

Hepatitis A Social Media Toolkit January 2018

Public health officials and the Michigan Department of Health and Human Services (MDHHS) are continuing to see an elevated number of hepatitis A cases in Southeast Michigan. Current case counts are updated every Friday on the [MDHHS website](#).

Key Messaging

- Get vaccinated
 - Best protection for you and your family
 - Call primary care provider, pharmacy, and/or Oakland County Health Division (OCHD) to ask about availability, insurance coverage, and payment before visiting in person.
- Practice good hygiene
 - Wash hands vigorously for at least 20 seconds with soap and water
- Report symptoms to primary care provider and OCHD immediately and stay home if you're sick.
 - Call 248-858-1286 to report illness.

Oakland County Resources - Contact Hanna Cassise at cassisej@oakgov.com or 248-452-9174 for printed copies.

- www.oakgov.com/health
- Hepatitis A Fact Sheets
 - [English](#)
 - [Spanish](#)
 - [Arabic](#)
- Brochures
 - [English](#)
 - [Spanish](#)
 - [Arabic](#)

Michigan Department of Health & Human Services Resources

- Hepatitis A Outbreak site: <http://bit.ly/2hYx8YR>
- Hepatitis A Resources site: <http://bit.ly/2y7PEos>

Key Agencies

Agency	Facebook	Twitter
Oakland County Health Division	@publichealthOC	@publichealthOC
Oakland County (Government)	@OakGov	@OakGov
Michigan Department of Health & Human Services (MDHHS)	@MichiganHHS	@MichiganHHS
Michigan Department of Agriculture & Rural Development (MDARD)	@MIDeptofAgriculture	@MIDeptofAgriculture
Centers for Disease Control & Prevention	@CDC	@CDC
Centers for Disease Control & Prevention – Hepatitis	N/A	@CDCHep
Oakland Community Health Network	@OCHN1	@OaklandCHN
Affirmations	@Affirmations	@GoAffirmations
Beaumont Health	@BeaumontHospitals	@BeaumontHealth
St. Joseph Mercy Oakland	@sjmohospitalfans	@sjmo_hospital
St. Joseph Mercy Health System	@sjmhs	@stjoes_health
Henry Ford Health System	@HenryFordHealthSystem	@HenryFordNews
St. John Providence	@StJohnProvidence	@StJohnProv
McLaren Health Care	@McLarenHealth	@McLarenHealth
Ascension Crittenton	@AscensionCrittenton	@ascensioncritt
DMC Huron Valley Sinai	@DMCHuronValley	@DMC_HuronValley

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Posts & Tweets

- Copy/Paste into Facebook & Twitter. **All posts are under 140 Characters** so they can be used on both Facebook & Twitter. There is still room to include up to 4 photos and tag 10 accounts/partners with each tweet at no additional characters.
- Tag key agencies when you post. We can share and grow the potential impact!
- Photos included are suggestions. *Contact Hanna Cassise to request the jpg. files included in the posts at cassisej@oakgov.com.*

POST	IMAGE	TARGET POPULATION
Hepatitis A is on the rise in #Michigan. Protect yourself with a simple & effective vaccine! Be #HepAware. http://bit.ly/2mVuTKI		General
#Vaccines against Hepatitis A & B are available & effective. #thinkhepatitis http://bit.ly/1NH92YF		General
There are vaccines to prevent both Hepatitis A and B infection for children and adults. http://bit.ly/1NH92YF		General
Hepatitis A is on the rise in #OaklandCounty. The vaccine is the best protection for you & your family. Learn more @ http://bit.ly/2i6mhi3		General
Wash your hands thoroughly with soap and warm water for at least 20 seconds. Good sanitation & hygiene are keys to prevent #hepatitisA.		General
Do you think you have been exposed to #hepatitisA? Call us at 248-858-1286 to report it and talk about vaccination.		General
#HepatitisA can be spread through close contact with an infected person through sex or caring for someone with Hep A. Get vaccinated!		General
Hepatitis A is in #OaklandCounty. Do you know the symptoms? Learn more at http://bit.ly/2i6mhi3 .		General
Learn the latest on the Southeast Michigan #hepatitisA outbreak. Visit http://www.michigan.gov/hepatitisaoutbreak @MichiganHHS		General
If you have been or think you have been exposed to #hepatitisA, stay home from work and call us at 248-858-1286 to get help.		General

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<p>Do you work in food service? Get the #hepatitisA vaccination to protect yourself and customers. Learn more at http://ow.ly/Mxcd30hbtP6.</p>		<p>Food Service</p>
<p>Food service workers have a role in preventing the spread of illness, including #hepA! Do not touch ready-to-eat foods with your bare hands.</p>		<p>Food Service</p>
<p>Food service workers - follow all safe food handling requirements. Wash your hands with warm, soapy water before & after you prepare food.</p>		<p>Food Service</p>
<p>Attention healthcare providers! Are you vaccinated against #hepatitisA? Protect yourself and your patients by getting vaccinated today.</p>		<p>Healthcare</p>
<p>#OaklandCounty healthcare providers, are you screening for #hepatitisA? We are experiencing an outbreak. Learn more: http://bit.ly/2C2e5V1</p>		<p>Healthcare</p>
<p>Healthcare providers must report #hepatitisA cases to us within 12 hours. Call 248-858-1286 or visit http://bit.ly/2u5iwOI for more info.</p>		<p>Healthcare</p>
<p>#HepatitisA is spreading in Southeast Michigan, especially among persons who inject drugs. Get vaccinated today. http://bit.ly/2i6mhi3</p>		<p>IV Drug Use/Drug Use</p>
<p>People who inject drugs are at higher risk for #hepA due to needle sharing. Talk to your provider about vaccination. http://bit.ly/2i6mhi3</p>		<p>IV Drug Use/Drug Use</p>
<p>Drug users are at higher risk for #hepA. Get vaccinated. Need substance abuse services? Call 248-464-6363 or visit http://bit.ly/2ijvfx0</p>		<p>IV Drug Use/Drug Use</p>
<p>Gay and bisexual men are at increased risk for #hepatitisA. Vaccination is the best protection! Learn more at http://ow.ly/4wbM30hbx6h.</p>		<p>MSM</p>
<p>Are you #hepAware? Reduce your risk of #hepatitisA exposure. Use protection during any sexual activity. #MSM</p>		<p>MSM</p>
<p>Thoroughly wash your hands and genitals with soapy water after sexual activity. Reduce your risk and be #hepAware. #MSM</p>		<p>MSM</p>