

Social Media Toolkit

Prevention of respiratory illness in children

B.C emergency departments are experiencing high volumes. In many emergency departments across the province we are seeing mostly viral illnesses. We are beginning to see an increase in respiratory syncytial virus (RSV) cases, which is expected based upon trends we are seeing from other parts of Canada and across the globe. These viruses were not circulating as much last year as people were staying home more. Children, therefore, have had limited exposure to the respiratory viruses that circulated before the pandemic. As a result, there are more children than usual who are susceptible to these illnesses.

Below is a sampling of related key messages, social content and graphics for provincial health partners to use and modify for their social channels. The following content has been created and curated by BC Children's Hospital. Alternatively, you can re-share our content, which is regularly posted on PHSA, BCCDC and BCCH social feeds (Facebook, Instagram and LinkedIn).

Key messages

Audience: Parents and caregivers of children in BC

- Take prevention measures to help limit the spread of respiratory illnesses:
 - Get all recommended vaccines including influenza and COVID-19 boosters; getting vaccinated is the best way to prevent serious illness.
 - Stay at home if you feel unwell.
 - Practice respiratory etiquette if you have symptoms:
 - Wear a mask when it's needed.
 - Cough and sneeze into your elbow.
 - Clean your hands regularly.
 - Avoid touching your face – especially your eyes, mouth and nose.
 - Stay away from people at higher risk of serious illness if you are sick.

Social media

Post messages on social media accounts to inform parents and caregivers of sick or injured children when and where to go for care.

- Link to: BCCH pages:
 - Flu shot: <http://www.bcchildrens.ca/about/news-stories/stories/time-to-get-the-flu-shot>
- Link to BCCDC pages:
 - Respiratory illness season: <http://www.bccdc.ca/about/news-stories/stories/2022/respiratory-illness-season>
 - Hand Hygiene: <http://www.bccdc.ca/health-info/prevention-public-health/hand-hygiene>
- Link to Get Vaccinated page: <https://www.getvaccinated.gov.bc.ca/s/>

Tag, follow and re-share posts from:

- BC Children’s Hospital: [LinkedIn](#) or [Twitter](#)
- Provincial Health Services Authority: [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#)

Sample social posts:

- It’s respiratory illness season. Take prevention measures to help limit the spread:
 - Get all recommended vaccines.
 - Stay at home if you feel unwell.
 - Wear a mask if you have respiratory symptoms or are recovering from illness
 - Clean your hands regularly.

For more info: <http://www.bccdc.ca/about/news-stories/stories/2022/respiratory-illness-season>

- Tips to help prevent the spread of respiratory illness this season:
 - Get all recommended vaccines, including influenza & COVID-19 booster vaccine doses.
 - Stay at home if you feel unwell & try to avoid spending time with people at higher risk of serious illness.
 - Wear a mask in indoor public spaces if you have symptoms.
 - Cough/sneeze in your elbow.
 - Clean your hands regularly & avoid touching your face, especially your eyes, mouth and nose.

For more info: <http://www.bccdc.ca/about/news-stories/stories/2022/respiratory-illness-season>

- It’s respiratory illness season. Wear a mask if you are sick and cannot stay away from others. Learn how to protect yourself and your family here: <http://www.bccdc.ca/about/news-stories/stories/2022/respiratory-illness-season>
- Prevent the spread of respiratory illness this season. Learn how to protect yourself & your family: <http://www.bccdc.ca/about/news-stories/stories/2022/respiratory-illness-season>
- Good hand hygiene helps to prevent & stop the spread of infections. Remember to wash your hands with soap & warm water for at least 20 seconds & dry them on a clean towel: <http://www.bccdc.ca/health-info/prevention-public-health/hand-hygiene>
- Did you know? An estimated 1 in 4 kids get the flu every year. Protect your family by getting the flu shot: <http://www.bcchildrens.ca/about/news-stories/stories/time-to-get-the-flu-shot>
- Flu season is here. Protect yourself & those around you by getting your flu shot. Register to get yours today: <https://www2.gov.bc.ca/gov/content/health/managing-your-health/immunizations/flu>
- Register your child & book their flu shot today. All you need to register is:
 - Name
 - Personal health number
 - Date of birth
 - Postal code

<https://getvaccinated.gov.bc.ca/s/>

- Flu shots & COVID-19 vaccines are an important part of your child's routine vaccine schedule. Register your child online today to be notified when you can book their appointment: <https://www.getvaccinated.gov.bc.ca/s/>
- The @BCChildrensHosp Family Immunization Clinic provides all publicly-funded immunizations (like the flu shot!) at no cost to patients & families visiting the hospital. Find out more & book an appointment: <http://www.bcchildrens.ca/our-services/clinics/family-immunization>
- Not feeling great? If you or your child are coming to a clinic but are feeling sick, call & rebook your appointment for when you are well. Thanks for helping to keep our patients & staff safe and healthy. Find tips about how to protect yourself and your family here: <http://www.bccdc.ca/about/news-stories/stories/2022/respiratory-illness-season>

Sample graphics created by BC Children's Hospital:

Feel free to use, adapt or modify for your own purposes and channels. You are welcome to add your logo to these or recreate using your brand standards.



The following graphics and images can be downloaded via Google Drive:

https://drive.google.com/drive/folders/1JtgU_IYzhWxiAwiyws-qbyQlwKHRvfmz?usp=sharing

It's respiratory illness season.
You can help limit the spread by:

- ✓ Getting all recommended vaccines
- ✓ Staying at home if you feel unwell
- ✓ Wearing a mask when it's needed
- ✓ Cleaning your hands regularly

BC WOMEN'S HOSPITAL+ HEALTH CENTRE
www.bcwomens.ca
W

This graphic features a light blue background with a close-up image of hands being washed with soap. The text is in a clean, sans-serif font. The BC Women's Hospital + Health Centre logo is in the bottom right corner.

It's respiratory illness season.
You can help limit the spread by:

- ✓ Getting all recommended vaccines
- ✓ Staying at home if you feel unwell
- ✓ Wearing a mask when it's needed
- ✓ Cleaning your hands regularly

BC Children's Hospital
www.bcchildrens.ca

This graphic features a light green background with a close-up image of hands being washed with soap. The text is in a clean, sans-serif font. The BC Children's Hospital logo is in the bottom right corner.

General Getty images - child:





General Getty images – teen:



