Social Media Toolkit
Title: How to Stay Safe in Cold Weather

Introduction

Describe content of toolkit.
Describe background of topic
Describe the source(s) for the toolkit content

This toolkit will provide Facebook and Instagram posts, relevant hashtags, Tweets, and videos on how to be safe when you are outdoors in the winter. These tips apply not only to people who would exercise outdoors in the winter, but also includes basic information on just being outdoors and how to avoid cold weather injuries such as frostbite and hypothermia; and how to prepare to be safe when you are outside in cold weather.

Many people spend time outdoors in the winter working, traveling, or enjoying winter sports. Outdoor activities can expose you to several safety hazards. If you plan to exercise in cold weather, please check with your doctor first if you have certain conditions such as asthma, heart problems or Raynaud's disease.[1]

In general, before going outside in winter, check the forecast (temperature, wind and moisture are important factors). Also, getting wet makes you more vulnerable to the cold. It is important to dress in layers in the winter and wear appropriate outdoor clothing, such as a tightly woven, preferably wind-resistant coat or jacket; inner layers of light, warm clothing; mittens/gloves; hat; scarves and waterproof boots.[2]

It is as easy to get sunburned in winter as in summer—even more so if you are exercising in the snow or at high altitudes. Wear a sunscreen that blocks both UVA and UVB rays and a lip balm with sunscreen. Protect your eyes from snow and ice glare with dark glasses or goggles. Be sure to stay hydrated if exercising outside in the winter.

Knowing the signs of frostbite and hypothermia is very important.[3] Hypothermia is abnormally low body temperature. Body temperature that is too low affects the brain, making the victim unable to think clearly or move well. This makes hypothermia particularly dangerous because a person may not know it is happening and will not be able to do anything about it. Hypothermia is most likely at very cold temperatures, but can occur even at cool temperatures (above 40o F) if a person becomes chilled from rain, sweat or submersion in cold water. Hypothermia can also occur inside a building. The thermostat should be set no lower than 65-70 degrees if the occupants are 75 years or older.[3]

Frostbite is one of the most common cold-related injuries. Frostbite is an injury to the body caused by freezing of skin tissue. Frostbite causes loss of feeling and color in the affected areas. It most often affects the nose, ears, cheeks, chin, fingers or toes. Frostbite can permanently damage the body and severe cases can lead to amputation. The risk of frostbite is increased in people with reduced blood circulation, those who drink alcoholic beverages, the elderly and people who are not dressed properly for extremely cold temperatures.[3]

At the first signs of redness or pain in any skin area, get out of the cold or protect any exposed skin--frostbite may be beginning. The following signs may indicate frostbite: a white or grayish-yellow skin area; skin that feels usually firm or waxy; or numbness. A victim is often unaware of frostbite until someone else points it out because the frozen tissues are numb.[3]

As the weather turns cold, Ohioans look for ways to save on heating costs. The use of alternative heating sources such as portable heaters, fireplaces and wood stoves increases. Fire deaths and carbon monoxide (CO) poisoning are increased risks from using alternate heating sources. Home heating equipment is among the top causes of fires and CO poisoning. Install a battery-operated CO detector and smoke alarms throughout the home, and check or replace the batteries twice a year.[3]

Target audience/high-risk subsets

Describe target audience
Everyone who lives or travels to an area that experiences winter weather or cold weather.
Describe high-risk or sub-populations, if appropriate
Older adults and young children are at greater risk for hypothermia

Target Audience Needs/Issues/Considerations
Include considerations that the opposition may provide
 No opposition to winter safety likely.

Supporting Campaigns
Include organizations that would have credible information and would be likely to have their own campaign
Centers for Disease Control and Prevention
Mayo Clinic
National Safety Council
Ohio Committee for Severe Weather Awareness

References
[1]Mayo Clinic. (2019, June 29). Winter Fitness: Safety Tips for Exercising Outdoors. Retrieved on 10/24/19 from: https://www.mayoclinic.org/healthy-lifestyle/fitness/in-depth/fitness/art-20045626

[2]Centers for Disease Control and Prevention. (2019, February 4). Be Prepared to Stay Safe and Healthy in Winter. Retrieved on 10/24/19 from: https://www.cdc.gov/features/winterweather/index.html

[3]Ohio Committee for Severe Weather Awareness. N.d. Winter Health and Safety Tips. Retrieved on 10/29/19 from: https://weathersafety.ohio.gov/WinterHealthSafetyTips.aspx

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sandra Vasenda NEOMED MPH Student				
Estimated time used to create	8 hours				
Date submitted	10/31/19				
DUE date & TARGET date for release (Monday)	Due Date: 10/18/19 Target Date for Release: 11/04/19				

Approvals

(Needs at least one reviewer per column—initial appropriate column)

Reviewer	Date	Format & language (grammar)	Social media content	Public health content
Amy Lee	11/1/19	AL		

Approvers Instructions
- 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

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.

Content recency	All messages in this toolkit were generated in October, 2019 and contain up-to-date information prior to the launch date.
Accuracy	Sources of all data are provided (all credible sources) YES or NO

Social Media Platforms Included

Platform	Ideal number	In this toolkit
Facebook	5	6
Twitter	10	11
Instagram	5	6
Hashtags (for Twitter or Instagram)	10	10
Video (YouTube)	Optional	2
Print media (e.g. press release)	Optional	
Other (list): Photos Blog post ideas	Optional	

FACEBOOK

Facebook 1	Brrr...it's Cold! What to Wear — Tips to keep kids warm & safe in winter. Dress in several thin layers. Kids need 1 more layer of clothing than adults. In car seats, make sure layers are snug, not bulky. Remember warm boots, mittens & a hat. Change out of wet clothes right away. For more tips, visit HealthyChildren.org. American Academy of Pediatrics. healthychildren.org	Source: American Academy of Pediatrics and Healthychildren.org Website: https://www.aap.org/en-us/about-the-aap/aap-press-room/news-features-and-safety-tips/Pages/AAP-Winter-Safety-Tips.aspx
Facebook 2		
Facebook 3		
Facebook 4		
Facebook 5		

	Infographic	Website	Caption (if provided	When accessed	Permission
Facebook 1		https://www.weather.gov/wrn/winter2018-winter-sm#sp11	Warning Signs of Hypothermia	10/29/19	Source: U.S. Department of Commerce/NOAA/ National Weather Service
Facebook 2		https://www.weather.gov/wrn/winter_hazard_infographics	Dressing in Cold Weather	10/30/19	Source: U.S. Department of Commerce/NOAA/ National Weather Service
Facebook 3		https://www.weather.gov/wrn/infographics_winter	Know before you go	10/31/19	Source: U.S. Department of Commerce/NOAA/ National Weather Service
Facebook 4		https://www.weather.gov/wrn/winter_hazard_infographics	5 tips for shoveling snow safely	10/31/19	Source: U.S. Department of Commerce/NOAA/ National Weather Service
Facebook 5		https://www.cpwr.com/sites/default/files/research_working-in-cold-weather_winter-safety-infographic.jpg	Protect yourself from the cold	10/31/19	Source: The Center for Construction Research and Training

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	Bundling up in layers and staying dry is one of the best things you can do to stay safe this winter. weather.gov/safety/cold #WinterSafety
Tweet 2	A heavy wind can quickly lower your body temperature. Check the weather forecast for windy and cold days. On those days, try to stay inside or in a warm place. If you have to go out, wear warm clothes, and don't stay out in the cold and wind for a long time.
Tweet 3	In the winter, **dress in layers.** Several layers of loose-fitting, lightweight clothing will keep you warmer than a single layer of heavy clothing.
Tweet 4	Hypothermia occurs when the body's core temperature drops below 95 degrees. Hypothermia is most associated with exposure to extreme cold, but it can also occur at higher temperatures if a person becomes chilled from being soaked with rain or submerged in water.
Tweet 5	**Do not leave pets outside during cold weather extremes.** They need adequate shelter. In sub-zero temperatures, their paws, noses and ears can succumb to frostbite—bring them inside. If you can't bring them in your home, house them in a garage or basement with plenty of warm bedding
Tweet 6	Frostbite is one of the most common cold-related injuries. Frostbite is an injury to the body caused by freezing of skin tissue and causes loss of feeling and color in the affected areas. It most often affects the nose, ears, cheeks, chin, fingers or toes.
Tweet 7	Snow shoveling can cause serious injuries or death to people who are elderly, have chronic health problems or are not used to strenuous activity. If you are in one of these categories, you may want to use a snow blower or hire a snow removal service.
Tweet 8	Children lose heat faster than adults do. They have a larger head-to-body ratio than adults do, making them more prone to heat loss through the head. Ensure children playing outside cover their heads (with hats or hoods) and come inside periodically to warm up.
Tweet 9	Wear appropriate outdoor clothing: wear a tightly woven, preferably wind-resistant coat or jacket; inner layers of light, warm clothing; mittens; hats; scarves; and waterproof boots.
Tweet 10	For cold weather, dress infants and children warmly for outdoor activities. Several thin layers will keep them dry and warm. Always remember warm socks, boots, gloves or mittens, and a hat.
Tweet 11	For cold weather, the rule of thumb for older babies and young children is to dress them in one more layer of clothing than an adult would wear in the same conditions.

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		Caption: Bundling up in layers and staying dry is one of the best things you can do to stay safe this winter. weather.gov/safety/cold #WinterSafety Website: https://www.weather.gov/wrn/winter2018-winter-sm#sp12 Source: Source: National Weather Service/National Oceanic and Atmospheric Administration
Instagram 2		
Instagram 3		
Instagram 4		
Instagram 5		

	Infographic	Website	Caption (if provided	When accessed	Permission
Instagram 1		https://www.weather.gov/wrn/winter2018-winter-sm#sp12	Winter Ice Storms can Leave you in the Dark	10/30/19	Source: National Weather Service/National Oceanic and Atmospheric Administration
Instagram 2		https://health.mil/-/media/Images/MHS/Infographics/Preventive-Health/SM_OLWWinterSafetyRunningTips_917x459.ashx	Winter Running Tips	10/31/19	Source: Military Health System
Instagram 3		https://www.fema.gov/media-library/assets/images/164303	Bring pets inside when temperatures dip	10/31/19	Source: Federal Emergency Management Agency (FEMA)
Instagram 4		https://www.fema.gov/media-library/assets/images/164310	When it's freezing, limit time outdoors	10/31/19	Source: Federal Emergency Management Agency (FEMA)

| Instagram 5 | | https://www.cdc.gov/cpr/documents/hypothermia-frostbite_508.pdf | Avoid, Spot, Treat Frostbite and Hypothermia | 10/31/19 | Source: Centers for Disease Control and Prevention |

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#WinterWeather
Hashtag 2	#WinterSafety
Hashtag 3	#Hypothermia
Hashtag 4	#WindChill
Hashtag 5	#WinterDriving
Hashtag 6	#WeatherChannel
Hashtag 7	#SevereWeather
Hashtag 8	#StaySafeInWinter
Hashtag 9	#ColdWeatherTips
Hashtag 10	#WinterPreparedness

VIDEO (OPTIONAL)

Media	Image	Embedded Link	Website	Caption (if provided)	When Accessed	By Whom	Permission
				Videos			
Video #1		\<iframe width="560" height="315" src="https://www.youtube.com/embed/Epr0PyTgQQE" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen>\</iframe>	https://www.youtube.com/watch?v=Epr0PyTgQQE	Winter safety: Tips and Precautions (length: 2:03)	10/30/19	SV	Source: New York State Department of Environmental Conservation
Video #2		\<iframe width="560" height="315" src="https://www.youtube.com/embed/ufztqz6wbkc" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen>\</iframe>	https://youtu.be/ufztqz6wbkc	Winter Driving (length 0:53)	10/31/19	SV	Source: National Safety Council
Video #3							