19 exposures. #PAagainstCOVID <https://www.pa.gov/covid/covid-alert-pa/>

Graphics: COVID-19 Holiday Safety



[Download this graphic.](#)



[Download this graphic.](#)

Talking Points: COVID-19 Holiday Safety

- Many people who have COVID-19 don't show symptoms and may spread it without knowing it. It's critical for each of us to wear a mask to protect ourselves and others.
- While schools, the workplace, and transportation have adopted effective mitigation measures, household gatherings continue to be a driving source for COVID-19 spread.
- Many hospitalizations have resulted from household gatherings. So, while young folks may recover quickly, spending time at home with extended family and friends can increase the risk of spread and put high-risk individuals at greater risk of hospitalization.
- Our goal is to slow the spread, decrease hospitalizations, and decrease fatalities while keeping the economy open. If you want to go to work, go to school, eat at a restaurant—we can't let our sense of personal accountability slip.
- Be creative and think about what you CAN do to Stay Safe! Celebrate only with members of your household, eat outside if you can, host a virtual meal, shop online, prepare and deliver a meal for a neighbor.
- Know your risk. If hosting a holiday gathering, limit the number attendees and check the infection rates of the areas from which attendees are traveling from. Use this knowledge to inform you as to whether you should have a holiday gathering.
- At gatherings that include people of different households, everyone should always wear a mask that covers both the mouth and nose, except when eating and drinking. Remember that wearing a mask protects you and your loved ones.
- Host and attend outdoor gatherings. Indoor gatherings, especially those with poor ventilation, generally pose more risk than outdoor gatherings.
- Increase ventilation by opening windows and doors to the extent it is safe and feasible based on the weather—or by placing central air/heating systems on continuous circulation.
- If you or your loved ones are worried you may have come in contact with COVID-19, please make an appointment to get tested.
- If you do get tested, you should self-quarantine/isolate at home pending test results and follow the advice of your health care provider or a public health professional.
- You can visit PA Department of Health's website for the latest information on [COVID-19 Symptoms & Testing](#).
- Visit the PA Department of Health [COVID-19 Information for Travelers for Mitigation Relating to Travel](#).
- Download the COVID Alert PA app and make your phone part of the fight. The free app can be found in the [Google Play Store](#) and the [Apple App Store](#) by searching for "covid alert PA."

Social Media: Winter Weather Preparedness

Facebook

Winter weather is here. Don't wait to stock your vehicle with emergency items.

Here's what to have in your winter weather vehicle emergency kit:

- First aid supplies
- Food and water
- Jumper cables
- Basic tools
- Cell phone and charger
- Blanket and warm clothes
- Ice scraper

Learn more: <http://bit.ly/BuildYourVehicleKit>

#ReadyPA #WinterPrepPA

Twitter

Snow squalls can hit fast & hard, turning your visibility to zero in seconds. The best thing you can do when there's a threat of snow squalls in your area is to closely follow your trusted local weather source & avoid travel.

Graphics: Winter Weather Preparedness



[Download](#) this graphic.

SNOW SQUALL SAFETY

Consider avoiding or delaying travel until the snow squall passes your location.

Leave extra time if you must travel, so you can navigate appropriately and not feel rushed.

Reduce your speed and turn on your headlights. In a matter of seconds, your visibility can be zero.

Don't slam on your brakes. With roads being slick, this could contribute to loss of vehicle control.



#WinterPrepPA

[Download](#) this graphic.

Talking Points: Winter Weather Preparedness

- Winter weather can occur anywhere and can include freezing rain, ice, snow, high winds, or a combination of all these conditions.
- Winter weather can cause power outages that last for days or weeks, making it hard to keep warm, taking out communication networks, and making travel very dangerous.
- Winter weather can range from moderate snow over a few hours to a blizzard with blinding, wind-driven snow that lasts several days. Many winter storms are accompanied by dangerously low temperatures and sometimes by strong winds, icing, sleet, and freezing rain.
- With winter approaching, be sure to look through your emergency kits and add supplies specific to winter. Have emergency supplies in place at home, at work, and in the car. A checklist of supplies is available here: <https://www.ready.pa.gov/BePrepared/BuildKit/Pages/default.aspx>.
- A roadside emergency can happen at any time. In case you are stranded, keep a kit of emergency supplies in your car. This kit should contain food, water, first aid supplies, flares, jumper cables and seasonal supplies. Also include masks, gloves, hand sanitizer,
- Make a Family Emergency Plan. Your family may not be together when disaster strikes, so it is important to know how you will contact one another, how you will get back together, and what you will do in case of an emergency.
- Be alert to weather reports and tune in for specific guidance.
- Know what to do before, during, and after a winter storm.
- Stay off the road during and after a winter storm.
- Limit your time outside. If you need to go outside, then wear layers of warm clothing. Watch for signs of frostbite and hyperthermia.
- Wind driven cold can lead to hypothermia and frostbite in a matter of minutes during extreme cold.

READY PA MONTHLY NEWSLETTER

The newsletter is designed for all citizens and includes information about each of the monthly preparedness topics.

- When you receive the electronic copy, forward it to community groups, personal care homes, hospitals and schools, etc.
- Make the newsletter available on your website and promote it and its content via social media posts and more.
- Include a link to the November newsletter, which can be found on ready.pa.gov.
- Click [here](#) for the most recent Ready PA newsletter.

Ready PA Logo

www.ready.pa.gov



Ready PA Action Sheet

Include a link to the December Action Sheet:

https://www.ready.pa.gov/BeInformed/ReadyPA_Newsletter/Documents/Action-Sheet-December-2020.pdf