

Social Media Toolkit

Title: Daylight Saving Reminders

For use during week 44, November 4, 2019 to November 10, 2019

Launch Date: 10/21/2019

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit will contain Facebook, Instagram and twitter posts on safety reminders that should take place during Daylight Saving Time such as how to prevent carbon monoxide poisoning, making a fire escape plan for home and workplace, and being sure to check your smoke detector.

What is Daylight Saving Time? (it's Daylight Saving (NOT Savings) Time!)

Daylight Saving Time (DST) is the practice of setting the clocks forward one hour from standard time during the summer months, and back again in the fall, in order to make better use of natural daylight. United States first observed Daylight Saving Time in 1918. In 2019, Daylight Saving Time ends on November 3, 2019 in the United States. At 2:00am local time, clocks are turned backward one hour to become 1:00am. After this happens, sunrise and sunset will be about one hour earlier so it will be lighter earlier in the morning and will become dark earlier in the evening. In 2019, Arizona and Hawaii do not observe DST although the Navajo Nation in Northern Arizona does adhere to DST.¹

Incorporating Daylight Saving Time as a schedule for doing important maintenance jobs

Daylight Saving Time has also become a time for doing maintenance types of jobs around the house that are relevant to public health since this happens every six months and the timing can be linked to that. Some jobs include²:

1. Check your smoke alarms and carbon monoxide filters

To be certain your smoke alarm does not run of battery, use Daylight Saving Time as an opportunity to check to make sure your smoke detectors are working and pop in a fresh set of batteries. Two-thirds of all fire deaths happen in homes where the smoke alarms aren't working (or aren't even there in the first place).⁵ Use Daylight Saving Time as your reminder to check on yours.

2. Take stock of your medicine cabinet and first aid kit

Check for expiration dates and be sure that you have what you may need in an emergency.

3. Reverse your ceiling fan

Ceiling fans can actually spin in two different directions. In the summer, you want the fan's blade to spin counter-clockwise which pushes air down. In the winter, it's better for your fan to spin clockwise, which will pull the cold air up. It is also good to dust the blades of the fan.

4. Replace your air filters

If you haven't changed them lately, they are likely full of dust which can be a fire hazard and at a minus is going to prevent your heat from working as well as it could.

5. Check your gutters

You do not want to clean gutters in the dead of winter. Cleaning out all those dead leaves and debris is going to be much easier now than it will be a month from now.

6. Check on your emergency kit

Everyone should have an emergency kit handy with some non-perishable food and first-aid supplies should something like an earthquake, hurricane, or other disaster occurs. This is a good time to swap out those canned goods for some that are a little fresher.

7. Clean your fridge's coils.

To keep your unit running efficiently, use your vacuum's wand to suck away layers of dirt and dust.

8. Vacuum out your dryer's vent and ducts.

Lint lodged in the vent pipes, the space behind the dryer, and ducts outside your home is often the cause of dryer fires. Your vacuum's crevice tool can help you get the job done.

9. Replace or clean filters around your house.

You should inspect the filters in your heating and air-conditioning units to make your systems are still running well, but also check the water filter in your fridge and HEPA filter in your vacuum.

Target audience/high-risk subsets

**Describe target audience*

Everyone. Although some of these tasks are for people who own a home, this is meant for everyone.

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Against Daylight Saving Time:

Proponents of DST generally argue that it saves energy, promotes outdoor leisure activity in the evening (in summer), and is therefore good for physical and psychological health, reduces traffic accidents, reduces crime or is good for business.³ Among the proponents of year-round daylight saving are businesses, including convenience stores and golf courses, that would benefit from the extra daylight, and others who see year-round daylight saving as a boon to public safety.⁴

For some reason, many Americans thought the practice of changing clocks was proposed by farmers. However, farmers were opposed to Daylight Saving Time from the beginning, and had the only organized lobby against Daylight Saving Time in the history of the country because the practice left them with an hour of less sunlight to get their crops to the market. Many farmers still do not like Daylight Saving Time including some dairy farmers who find that their cows' natural milking schedule do not adapt readily to the shift.³

So far in 2019, at least 36 states have introduced legislation to end or at least study the practice, more than any year before. Most endorse permanent DST which would result in an extra hour of evening sunlight for more of the year in exchange for a delayed sunrise in the winter. The issue has played out on social media with the hashtags #DitchTheSwitch and #LockTheClock. This was tried in the 1970s and met with a strong negative reaction because people did not like waking up, going to work, and even worse, sending their kids to school in the dark. Legislation to go on year-round daylight saving time has passed in at least seven states, including Delaware, Maine and Tennessee this year, according to the National Conference of State Legislatures. Oregon was the most recent, approving year-round daylight saving on June 17.⁴

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[U.S. Fire Administration \(of the Federal Emergency Management Association\)](#)

References

¹ Timeanddate.com. [Internet]. Time change 2019 in the United States. Retrieved on 10/8/2019 from: <https://www.timeanddate.com/time/change/usa>

²Lifehacker.com. [11/03/2018]. Use Daylight Saving Time as a Reminder For Important Home Maintenance Tasks (Price, Emily). Retrieved on 10/10/19 from: <https://lifehacker.com/use-daylight-savings-time-as-a-reminder-for-important-h-1830201246>

³Handwerk, Brian. (2013, November 1). Time to Move On? The Case Against Daylight Saving Time. Retrieved on 10/21/19 from: <https://www.nationalgeographic.com/news/2013/11/131101-when-does-daylight-savings-time-end-november-3-science/>

⁴ Ross, Sunny. (2019, Aug. 17). Ditch the switch? Call to go on permanent daylight saving time grows Retrieved on 10/14/19 from: <https://www.nbcnews.com/news/us-news/ditch-switch-call-go-permanent-daylight-saving-time-grows-n1043051>

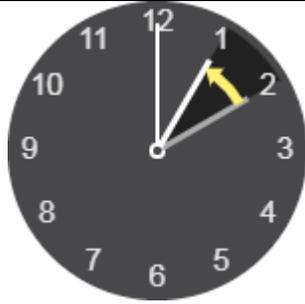
⁵ Consumer Product Safety Commission. N.d. Smoke Alarms – Why, Where and Which. CPSC Pub. 559. Retrieved on 10/21/19 from: <https://www.cpsc.gov/s3fs-public/559.pdf>

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED MPH Student																																					
Estimated time used to create	10 hours																																					
Date submitted	10/14/2019																																					
DUE date & TARGET date for release (Monday)	10/04/2019 10/21/2019																																					
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" data-bbox="383 558 1425 825"> <thead> <tr> <th>Reviewer</th> <th>Date</th> <th>Format & language (grammar)</th> <th>Social media content</th> <th>Public health content</th> </tr> </thead> <tbody> <tr> <td>Osman Ulvi, MBBS MPH</td> <td>10-18-19</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Amy Lee, MD, MPH</td> <td>10/15/19</td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p data-bbox="383 856 634 884">Approvers Instructions</p> <ul data-bbox="383 890 1515 1045" style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits <table border="1" data-bbox="383 1052 1515 1245"> <thead> <tr> <th>Reviewer</th> <th>Items for review</th> </tr> </thead> <tbody> <tr> <td>Public health content</td> <td>Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.</td> </tr> <tr> <td>Social media content</td> <td>Layout, imaging, length of posts</td> </tr> <tr> <td>Format and language</td> <td>Good grammar, punctuation, format compliant with toolkit guidelines.</td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Osman Ulvi, MBBS MPH	10-18-19	X	X	X	Amy Lee, MD, MPH	10/15/19	X	X												Reviewer	Items for review	Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines). Also, from a credible source.	Social media content	Layout, imaging, length of posts	Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.
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Accuracy	Sources of all data are provided (all credible sources) YES or NO																																					
Social Media Platforms Included	<table border="1" data-bbox="383 1398 1252 1801"> <thead> <tr> <th>Platform</th> <th>Ideal number</th> <th>In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>5</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>10</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td>1</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td>1</td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	1	Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional	1									
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FACEBOOK

Facebook 1



Caption: Nov 3, 2019 - Daylight Saving Time Ends

When local daylight time is about to reach Sunday, November 3, 2019, **2:00:00 am** clocks are turned **backward** 1 hour to

Sunday, November 3, 2019, **1:00:00 am** local standard time instead.

Sunrise and sunset will be about 1 hour earlier on Nov 3, 2019 than the day before. There will be more light in the morning.

Source: [timeanddate.com](https://www.timeanddate.com)

Website:

<https://www.timeanddate.com/time/change/usa>

OUCH!

You can never be too prepared. Here's how to assemble a well-stocked first-aid kit to treat falls, stings, twists and pain when backyard football takes a turn for the worse.

> THE BASICS

- Scissors (for cutting gauze)
- Safety pins
- Adhesive tape
- Petroleum (or petroleum-free) jelly
- Cotton balls and cotton-tipped swabs
- Latex or non-latex gloves (to reduce infection risk from blood/body fluid)
- Any personal medications, medical consent/history forms
- Emergency phone numbers

> FOR CUTS & SCRAPES

- Adhesive bandages of assorted sizes
- Sterile gauze pads
- Antiseptic solution or wipes
- Antibiotic ointment

> FOR TWISTS & PULLS

- Elastic bandages (to wrap wrist, ankle, knee and elbow injuries)
- Aluminum finger splint
- Pain relievers like acetaminophen (Tylenol) or ibuprofen (Advil, Motrin) or aspirin*

*Remember: Never give aspirin to children.

> FOR STINGS & RASHES

- Calamine lotion
- Hydrocortisone cream, ointment or lotion for itching

> FOR ALLERGIES

- Antihistamines

> FOR JUST IN CASE

- Tweezers (for ticks and splinters)
- Sterile eyewash

> FOR THE ROAD

- Antacids
- Laxatives
- Anti-diarrhea medication

> TIP! During the summer months, it's also a good idea to keep sunscreen, insect repellent and aloe vera gel on hand.

Cleveland Clinic
health.clevelandclinic.org
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Source: medlineplus.gov/firstaid.html | www.cdc.gov/firstaid/firstaidkit.html

Source of graphic:
<https://health.clevelandclinic.org/23-must-haves-for-your-first-aid-kit/>

Give your kit a checkup

Check your first-aid kits regularly to be sure the flashlight batteries work and to replace supplies that have expired or been used up.

Consider taking a first-aid course through the American Red Cross. Contact your local chapter for information on classes.

Prepare children for medical emergencies in age-appropriate ways. The American Red Cross offers a number of helpful resources, including classes designed to help children understand and use first-aid techniques.

Facebook 3		<p>Clothes dryers are a major source of structural fires. According to the U.S. Consumer Product Safety Commission, 15,500 clothes dryer fires occur annually, resulting in an average of 10 deaths and 310 injuries. Be sure to remove the lint regularly. Lint fires are more common in group situations, such as dormitories. Source: National Park Service Website: https://www.nps.gov/articles/p52-dryer-fires.htm</p>
Facebook 4		
Facebook 5		

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.usfa.fema.gov/img/share/safety_tips_smoke_alarm_each_floor.1200x900.png		10/14/19	Source: FEMA/U.S. Fire Administration
Facebook 2		https://www.usfa.fema.gov/img/outreach/photogallery/appliance_safety/appliances_4.jpg	Changing a lint filter on a dryer	10/14/19	Source: FEMA/U.S. Fire Administration
Facebook 3					
Facebook 4					
Facebook 5					

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	Three out of five home fire deaths result from fires in properties without working smoke alarms. Don't just test your smoke alarm but also change out the batteries. Visit https://www.usfa.fema.gov/prevention/outreach/media/social_toolkits/toolkit_essentials.html for more information.
Tweet 2	When you hear a smoke alarm, you may have less than 2 minutes to get everyone outside and safe. Visit https://www.usfa.fema.gov/prevention/outreach/media/social_toolkits/toolkit_essentials.html for more information.
Tweet 3	A well-stocked first-aid kit can help you respond effectively to common injuries and emergencies. Keep at least one first-aid kit in your home and one in your car. Visit https://www.mayoclinic.org/first-aid/first-aid-kits/basics/art-20056673
Tweet 4	If you can't hear your smoke alarm, consider getting one that has a different sound or one that comes with a bed shaker or strobe light.
Tweet 5	Fire uses up the oxygen you need and produces smoke and poisonous gases that kill. Breathing even small amounts of smoke and toxic gases can make you drowsy, disoriented and short of breath. The odorless, colorless fumes can lull you into a deep sleep before the flames reach your door. You may not wake up in time to escape.
Tweet 6	Use Daylight Saving Time as an opportunity to do maintenance chores in your home that could save your life.
Tweet 7	Lint lodged in the vent pipes, the space behind the dryer, and ducts outside your home is often the cause of dryer fires. Clean these when the clock changes.
Tweet 8	Daylight Saving Time ended Sunday, November 3, 2019. Did you forget to turn your clock back one hour?
Tweet 9	If you've depleted your supply of flashlight batteries, bandage, and other just-in-case items over the past six months, use this time to restock.
Tweet 10	In addition to changing batteries of your smoke detectors, now is a good time to make sure to create or update your fire safety plan. Every family should have a fire safety plan. Having a plan helps ensure every family member is prepared if an emergency occurs.

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

Instagram 1	
Instagram 2	
Instagram 3	
Instagram 4	
Instagram 5	

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.usfa.fema.gov/prevention/outreach/smoke_alarms.html	Replace smoke alarms every ten years	10/14/19	Source: U.S. Fire Administration
Instagram 2		https://www.usfa.fema.gov/img/outreach/photogallery/install_smoke_alarm/installalarmolderadulc3_7.jpg	Man installing a smoke alarm	10/14/19	Source: U.S. Fire Administration (picture is in the public domain and not copyrighted)
Instagram 3		https://www.usfa.fema.gov/prevention/outreach/media/pictographs/pictograph01.html		10/14/19	Source: U.S. Fire Administration
Instagram 4		https://www.dla.mil/AboutDLA/News/NewsArticleView/Article/1358740/daylight-saving-time-ends-nov-5-change-clocks-batteries/	Working Smoke Alarms Save Lives	10/14/19	Source: Defense Logistics Agency
Instagram 5		https://www.usfa.fema.gov/img/outreach/photogallery/escape_plan/escapeplanaa2_4.jpg	Reviewing a fire escape plan	10/14/19	Source: U.S. Fire Administration

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#DaylightSaving
Hashtag 2	#ChangeClock
Hashtag 3	#DaylightSavingTime
Hashtag 4	#FallBack
Hashtag 5	#TestYourAlarms
Hashtag 6	#ElectricalFireSafety
Hashtag 7	#FirstAidKit
Hashtag 8	#EmergencyKit
Hashtag 9	#DaylightTime
Hashtag 10	#FirstAid

VIDEO (OPTIONAL)

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Video #1		https://www.usfa.fema.gov/video/hd/testing_b-roll_2.mp4	Testing a smoke alarm	10/14/2019	SV	Source: FEMA/U.S. Fire Administration
Video #2						
Video #3						

PHOTOS (copyright free)—OPTIONAL BUT GOOD TO INCLUDE

Photo #1		https://www.usfa.fema.gov/img/outreach/photogallery/co_safety/co_alar_m3.jpg	Two different Carbon Monoxide alarms	10/14/19	SV	Source: FEMA/U.S. Fire Administration
Photo #2						
Photo #3						
Photo #4						
Photo #5						
Photo #6						
Photo #7						
Photo #8						
Photo #9						
Photo #10						