

## Stronger Together

Building individual and social resilience to cope with the impacts of natural hazard events

Launch: 10 July 2019, 9:30-10:30 am

Duration: 10 July-31 October 2019

Images and campaign materials available here:

- [TEAMS](#) (for PAHO staff)
- Web: <https://www.paho.org/spc-crb/stronger-together>

Hashtags

- **English:** [#HealthForAll](#) + [#StrongerTogether](#), [#Beready](#), [#LookListenLink](#)

Accounts to follow and tag

- Facebook:
  - PAHO: [@PAHOWHOCaribbean](#), [@PAHONCDs](#)
  - CBD: [@CaribbeanDevelopmentBank](#)
- Twitter:
  - PAHO: [@PAHOCaribbean](#), @pahowho @NCDs\_PAHO
  - CBD: [@Caribank](#)
- Instagram: [opspaho](#),

**Please, include in every message the corresponding CDB handle for each channel.**

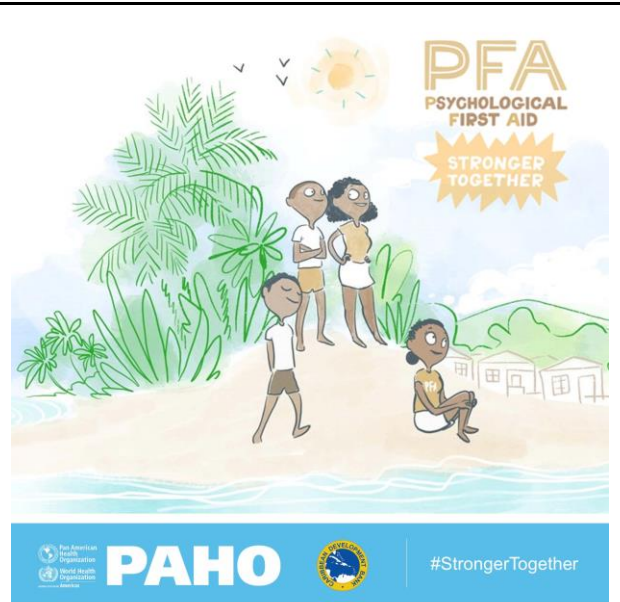
ENGLISH	
<b>ENGLISH MESSAGE</b> Include in each message: <ul style="list-style-type: none"><li>❖ maximum <b>3 Hashtags</b> (including #HealthForAll)</li><li>❖ the <b>@Tag Handles</b> (include CDB handles)</li><li>❖ Emojis</li><li>❖ links of the campaign/activity</li></ul>	
<b>MESSAGE</b>	<b>IMAGE</b>

When disaster strikes 🌪️☁️, community unity 👨👩👧👦 the best way to overcome hardship.

#BeReady, learn more 📖  
<https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #HealthForAll

Image: [MHPSS1-Community-matters]

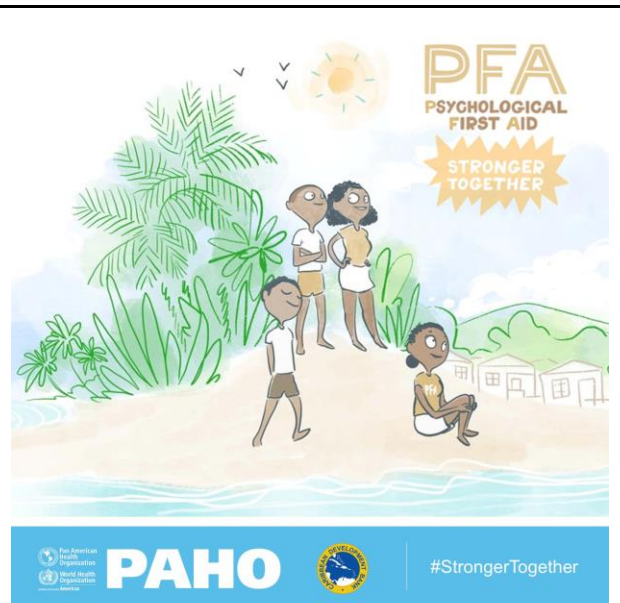


After a natural disaster, most people will recover 😊👤👤👤👤 over time, especially if they get support 🤝 from those around them.  
#StrongerTogether, #LookListenLink #BeReady

Learn how 📖 <https://www.paho.org/spc-crb/stronger-together>

#HealthForAll

Image: [MHPSS1-Community-matters]



👁️ Remember, natural hazards create hardship, but together we can recover.

##StrongerTogether #BeReady, get more information 📄 <https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #HealthForAll

Image: [MHPSS3-Working-Together]



How can you help others to cope in a disaster?

1. LOOK 👁️

- ✓ Check for safety
- ✓ Check for people with obvious urgent basic needs
- ✓ Check for people with serious distress reactions

Learn more 📄 <https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #LookListenLink  
#HealthforAll

Image: [MHPSS4-Look]



How can you help others to cope in a disaster?

**2** LISTEN:

- Approach people who may need support
- Ask about people's needs and concerns
- Listen to people and help them to feel calm

Learn more <https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #LookListenLink  
#Healthforall

Image: [MHPSS5-Listen]



How can you help others to cope in a disaster?

**3** LINK:

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

Learn more <https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #LookListenLink  
#HealthForAll

Image: [MHPSS6-Link]



Children 🧒🧒🧒 and adolescents  
🧒🧒 always need love ❤️ and attention  
👁️, especially in a crisis.

Learn about psychological first aid (PFA) and  
how you can help **them to** cope in a disaster  
📄 <https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #LookListenLink  
#HealthForAll

Image: [MHPSS7-Children]



In a disaster, elderly people  
🧓🧓 may have special needs,  
particularly if they take medication 💊


Reach out to them, help them meet their  
basic needs 🍷📄🏠 and give them  
information ⓘ



To learn more, visit 📄  
<https://www.paho.org/spc-crb/stronger-together>


#StrongerTogether #LookListenLink

Image: [MHPSS8-Elderly]



In a disaster, people with disabilities  may have special needs


Reach out to them, help them meet their basic needs  and give them information 


To learn more, visit   
<https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #LookListenLink  
#HealthForAll

Image: [\[MHPSS9-Disabilities\]](#)



Want to help your family and your community?  
 Remember to take care of yourself, so you can take care of others.

Learn more, visit   
<https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #LookListenLink  
#HealthForAll

Image: [\[MHPSS10-Selfcare\]](#)



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. 😞😓😞

Learn more, visit 📄  
<https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #LookListenLink  
#HealthForAll

Image: [MHPSS11-Men]



Men ♂ and women ♀ face different challenges in crisis situations

👤👤👤 Women: Violence is NEVER acceptable! You need to care for yourself to take care of others.

Learn more, visit 📄  
<https://www.paho.org/spc-crb/stronger-together>

#StrongerTogether #LookListenLink

Image: [MHPSS12-Women]

