

# 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
- Web: <https://www.paho.org/en/stronger-together-2020>

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](#), [@PAHOemergencies](#)
- Instagram: [@opspaho](#)
- LinkedIn: [Pan American Health Organization](#)

ENGLISH	
<ul style="list-style-type: none"><li>➤ Emojis</li><li>➤ Enlaces de la campaña / actividad.</li></ul>	<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></li><li>❖ Emojis</li><li>❖ links of the campaign/activity</li></ul>
MESSAGE	IMAGE
<b>WEEK 1</b>	<b>INTRODUCING THE CONCEPT OF PFA</b>

Strong communities 🧑🏿🧑🏻🧑🏼🧑🏽🧑🏾 can survive times of stress and crisis by working together to feel safe, calm, connected and hopeful.

**#StrongerTogether**, learn more 🖱️  
<https://www.paho.org/en/stronger-together-2020>

**#PsychosocialSupport #LookListenLink**

Image: [1-Intro-PFA]



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

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<https://www.paho.org/en/stronger-together-2020>


**#PsychosocialSupport #LookListenLink**

Image: [2-Intro-PFA]



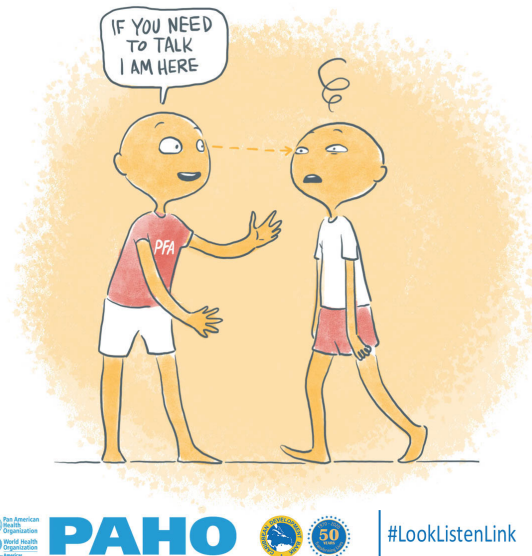
During times of stress and crisis, you can help others when you LOOK, LISTEN and LINK. That means:

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

[#StrongerTogether](https://www.paho.org/en/stronger-together-2020), learn more   
<https://www.paho.org/en/stronger-together-2020>

[#PsychosocialSupport](#) [#LookListenLink](#)  
[#COVID19](#)

Image: [\[3-Intro-PFA\]](#)




## WEEK 2

## LOOK

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

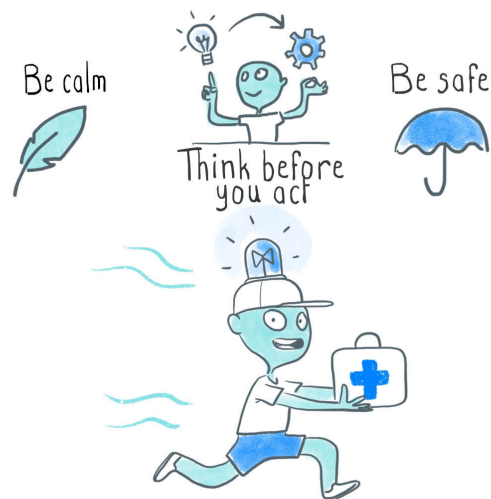
LOOK 👁️:

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

[#StrongerTogether](https://www.paho.org/en/stronger-together-2020), learn more   
<https://www.paho.org/en/stronger-together-2020>

[#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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<https://www.paho.org/en/stronger-together-2020>

**#PsychosocialSupport #LookListenLink**

Image: [5-Look]



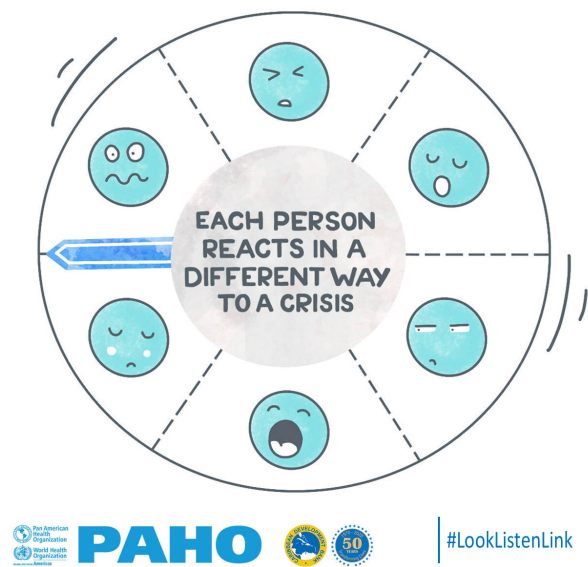
It is normal to feel sad, distressed, worried, confused, scared or angry during difficult times.

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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<https://www.paho.org/en/stronger-together-2020>

**#PsychosocialSupport #LookListenLink**

Image: [6-Look]



**WEEK 3**

**LISTEN**

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

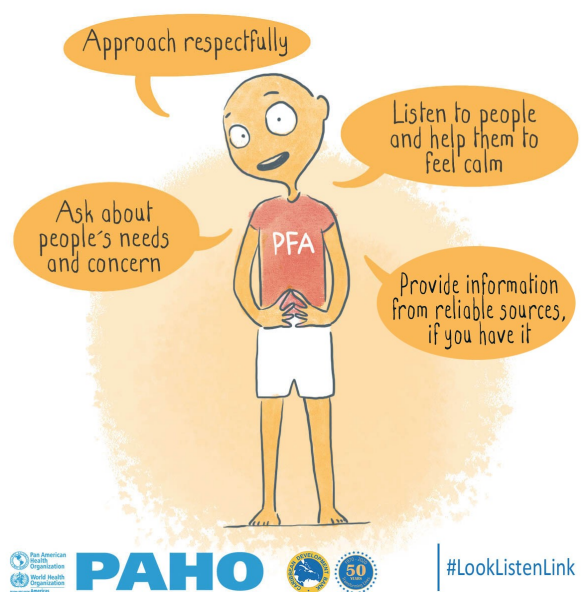
LISTEN:

- ✓ 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 🖱️  
<https://www.paho.org/en/stronger-together-2020>

**#PsychosocialSupport #LookListenLink #COVID19**

Image: [7-Listen]



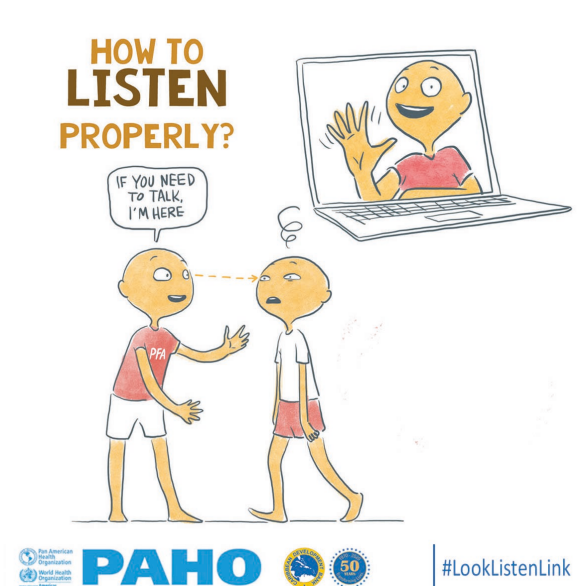
How to listen properly, in person or remotely?

- ✓ 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

**#StrongerTogether**, learn more 🖱️  
<https://www.paho.org/en/stronger-together-2020>

**#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:

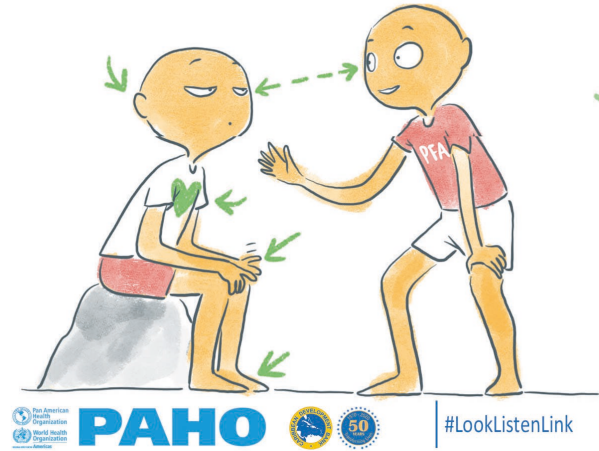
- ✓ Look for non-distressing things around you...
- ✓ Focus on your breathing, breath slowly
- ✓ Tap your fingers on your lap
- ✓ Place and feel your feet on the floor
- ✓ What do you see here? Can you describe it?

#StrongerTogether, learn more   
<https://www.paho.org/en/stronger-together-2020>

#PsychosocialSupport #LookListenLink

Image: [9-Listen]

## HELPING PEOPLE WHO FEEL DISCONNECTED




### WEEK 4

### LINK: HELPING PEOPLE COPE

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


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<https://www.paho.org/en/stronger-together-2020>

#PsychosocialSupport #LookListenLink

Image: [10-Link-helping-cope]



During times of stress and crisis, encourage positive coping strategies.

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<https://www.paho.org/en/stronger-together-2020>


**#PsychosocialSupport #LookListenLink**

Image: [11-Link-helping-cope]



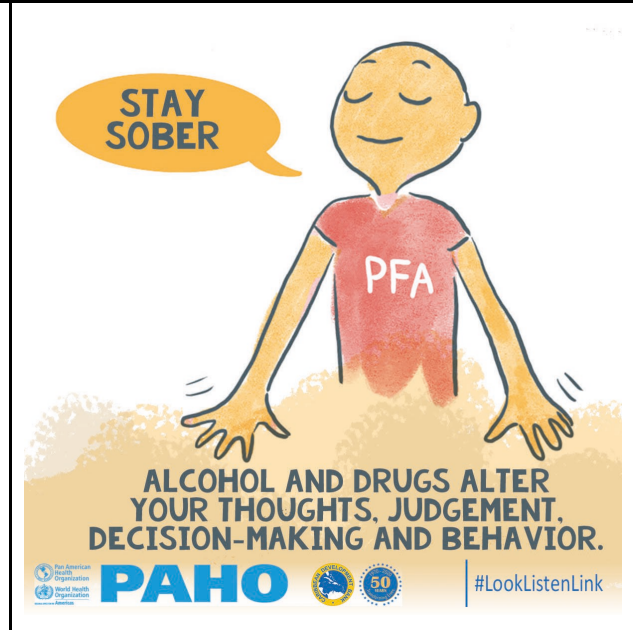
It is common for persons to want to use alcohol or drugs when feeling bad. However, remember that:

- ✓ 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

**#StrongerTogether**, learn more   
<https://www.paho.org/en/stronger-together-2020>

**#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?

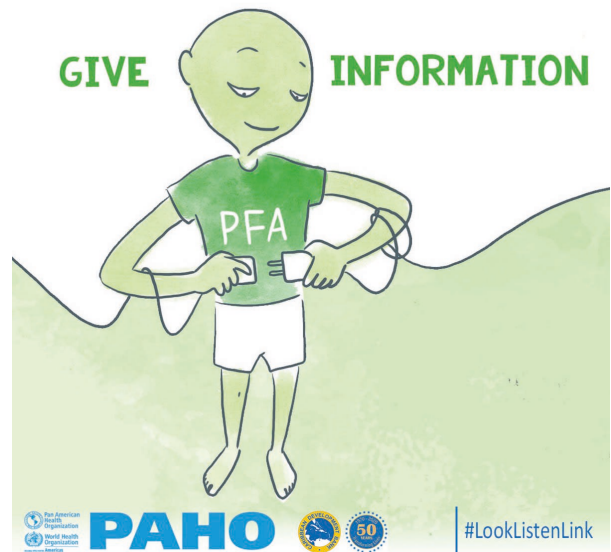
**LINK & GIVE INFORMATION:**

- ✓ 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 🖱️  
<https://www.paho.org/en/stronger-together-2020>

**#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!

**#StrongerTogether**, learn more 🖱️  
<https://www.paho.org/en/stronger-together-2020>

**#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   
<https://www.paho.org/en/stronger-together-2020>

**#PsychosocialSupport #LookListenLink**

Image: [15-Link-Information]

## KEEP YOUR CHILD OR TEEN SAFE ONLINE



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#LookListenLink


### WEEK 6

### LINK: CONNECTING PEOPLE & GRIEVING

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

#### LINK & CONNECT PEOPLE:

- ✓ Help keep families stay together
- ✓ Help people to contact friends & relatives to get support
- ✓ If religious practice is helpful for a person, try to connect them with their spiritual community.

**#StrongerTogether**, learn more   
<https://www.paho.org/en/stronger-together-2020>

**#PsychosocialSupport #LookListenLink**

Image: [16-Link-Connecting]



HELP KEEP FAMILIES TOGETHER AND CHILDREN WITH THEIR PARENTS AND LOVED ONES



HELP PEOPLE TO CONTACT FRIENDS & RELATIVES TO GET SUPPORT



IF RELIGIOUS PRACTICE IS HELPFUL FOR A PERSON, TRY TO CONNECT THEM WITH THEIR SPIRITUAL COMMUNITY



HELP BRING AFFECTED PEOPLE TOGETHER TO SUPPORT EACH OTHER. FOR EXAMPLE, ASK PEOPLE TO CARE FOR THE ELDERLY



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#LookListenLink

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.

**#StrongerTogether**, learn more 🖱️  
<https://www.paho.org/en/stronger-together-2020>

**#COVID19 #LookListenLink**

Image: [17-Link-Connecting]



**HELP PEOPLE STAY CONNECTED  
VIA EMAIL, SOCIAL MEDIA,  
VIDEO CONFERENCE  
OR TELEPHONE**



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#LookListenLink

Help people to find safe ways to grieve, honour and remember their lost loved one.

If symptoms of grief interfere with daily functioning or persist for more than 6 months, it is time to seek for help.

**#StrongerTogether**, learn more 🖱️  
<https://www.paho.org/en/stronger-together-2020>

**#COVID19 #LookListenLink**

Image: [18-Link-Connecting]



**HELP PEOPLE TO FIND  
SAFE WAYS TO GRIEVE  
HONOUR & REMEMBER  
THEIR LOST LOVED ONE**

If symptoms of grief interfere with daily functioning or persist for more than 6 months, it is time to seek for help



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#LookListenLink

**WEEK 7**

**GENDER ROLES AND VIOLENCE**

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 📄

<https://www.paho.org/en/stronger-together-2020>

[#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?

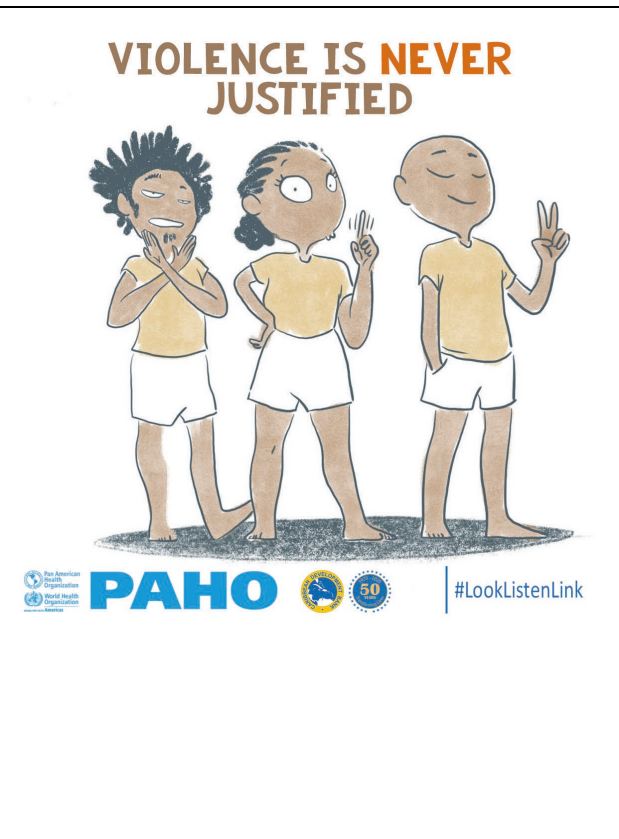
- ✓ Be aware of safety risks when contacting survivors, as the abuser may be present at home.
- ✓ Share information about available help.
- ✓ Be prepared to call emergency services if urgent help is needed.



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

Learn more, visit 📄

<https://www.paho.org/en/stronger-together-2020>

[#StrongerTogether](#) [#PsychosocialSupport](#)  
[#LookListenLink](#)



<p>Image: <a href="#">[20-Gender-roles-violence]</a></p>	
<p>If you are experiencing or are at risk of domestic violence:</p> <ul style="list-style-type: none"> <li>✓ Reach out to trusted family and friends for practical help and support.</li> <li>✓ Make a plan to protect yourself and your children any way you can.</li> <li>✓ Find out about available resources and seek support.</li> </ul> <p>Remember, violence against you is never your fault. You are not to blame. Everyone deserves to feel safe in their home.</p> <p>Learn more, visit  <a href="https://www.paho.org/en/stronger-together-2020">https://www.paho.org/en/stronger-together-2020</a></p> <p><a href="#">#StrongerTogether</a> <a href="#">#PsychosocialSupport</a> <a href="#">#LookListenLink</a></p> <p>Image: <a href="#">[21-Gender-roles-violence]</a></p>	
<p><b>WEEK 8</b></p>	<p><b>CHILDREN AND ADOLESCENTS</b></p>
<p><i>For Twitter, divide the messages and post them linked each other in a thread. The text is too long for a single message.</i></p>	

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.

Learn more, visit 🖥️

<https://www.paho.org/en/stronger-together-2020>

[#StrongerTogether](#) [#PsychosocialSupport](#)  
[#LookListenLink](#)

Image: [22-Children]

CHILDREN & ADOLESCENTS  
ARE PARTICULARLY VULNERABLE  
IN A CRISIS.

TIPS TO  
KEEP IT  
POSITIVE



PAHO



#LookListenLink

Tips to manage bad behavior of children 🧒🧒🧒 and adolescents 🧑🧑:

TAKE A PAUSE:

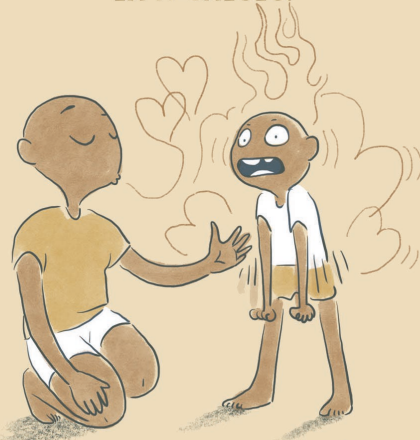
Feel like screaming? Shouting at your children will just make you and them more stressed and angrier.  
Give yourself a 10-second pause.  
Breathe in and out slowly five times.  
Then try to respond in a calmer way.

Learn more, visit 🖥️

<https://www.paho.org/en/stronger-together-2020>

[#StrongerTogether](#) [#PsychosocialSupport](#)  
[#LookListenLink](#)

CHILDREN & ADOLESCENTS  
ARE PARTICULARLY VULNERABLE  
IN A CRISIS.



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#LookListenLink



Image: [23-Children]

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

Image: [24-Children]



## 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

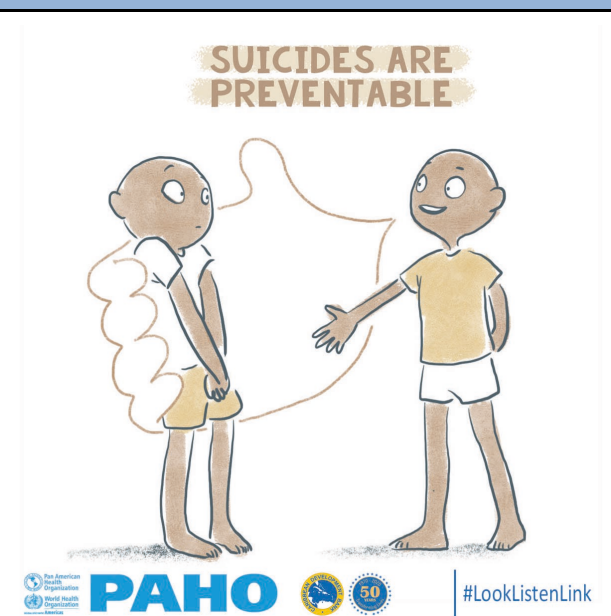


Image: [25-Vulnerable-groups]

In a crisis elderly people, people with pre-existing health conditions and people with disabilities 🧓 👤 🏠 🏠 🏠 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/en/stronger-together-2020>

**#StrongerTogether #PsychosocialSupport #LookListenLink**

Image: [26-Vulnerable-groups]

People with disabilities 🧠 ♿ 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 🍷 🏠 🏠 and give them information ⓘ

To learn more, visit 📱

<https://www.paho.org/en/stronger-together-2020>

**#StrongerTogether #PsychosocialSupport #LookListenLink**

Image: [27-Vulnerable-groups]




WEEK 10

ESSENTIAL WORKERS, CAREGIVERS, DECISION MAKERS

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 

<https://www.paho.org/en/stronger-together-2020>

**#StrongerTogether #PsychosocialSupport  
#LookListenLink #COVID19**

Image: [\[28-Essential-workers\]](#)

**HONOR CARETAKERS, HEALTH CARE  
WORKERS & OTHER FRONTLINE  
WORKERS SUPPORTING  
YOUR COMMUNITY**



**PAHO**



#LookListenLink

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 

<https://www.paho.org/en/stronger-together-2020>

**#StrongerTogether #PsychosocialSupport  
#LookListenLink**

Image: [\[29-Essential-workers\]](#)



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#LookListenLink

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 

<https://www.paho.org/en/stronger-together-2020>

**#StrongerTogether #PsychosocialSupport  
#LookListenLink #COVID19**

Image: [\[30-Essential-workers\]](#)

