



Georgia Chapter  
**American Academy of Pediatrics**  
*Georgia's leading voice for children and the  
pediatricians & subspecialists who care for them.*



## **Blast Communication:**

*AAP Launches Social Media #StayAtHomeSafety Campaign for COVID-19*  
*March 25, 2020*

NOTE: if you are reading this message as a blast fax, visit us on the web at [www.gaaap.org](http://www.gaaap.org) to view this message on-line to enable links included in this message.

Dear Colleague:

The following information was released from the American Academy of Pediatrics as part of their new **#StayAtHomeSafety** campaign. We encourage you to take to social media to participate in the launch of this campaign that begins today and will continue in the weeks to come.

The new **#StayAtHomeSafety** hashtag was created after the planning team considered feedback and the wish to make sure the focus is on the positive. As a result, the hashtag of #StuckAtHomeSafety to the more positive **#StayAtHomeSafety**. Please use the new hashtag in all communication efforts moving forward.

### **Twitter chat participation and promotion**

Today, Wednesday, March 25th is the day the AAP is launching the **#StayAtHomeSafety** hashtag. You can start using it right away to promote the concept within your social media platforms including the Twitter chat.

1. Visit and bookmark [www.preventchildinjury.org/covid19](http://www.preventchildinjury.org/covid19) so that you can obtain resources that the AAP will continue to create for the **#StayAtHomeSafety** hashtag. Resources will include Twitter chat questions and graphics to promote the Twitter chat.

2. The Twitter chat question will help you create tweets to post today. If you are new to Twitter chats, there is a link on the page that will help give you some tips on how to participate.

3. When creating tweets:

- a. **Think about simple steps or activities that families can do today to prevent child injuries**
- b. **Try to keep the steps/activities relatively simple, with little or no cost**
- c. **Think about children of different ages and different living situations**
- d. **Provide links to trusted resources families can go to for more information  
(either the resources listed on the page above or ones of your own)**

4. Promote the Twitter chat

5. Share this information with any of your peers or others that might have something to contribute both to the Twitter chat and posts in the future.

### **After the chat**

The hope is that today will just be the start. We encourage Georgia pediatricians to promote this **#StayAtHomeSafety** campaign in the weeks to come in order to promote resources and ideas to help parents and caregivers keep their families free from injury during this time.

Sincerely,

*Terri McFadden, MD, FAAP*

Chapter President &

Georgia AAP COVID-19 Task Force

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