

Social Media Toolkit

COVID-19, NCDs and Public Health and Social Measures (PHSMs)

To communication managers and technical teams in cities responding to COVID-19:

These social media cards and suggested posts are for you to use or adapt in support of your city's COVID-19 response. We will continue to send you guides such as this—and include them on the Partnership's online [COVID-19 Response Center](#). Please reach out to us at cities4health@vitalstrategies.org if you have specific social media needs or other communications requests.

Relevant Links

- Partnership for Healthy Cities COVID-19 Response Center: <http://cities4health.org/>
- Partnership for Healthy Cities website: <https://partnershipforhealthycities.bloomberg.org/>

Hashtags

- #Cities4Health
- #KnowCOVID

Suggested Social Media Content

We've developed suggested posts as well as social media graphics that you can find [here](#).

Examples of Social Media Graphics

**KNOW YOUR
#COVID19
RISKS**

People with noncommunicable diseases (NCDs) such as **cancer, diabetes and heart disease** are at higher risk for severe #COVID19 disease and death.

Partnership for Healthy Cities | Bloomberg Philanthropies | Vital Strategies | cities4health.org

Older adults & people with underlying health conditions are at higher risk of developing severe forms of COVID-19

Protect yourself & stay healthy

World Health Organization | #COVID19 | #Coronavirus

Cigarette smokers are usually more vulnerable to #COVID19 because:

1. The act of smoking can transmit the virus from hand to mouth.
2. Smokers may already have lung disease or reduced lung capacity.

#KnowCOVID #Cities4Health @WHO

Water pipe smokers are usually more vulnerable to #COVID19 because:

1. Mouth pieces are often shared.
2. Smokers may already have lung disease or reduced lung capacity.

#KnowCOVID #Cities4Health @WHO @BloombergDotOrg

#COVID19 is spreading rapidly in cities, and many of those at risk for the most severe complications are those with underlying NCDs. [CITY NAME OR MAYOR NAME] is determined to fight both challenges with support from the Partnership for Healthy Cities. #KnowCOVID #Cities4Health

#FlattenTheCurve means keeping the diagnosed cases of #COVID19 at a level manageable for health care systems. Physical distancing, handwashing and other precautions help ensure we don't get to that point. #KnowCOVID #Cities4Health

#COVID19 affects—and infects—everyone, not just the elderly or those with respiratory conditions. #KnowCOVID @WHO #Cities4Health @BloombergDotOrg

#COVID19 mythbuster: Wearing gloves out in public is not as effective as handwashing regularly. Wash your hands for 20 seconds and limit touching your face and mouth as much as possible. #KnowCOVID #Cities4Health

#COVID19 tip: Follow guidelines from your local health department on the use of masks, but remember that masks alone are not a substitute for other measures, like hand-washing and physical distancing. #KnowCOVID #Cities4Health

#COVID19 tip: If you do have to go out in public for essentials or still have to report to work, make sure you are keeping a safe distance (6 feet/2 meters or more) and are having touchless greetings (handshake or wave) #KnowCOVID #Cities4Health

#COVID19 tip: Remember to cover your cough or sneeze by using the crook of your elbow to prevent the spread of germs. #KnowCOVID #Cities4Health @BloombergDotOrg

#COVID19 tip: Hands touch many surfaces and can pick up viruses, so avoid touching your eyes, nose and mouth to reduce risk of transmission. #KnowCOVID #Cities4Health