



**December 22, 2021  
Social Media Toolkit for Partners**

According to the CDC, the Omicron variant is now the dominant strain of COVID-19 circulating in the United States and Louisiana. While data are still emerging about this new variant, it appears that Omicron is more contagious than other variants. Further, our COVID-19 trends in Louisiana are now moving in the wrong direction – and quickly. Recent COVID-19 data show statewide percent positivity, COVID-19 incidence and hospitalizations are all on the rise.

As Omicron continues to spread and because we know families are traveling and gathering these next couple of weeks, LDH has shared updated guidance on staying safe this holiday season that you can find [here](#). In short, the important thing to remember is that we have more tools to slow the spread of COVID-19 than we did at this time last year. We know layered preventive strategies can slow the spread of COVID-19:

- Get vaccinated
- Get boosted
- Wear masks in public indoor spaces, regardless of vaccination status
- Get a COVID-19 test prior to gathering with others over the holidays

In addition, here are a few basic COVID-19 reminders:

- Stay home if you are not feeling well. People with COVID-19 have had a wide range of symptoms reported including fever or chills, cough, shortness of breath or difficulty breathing, fatigue, muscle or body aches, headache, new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting and diarrhea
- Wash your hands frequently and well.
- Do not touch your face.
- Cough into your elbow or mask.

**KEY FACTS:**

- Omicron, formally classified by the World Health Organization (WHO) as B.1.1.529, has been detected in at least 30 countries, and there are now known cases in 45 states across the United States, as of December 20, 2021.
- Two weeks ago, 35% of parishes were at "substantial" or "high" risk of COVID-19 spread in the community, a categorization based on a community indicator classification system developed by the CDC. As of Wednesday, December 22, 2021 81% of parishes fell into these two highest-risk categories.
- **Get vaccinated and, if eligible, get boosted** - The vaccine protects you against severe outcomes from COVID, i.e., being hospitalized and dying. If you are not yet vaccinated, you're unprotected. Preliminary data show two doses of Pfizer-BioNTech or Moderna may not fully protect against Omicron infection. A Pfizer-BioNTech booster shot, however, increases antibody levels 25-fold against Omicron. Similarly, early data show a Moderna booster shot can increase antibody levels 37-fold against Omicron. Getting your booster has never been more urgent.
- **Regardless of vaccination status, get tested regularly** - Ideally, before and after any travel and before gathering with loved ones. Remember COVID tests are snapshots in time. Just because you test negative before a flight/gathering does not mean you are still negative after the flight/gathering. There are COVID test sites all over the state. Call 211 to find a test site near you. Some community-based sites will be closed on Christmas Eve, Christmas Day, NYE and New Year's Day. You can also purchase at-home rapid tests at local pharmacies and online.
- **Regardless of vaccination status, mask indoors when not with your everyday household** - This includes private settings especially if a member of your gathering is at high risk of severe outcome (e.g., older people, underlying health condition). Masks work against all of the currently circulating variants. This is how we slow down Omicron.
- **Keep your gatherings small and hold your gatherings outdoors, if possible.** COVID-19 spreads more easily indoors than outdoors. Studies show that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time.
- CDC and LDH recommend that everyone ages 5 and older get the COVID-19 vaccine. The vaccines are widely available at more than 1,000 locations in all of Louisiana's 64 parishes, including at pharmacies, hospitals, healthcare clinics, and doctor's offices.
- COVID-19 booster shots are recommended for all fully-vaccinated Louisianans ages 18 and older, and the Pfizer-BioNTech booster shot is recommended for 16- and 17-year-olds. A person is considered fully vaccinated if they have received two doses of the Pfizer (Comirnaty) or Moderna vaccine, or one dose of the Johnson & Johnson vaccine. To receive the booster dose, individuals must be at least six months past their COVID-19 vaccine series completion date for the two-dose vaccines.
- [According to new CDC data](#), unvaccinated people are 10 times more likely to be infected and 20 times more likely to die due to COVID compared to a fully vaccinated person with a booster shot.
- Continue to use proven public health tools that we know slow the spread of the virus since the onset of the COVID-19 pandemic, including masking, practicing good hand washing hygiene, getting tested if you've been exposed, and staying home if you feel sick.

- We encourage families to reach out to their local vaccine provider ahead of time to confirm available pediatric vaccines. You can also call 211 or the COVID Vaccine Hotline at 1-855-453-0774 to find a nearby pediatric vaccination location.

## **HOW TO GET A COVID VACCINE IN LOUISIANA**

Everyone ages 5 and older is eligible for the COVID-19 vaccine in Louisiana. Parents with children under 18 should confirm with the vaccine provider that the Pfizer vaccine is available before making an appointment.

- COVID-19 vaccines are free and widely available at more than 1,000 locations in all of Louisiana's 64 parishes, including at pharmacies, hospitals, healthcare clinics, and doctor's offices.
- For a list of locations, visit LDH's vaccine directory which can be found at [covidvaccine.la.gov](https://covidvaccine.la.gov) or visit [vaccines.gov](https://vaccines.gov), which is maintained by the federal government.
- To get a list of vaccine locations near you, text your ZIP code to GETVAX (438829) in English, or VACUNA (822862) in Spanish.
- If you have questions, would like to speak with a medical professional, or need help scheduling an appointment, call 211 or Louisiana's vaccine hotline at 1-855-453-0774.

## SUGGESTED ACCOUNTS & LINKS

To amplify content raising awareness of this announcement, we suggest engaging with the following accounts and including one of the following links in content:

<b>Bring Back Louisiana #SleevesUp</b> <ul style="list-style-type: none"><li>● Facebook: <a href="#">@BringBackLASleevesUp</a></li><li>● Twitter: <a href="#">@SleevesUpLA</a></li><li>● Instagram: <a href="#">@SleevesUpLA</a></li></ul>	<b>Links/Calls to Action</b> <ul style="list-style-type: none"><li>● To get more info on where to get the vaccine: <a href="https://covidvaccine.la.gov">covidvaccine.la.gov</a></li><li>● For pediatric vaccine info, go to: <a href="https://ldh.la.gov/kidsvax">ldh.la.gov/kidsvax</a></li><li>● Call 211 or Louisiana's vaccine hotline at 1-855-453-0774.</li></ul>
<b>Louisiana Department of Health</b> <ul style="list-style-type: none"><li>● Facebook: <a href="#">@LADeptHealth</a></li><li>● Twitter: <a href="#">@LADeptHealth</a></li><li>● Instagram: <a href="#">@ladepthealth</a></li></ul>	<b>Hashtags</b> <ul style="list-style-type: none"><li>● #SleevesUp</li><li>● #SleevesUpLA</li><li>● #BringBackLA</li><li>● #InItToEndIt</li></ul>

## SUGGESTED SOCIAL MEDIA CONTENT

OMICRON FACT SHEET: [DOWNLOAD HERE](#).

VARIOUS SIZE GRAPHICS FOR DECEMBER: [DOWNLOAD HERE](#).

VIDEO FILES FOR SOCIAL CHANNELS: [DOWNLOAD HERE](#).

VIDEO LINKS CHEAT SHEET: [DOWNLOAD HERE](#).

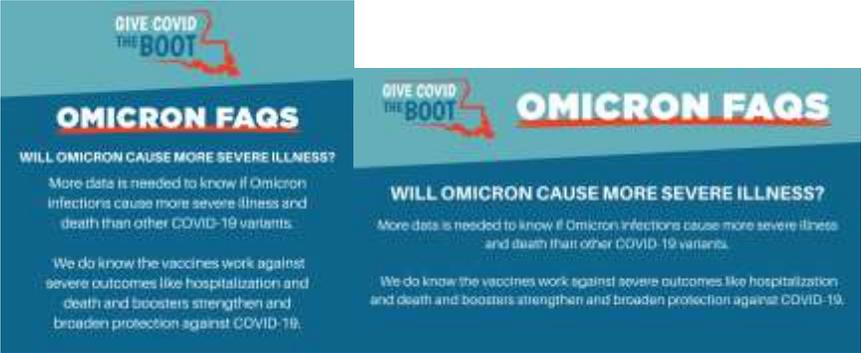
Social Media Channel	Messaging	Image
	<p>Holiday traditions are important to us in Louisiana, but so are people. And, tragically, nearly 15,000 people in Louisiana have died from #COVID19. No one wants to contribute to getting a loved one sick this holiday season.</p> <p>Getting vaccinated is the best protection against COVID-19 and variants but we should also practice masking, gather outdoors, and get tested regularly to protect all future traditions.</p> <p>CELEBRATE THE HOLIDAYS SAFELY.</p>	
	<p>GET VACCINATED AND GET BOOSTED.</p> <p>The vaccine protects you against hospitalization and death from #COVID19. If you are not yet #vaccinated, you're unprotected. If you haven't gotten your #booster shot, you're not as protected as you can be. Boosters strengthen and broaden protection.</p> <p>COVID-19 #vaccines are available at over 1,000 locations in all of Louisiana's 64 parishes, including at pharmacies, hospitals, healthcare clinics and doctor's offices.</p> <p>For a list of locations near you, visit <a href="https://bit.ly/3ilZ9Jj">https://bit.ly/3ilZ9Jj</a> or text your ZIP code to GETVAX (438829) in English or VACUNA (822862) in Spanish.</p>	

	<p>If you have questions, would like to speak with a medical professional or need help scheduling an appointment, call 211 or 1-855-453-0774.</p>	
	<p>Regardless of vaccination status, get tested for #COVID19 regularly.</p> <p>Remember that COVID-19 tests are snapshots in time. So, ideally, get a test before any travel, and before and after any gatherings.</p> <p>There are COVID-19 testing sites throughout the state, go to <a href="http://ldh.la.gov/covidtesting">ldh.la.gov/covidtesting</a> or call 211 to find a test site near you.</p> <p>As a reminder, all community-based sites operated by the Louisiana National Guard (LANG) will be closed on Christmas Eve, Christmas Day, New Year's Eve and New Year's Day.</p>	
	<p><b>CELEBRATE THE HOLIDAYS SAFELY</b></p> <p>We recommend layered strategies proven to help prevent the spread of COVID-19:</p> <p>Vaccines &amp; Boosters + Washing your hands with soap and water thoroughly and often.</p> <p>Schedule your vaccine or booster today.</p> <p><a href="http://www.covidvaccine.la.gov">www.covidvaccine.la.gov</a></p>	

	<p>We've gotten a lot of practice already...CELEBRATE THE HOLIDAYS SAFELY from a distance.</p> <p>We recommend layered strategies proven to help prevent the spread of COVID-19:</p> <p>Vaccines &amp; Boosters + Social Distancing.</p> <p>Schedule your vaccine or booster today.</p> <p><a href="http://www.covidvaccine.la.gov">www.covidvaccine.la.gov</a></p>	
	<p>Holiday traditions are important. BUT, we also need to protect ourselves and our loved ones against #COVID19 and variants.</p> <p>While getting vaccinated is the best protection, there are many ways to keep you and your family safe throughout the holidays.</p> <p>CELEBRATE THE HOLIDAYS SAFELY.</p>	
	<p>When the weather is this nice...you can CELEBRATE THE HOLIDAYS SAFELY outdoors.</p> <p>Layered strategies have proven to help prevent the spread of COVID-19:</p> <p>Vaccines &amp; Boosters + Gathering in smaller groups, outside if possible.</p> <p>Schedule your vaccine or booster today.</p>	

	<p>We know that layered strategies work to prevent the spread of COVID-19, To celebrate the holidays safely, we recommend:</p> <p>Vaccines &amp; Boosters + Masking in indoor public spaces and areas of high transmission.</p> <p>Schedule your vaccine or booster today.</p> <p><a href="http://www.covidvaccine.la.gov">www.covidvaccine.la.gov</a></p>	
	<p>CDC estimates Omicron variant of COVID-19 is now the dominant variant in the United States and Louisiana.</p> <p>THE BAD NEWS: It's already having an impact on Louisiana.</p> <ul style="list-style-type: none"> <li>● We're already seeing the early indications of cases and hospitalizations on the rise.</li> <li>● The Omicron variant is extremely transmissible.</li> </ul> <p>THE GOOD NEWS: We have tools to fight Omicron.</p> <ul style="list-style-type: none"> <li>● Mask in all public indoor settings.</li> <li>● Mask in all private indoor settings where someone is at increased risk.</li> <li>● Test before and after any travel or gatherings.</li> <li>● Get vaccinated and your booster shot if eligible.</li> </ul>	

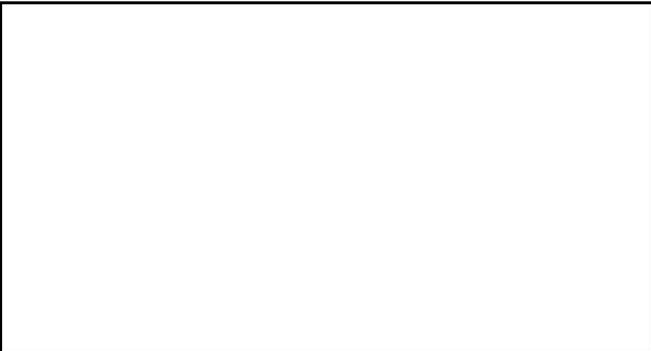
 <p>COVID-19 cases and hospitalizations are on the rise, especially in those who are not yet vaccinated. The #Omicron variant is significantly more contagious and continues to spread across Louisiana.</p> <p>If you are not yet vaccinated, you are unprotected. The vaccines protect you against severe outcomes from COVID-19 like hospitalization and death. If you are eligible, get your booster shot TODAY. Boosters strengthen and broaden protection, especially against Omicron</p> <p>In light of this rapidly evolving situation around the holiday season, we are sharing updated guidance on staying safe this holiday season.</p>		
 <p>#Omicron variant of COVID-19 is now the dominant variant in the United States and Louisiana, according to @CDCgov.</p> <p>There's been a sharp increase in COVID-19 cases and hospitalizations. Nearly every parish in Louisiana is at "substantial" or "high" community risk.</p> <p>While Omicron seems to be extremely transmissible and breakthrough infections are likely, we're seeing the vaccines work against severe outcomes like hospitalization and death. We're also seeing #boosters strengthen and broaden protection against COVID-19.</p> <p>You are 10 times more likely to test positive and 20 times more likely to die from COVID-19 if you're unvaccinated.</p>		

	<p>More data is needed to know if #Omicron infections cause more severe illness and death than other COVID-19 variants.</p> <p>We DO know the vaccines work against severe outcomes like hospitalization and death and boosters strengthen and broaden protection against COVID-19.</p>	
	<p>This summer, low vaccination rates and the more infectious Delta variant created a COVID-19 crisis. Hospitals across the state struggled to handle the influx - ICU beds were full as COVID patients competed for beds. Thousands of people died including 18 children.</p> <p>Public health officials have warned for weeks that the U.S. could face another Covid wave this winter. <b>THE NEXT BIG SURGE IS HERE.</b></p> <p>#Omicron is now the dominant strain and the unvaccinated are the most at risk. Unvaccinated people are 10 times more likely to test positive for COVID than fully vaccinated people, and they're 20 times more likely to die from COVID than fully vaccinated people.</p> <p>More than 2.5M people in Louisiana have gone sleeves up already, but for us to fight Omicron and put this pandemic behind us, it's critical that many more people get vaccinated, and those who are eligible, get boosted.</p>	

	<p>During this holiday season, we remember the nearly 15,000 Louisianans that have lost their lives to COVID-19 and their grieving families.</p> <p>Getting vaccinated is the best way to protect yourself and your loved ones, and to honor the lives of those lost to COVID-19.</p> <p>To learn more about the COVID-19 vaccines:  <a href="https://covidvaccine.la.gov">covidvaccine.la.gov</a></p>	
	<p>The greatest gift you can give this holiday season is to protect yourself and your loved ones from COVID-19.</p> <p><b>To protect yourself, get vaccinated and, if eligible, get boosted.</b> The COVID-19 vaccine protects against severe outcomes from COVID, including hospitalization and death. If you are not yet vaccinated, you are unprotected.</p> <p>If you have questions about vaccines, you can speak to a medical professional and learn about vaccination sites near you by calling Louisiana's vaccine hotline at 855-453-0774.</p> <p>It's never too late to change your mind...Celebrate safely this holiday season.</p>	

	<p>The greatest gift you can give is FREE. Vaccines work and are easy to get.</p> <p>Join the 2.5M + people in Louisiana who already have gone sleeves up, and protect yourself and your loved ones from COVID-19 this holiday season.</p> <p>Talk to your doctor about the life saving shot. It's how we protect ourselves and celebrate safely this holiday season.</p>	
	<p><b>🚨 ALERT 🚨</b></p> <p>COVID-19 booster shots are now available -- and CDC recommended -- for everyone ages 16 &amp; up.</p> <p>Go to <a href="https://covidvaccine.la.gov">covidvaccine.la.gov</a> or call the Vaccine Hotline 1-855-453-0774 to make an appointment TODAY.</p>	
	<p>Es La Mejor Manera de Asegurarnos de que Todos Estemos Seguros en Esta Temporada Navideña.</p>	

	<p>The greatest gift you can give is to protect our children from <a href="#">#COVID19</a>.</p> <p>Kids ages 5 and up are eligible for the life saving vaccine.</p> <p>It's easier than ever to protect them and everyone you love. Talk to your child's doctor today. Keep our kids safe this holiday season.</p> <p>Give the gift of protection: <a href="http://ldh.la.gov/kidsvax">ldh.la.gov/kidsvax</a></p>	
	<p>Happy Holidays, Louisiana! If you're celebrating together this year, remember to practice COVID mitigation. Regardless of vaccination status:</p> <ul style="list-style-type: none"> <li>⚠️ Get tested multiple times - before traveling, before gathering, and upon return.</li> <li>⚠️ Mask indoors especially around someone at high risk of severe outcome.</li> <li>⚠️ Keep your gatherings small and hold your gatherings outdoors.</li> </ul>	
	<p>Celebrating the New Year is a time-honored tradition. It's about new beginnings and the hope for a better future. It feels especially poignant this year.</p> <p>One of the biggest lessons of the last two years is the importance of staying healthy and one of the easiest ways to take control of your health is to get vaccinated against COVID-19.</p>	



🔍 WANTED 🔍

Are you between the ages of 12 and 17? Are you interested in building leadership skills and learning about public health alongside your peers and healthcare professionals?

We're looking for YOUTH AMBASSADORS to help lead the effort to boost Louisiana's COVID-19 vaccination rates so that we can put this pandemic behind and get back to the things we love.

We know young people want to hear from other people, not us! And we know you have a compelling vaccine story to share.

If this sounds like you or someone you know, go to <https://bit.ly/3p0Qvn4> to learn more about the youth ambassadors program.

