Stronger Together  
Connecting to feel safe, calm and hopeful  
Launch: 27 July  
Duration: 27 July-31 November 2020

Fotos, videos y GIFs available here:

- TEAMS, Paho.org

Hashtags

- **English**: #LookListenLink, #StrongerTogether, #PsychosocialSupport (shorter alternative: #MHPSS), #COVID19 (for those messages with related content).

Cuentas / perfiles para Seguir y / o @Etiquetar, si están disponibles

- Facebook: @PAHOWHO, @PAHOWHOCaribbean
- Twitter: @pahowho, @PAHOCaribbean, @PAHOfreedoms
- Instagram: @opspaho
- LinkedIn: Pan American Health Organization

<table>
<thead>
<tr>
<th>ENGLISH</th>
<th>ENGLISH MESSAGE</th>
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<tbody>
<tr>
<td></td>
<td>Include in each message:</td>
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<tr>
<td></td>
<td>- maximum 3 Hashtags (including #HealthForAll)</td>
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<td>- the @Tag Handles</td>
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<td>- links of the campaign/activity</td>
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<thead>
<tr>
<th>MESSAGE</th>
<th>IMAGE</th>
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<tbody>
<tr>
<td>WEEK 1</td>
<td>INTRODUCING THE CONCEPT OF PFA</td>
</tr>
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</table>
Strong communities can survive times of stress and crisis by working together to feel safe, calm, connected and hopeful.

#StrongerTogether, learn more 🔄

#PsychosocialSupport #LookListenLink

Image: [1-Intro-PFA]

Remember, everyone has strengths and abilities to help others cope with their life challenges.

#StrongerTogether, learn more 🔄

#PsychosocialSupport #LookListenLink

Image: [2-Intro-PFA]
During times of stress and crisis, you can help others when you LOOK, LISTEN and LINK. That means:

- ☑ Being calm and safe
- ☑ Listening and comforting those in need of support
- ☑ Sharing information and connecting people

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#PsychosocialSupport #LookListenLink
#COVID19

Image: [3-Intro-PFA]

WEEK 2

How can you help others to cope in times of stress and crisis?

LOOK ☑:
- ☑ Be calm, be safe, think before you act
- ☑ Check for people with obvious urgent basic needs
- ☑ Check for people with serious distress reactions

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#PsychosocialSupport #LookListenLink
#COVID19

Image: [4-Look]
LOOK for people who are likely to need special attention:

- Older adults, children and adolescents
- Check for people with obvious urgent basic needs
- Check for people with serious distress reactions

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#PsychosocialSupport #LookListenLink

Image: [5-Look]

It is normal to feel sad, distressed, worried, confused, scared or angry during difficult times.

But if symptoms cause difficulty with daily functioning or last more than one month, it is time to seek professional help.

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#PsychosocialSupport #LookListenLink

Image: [6-Look]

WEEK 3

LISTEN
How can you help others to cope in times of stress and crisis?

LISTEN:

✅ Approach respectfully
✅ Ask about people’s needs and concerns
✅ Listen to people and help them to feel calm
✅ Provide information from reliable sources, if you have it

#StrongerTogether, learn more 🇵🇷

#PsychosocialSupport #LookListenLink #COVID19

Image: [7-Listen]

How to listen properly, in person or remotely?

✅ Use a calm and supportive tone of voice
✅ Be aware of words and body language
✅ Let them know you’re here
✅ Do not pressure anyone to tell you what they have been through
✅ Allow for silence

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#PsychosocialSupport #LookListenLink

Image: [8-Listen]
In a crisis, some people may feel “out of it” or disconnected. These are some tips on how you can help:

- Look for non-distressing things around you…
- Focus on your breathing, breath slowly
- Tap your fingers on your lap
- Place and feel your feet on the floor
- What do you see here? Can you describe it?

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#PsychosocialSupport #LookListenLink

Image: [9-Listen]

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WEEK 4

How can you help others to cope in times of stress and crisis?

LINK:
- Help address their basic needs and access services
- Help people cope with problems
- Give information
- Connect people with their loved ones

#StrongerTogether, learn more 🚀

#PsychosocialSupport #LookListenLink

Image: [10-Link-helping-cope]
During times of stress and crisis, encourage positive coping strategies.

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#PsychosocialSupport #LookListenLink

Image: [11-Link-helping-cope]

It is common for persons to want to use alcohol or drugs when feeling bad. However, remember that:

✅ When you drink or use drugs it takes longer to overcome the painful feelings and anxiety
✅ Alcohol and drugs alter your thoughts, judgement, decision-making and behavior
✅ Alcohol weakens the immune system and increases the risk of interpersonal violence

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#PsychosocialSupport #LookListenLink

Image: [12-Link-helping-cope]

WEEK 5

LINK: SEEKING INFORMATION & STIGMA
How can you help others to cope in times of stress and crisis?

LINK & GIVE INFORMATION:
- Keep updated and only say what you know
- Do not make up information or give false reassurances
- Keep messages simple and accurate
- Repeat the message to be sure people hear and understand it

#StrongerTogether, learn more 🦠

#PsychosocialSupport #LookListenLink

Image: [13-Link-Information]

During a crisis, avoid the near-constant stream of news and social media messages that cause you to feel anxious or distressed.

Seek information:
- At specific times during the day, once or twice
- From reliable sources (e.g. WHO/PAHO; local health authorities)
- To prepare your plans and protect yourself and loved ones

Rumours will be common! Get the facts! Avoid fear and stigma!

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#PsychosocialSupport #LookListenLink

Image: [14-Link-Information]
Remember to keep your child or teen safe online:

- ✅ Speak about online risks, explain that information they put out there stays out there.
- ✅ Spend time with your child online.
- ✅ Be alert to signs of distress, let them know they can come to you if something feels uncomfortable.
- ✅ Create device-free times, for example when eating, playing, sleeping.
- ✅ Use technology to set up a safe space: parental control, safe search and privacy settings.

#StrongerTogether, learn more 🔄

#PsychosocialSupport #LookListenLink

Image: [15-Link-Information]

<table>
<thead>
<tr>
<th>WEEK 6</th>
<th>LINK: CONNECTING PEOPLE &amp; GRIEVING</th>
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<tbody>
<tr>
<td>How can you help others to cope in times of stress and crisis?</td>
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<tr>
<td>LINK &amp; CONNECT PEOPLE:</td>
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<tr>
<td>✅ Help keep families stay together</td>
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<tr>
<td>✅ Help people to contact friends &amp; relatives to get support</td>
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<td>✅ If religious practice is helpful for a person, try to connect them with their spiritual community.</td>
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#StrongerTogether, learn more 🔄

#PsychosocialSupport #LookListenLink

Image: [16-Link-Connecting]
<table>
<thead>
<tr>
<th>WEEK 7</th>
<th>GENDER ROLES AND VIOLENCE</th>
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<tr>
<td>If physical distancing, quarantine or isolation are required to contain an outbreak, such as COVID-19, help people stay connected via email, social media, video conference or telephone.</td>
<td></td>
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<tr>
<td>#StrongerTogether, learn more <a href="https://www.paho.org/en/stronger-together-2020">link</a></td>
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<tr>
<td>#COVID19 #LookListenLink</td>
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<tr>
<td>Image: [17-Link-Connecting]</td>
<td></td>
</tr>
<tr>
<td>Help people to find safe ways to grieve, honour and remember their lost loved one.</td>
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</tr>
<tr>
<td>If symptoms of grief interfere with daily functioning or persist for more than 6 months, it is time to seek for help.</td>
<td></td>
</tr>
<tr>
<td>#StrongerTogether, learn more <a href="https://www.paho.org/en/stronger-together-2020">link</a></td>
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<tr>
<td>Image: [18-Link-Connecting]</td>
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Men ♂ and women ♀ can face different challenges in crisis situations

Men: remember that seeking help is NOT a weakness and it’s ok to show emotions 😞😞😞😞.

Women: take care of yourself. Your life, your health, you are of value!

Violence is never acceptable. Everyone deserves to feel safe at home, whether during a disaster or any other crisis.

Learn more, visit 🌐

#StrongerTogether #PsychosocialSupport #LookListenLink

Image: [19-Gender-roles-violence]

How can communities reach out to and support children, women and vulnerable persons at risk of domestic violence?

✔️ Be aware of safety risks when contacting survivors, as the abuser may be present at home.
✔️ Share information about available help.
✔️ Be prepared to call emergency services if urgent help is needed.

Remember, violence is never justified, not even during times of stress and crisis.

Learn more, visit 🌐

#StrongerTogether #PsychosocialSupport #LookListenLink
If you are experiencing or are at risk of domestic violence:

✅ Reach out to trusted family and friends for practical help and support.
✅ Make a plan to protect yourself and your children any way you can.
✅ Find out about available resources and seek support.

Remember, violence against you is never your fault. You are not to blame. Everyone deserves to feel safe in their home.

Learn more, visit 🌐

#StrongerTogether #PsychosocialSupport #LookListenLink

WEEK 8 CHILDREN AND ADOLESCENTS

For Twitter, divide the messages and post them linked each other in a thread. The text is too long for a single message.
Children and adolescents are especially vulnerable in a crisis.

Tips to keep it positive:

- Be kind to everyone in the family, share the workload at home, & model the behavior you would like to see.
- Get real: Can your child actually do what you are asking them?
- Set aside one-on-one time, praise your child for being good, encourage consistent routines & simple jobs with responsibilities.
- Catch bad behavior early & redirect your child’s attention before it starts.


#StrongerTogether #PsychosocialSupport #LookListenLink

Tips to manage bad behavior of children and adolescents:

TAKE A PAUSE:

Feel like screaming? Shouting at your children will just make you and them more stressed and angrier. Give yourself a 10-second pause. Breath in and out slowly five times. Then try to respond in a calmer way.


#StrongerTogether #PsychosocialSupport #LookListenLink
## Tips to manage bad behavior of children 🧵👶 and adolescents 🧵👧👦:

**USE CONSEQUENCES:**

- Give a choice to follow your instruction before giving the consequence.
- Stay calm when giving the consequence.
- Make sure you can follow through with the consequence.
- Once the consequence is over, give your child a chance to do something good, and praise them over it.

Learn more, visit [💻💻](https://www.paho.org/en/stronger-together-2020)

#StrongerTogether #PsychosocialSupport #LookListenLink

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## WEEK 9

### VULNERABLE GROUPS

The risk of suicide may increase in moments of crisis, but suicides are preventable.

If you know someone who may be considering suicide, talk to them about it.

Asking about suicide does not provoke the act of suicide, it often reduces anxiety and helps people feel understood.

Learn more, visit [💻💻](https://www.paho.org/en/stronger-together-2020)

#StrongerTogether #PsychosocialSupport #LookListenLink
| **Image:** [25-Vulnerable-groups] | **In a crisis, elderly people, people with pre-existing health conditions and people with disabilities 🍛_house, 🌊_water and 🚿_shower may have special needs.**

Reach out to them, help them meet their basic needs 🍛_house, 🌊_water and 🚿_shower and give them information 📋.

To learn more, visit 📲:

#StrongerTogether #PsychosocialSupport #LookListenLink |

| **Image:** [26-Vulnerable-groups] | **People with disabilities 🚶️_walk, 🍰_wheelchair may feel even more excluded during times of crisis, when they may fear being left behind.**

Reach out to them, help them meet their basic needs 🍛_house, 🌊_water and 🚿_shower and give them information 📋.

To learn more, visit 📲:

#StrongerTogether #PsychosocialSupport #LookListenLink |

| **Image:** [27-Vulnerable-groups] | **ESSENTIAL WORKERS, CAREGIVERS, DECISION MAKERS** |

**WEEK 10**
Honor caretakers, health care workers and other essential workers supporting your community and helping to prepare and respond to difficult situations.

Acknowledge the role they play to save lives and keep your loved ones safe.

To learn more, visit 🌐

#StrongerTogether #PsychosocialSupport #LookListenLink #COVID19

Image: [28-Essential-workers]

If you are an essential worker in a crisis situation, remember that feeling stress is an experience that you and many of your colleagues are likely going through.

Stress and feelings associated with it are by no means a reflection that you cannot do your job or that you are weak, even if you feel that way.

To learn more, visit 🌐

#StrongerTogether #PsychosocialSupport #LookListenLink

Image: [29-Essential-workers]
If you are an essential worker in a crisis situation, remember that managing your stress and psychosocial wellbeing during this time is as important as managing your physical health.

If your stress worsens, you are not to blame.

If you feel overwhelmed, please seek appropriate support.

To learn more, visit 🌐

#StrongerTogether #PsychosocialSupport #LookListenLink #COVID19

Image: [30-Essential-workers]