



## **From the Frontline: Better Prepared for the Next Pandemic PARTNER COMMUNICATIONS TOOLKIT**

### **Overview**

Doctors and nurses are committed to caring for patients during the COVID-19 pandemic, and despite increased personal risks and an exceptionally high work volume, they have met extraordinary demands for healthcare. In summer 2021, Pandemic Action Network partners conducted a study, including an online survey and qualitative interviews, with U.S.-based doctors and nurses to learn what they need to feel more prepared for this pandemic and the next.

Research findings highlight that nearly two years into the pandemic, frontline health workers still don't have the tools they need to treat patients effectively and save lives while keeping themselves safe. The research also points the way toward what is needed to improve preparedness and response to future pandemic threats. A summary of the data is available [here](#).

Please join us by sharing these important findings on your own communications channels and using this data to advance our collective efforts to advocate for our health workforce and pandemic proof our future.

### **Support our healthcare workers by sharing the study results on your communications channels:**

- Adapt and share content across platforms using our sample social media posts
- Follow, retweet, share, or like content from the Network
- Tag Pandemic Action Network in your custom posts (links outlined below) and we will amplify through our social channels
- Adapt and share content in your email and newsletter updates to relevant audiences

**Follow our social channels** and tag Pandemic Action Network in your social posts:

- Twitter: [@PandemicAction](#)
- Instagram: [@PandemicActionNetwork](#)
- Facebook: [@PandemicActionNetwork](#)
- LinkedIn: [@PandemicActionNetwork](#)

### **Sample Newsletter Copy**

The world can't wait until the next pandemic to build and invest in a better pandemic preparedness strategy. Since the start of the pandemic, doctors and nurses have met extraordinary demands for healthcare despite increased personal risks and an exceptionally high work volume. What have they learned to inform how we can better respond to this crisis and the next? This summer, Pandemic Action Network partners conducted a study to better understand health worker perspectives about pandemic preparedness. Research findings highlight that nearly two years into this crisis, frontline health workers still don't have the tools they need to treat patients effectively and save

lives while keeping themselves safe. The research also points the way toward what is needed to improve preparedness and response to future pandemic threats. Health workers have told us what they want. What are we doing to listen to them and take action? Click [here](#) to learn more and share the results.

### Sample Social Media Copy and Visuals

Feel free to customize the following sample posts to align with your organization’s voice and style. You may pair them with the visual assets we have provided or create your own. Note: Social copy has been written for Twitter, but can be adapted for other social media platforms.

| Sample Social Media Copy   | Graphic                            |
|--|------------------------------------|
| <p>What will it take to #pandemicproof our present and our future?</p> <p>🌟 WE MUST LISTEN TO HEALTHCARE WORKERS + ACT ON LESSONS LEARNED 🌟</p> <p>Together we can end this crisis and prevent the next. Listen &amp; learn #FromTheFrontline 👉<br/> <a href="https://bit.ly/PANfromthefrontline">https://bit.ly/PANfromthefrontline</a></p>   | <p><a href="#">Animation 4</a></p> |
| <p>#CovidIsNotOver and our healthcare workers are still showing up day in and day out. So we asked them what we must do differently to end this pandemic and the next.</p> <p>Learn five key insights #FromTheFrontline doctors and nurses 👉<br/> <a href="https://bit.ly/PANfromthefrontline">https://bit.ly/PANfromthefrontline</a></p>  | <p><a href="#">Animation 4</a></p> |
| <p>To effectively respond to health crises - like a pandemic - healthcare workers must be able to find information they need, when they need it. 💡 It sounds simple, but that isn't the case for many care sites. It's time to learn the lessons of the #COVID19 crisis &amp; #pandemicproof our future.</p> <p>#FromTheFrontline 👉<br/> <a href="https://bit.ly/PANfromthefrontline">https://bit.ly/PANfromthefrontline</a></p> | <p><a href="#">Animation 3</a></p> |

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| <p>👩‍⚕️ Doctors and nurses cannot protect patients if they cannot protect themselves. Nearly two years into this #pandemic, we still have work to do to ensure healthcare workers have access to adequate PPE &amp; medical supplies. #PandemicProof #FromtheFrontline 👉<br/> <a href="https://bit.ly/PANfromthefrontline">https://bit.ly/PANfromthefrontline</a></p> | <p><a href="#">Animation 2</a></p>                       |
| <p>The pandemic caught us off-guard, and continues to shock and test doctors and nurses. 🤔 @PandemicAction partners took the opportunity to ask them what we need to do to end the #COVID crisis and prepare for the next pandemic.<br/><br/> Learn #FromTheFrontline 👉<br/> <a href="https://bit.ly/PANfromthefrontline">https://bit.ly/PANfromthefrontline</a></p>  | <p><a href="#">Animation 1</a></p>                       |
| <p>Recognition and celebration is not enough — now is the time to act. We call on world leaders to learn the lessons of this crisis &amp; prioritize + protect our healthcare workers. Listen and learn #FromtheFrontline 👉<br/> <a href="https://bit.ly/PANfromthefrontline">https://bit.ly/PANfromthefrontline</a></p>  | <p><a href="#">Gabrielle Fitzgerald Quote Card</a></p>   |
| <p>Actions speak louder than words. It's time to #ActForHealthWorkers to end the #COVID19 crisis and #pandemicproof our future.<br/><br/> Listen &amp; learn #FromTheFrontline 👉<br/> <a href="https://bit.ly/PANfromthefrontline">https://bit.ly/PANfromthefrontline</a></p>   | <p><a href="#">Dr. Kelly Sanders Quote Card</a></p>      |
| <p>Want to know how to better respond and prepare for pandemics? @PandemicAction partners asked doctors and nurses about their learnings #FromTheFrontline of the #COVID crisis. ❤️<br/><br/> Learn the 5 key insights:<br/> <a href="https://bit.ly/PANfromthefrontline">https://bit.ly/PANfromthefrontline</a></p>  | <p><a href="#">U.S. Healthcare Worker Quote Card</a></p> |
| <p>New research findings reveal the challenges that continue to burden health workers in the U.S. nearly two years into this #pandemic.<br/><br/> Read learnings #FromTheFrontline:<br/> <a href="https://bit.ly/PANfromthefrontline">https://bit.ly/PANfromthefrontline</a></p>  | <p><a href="#">Animation 4</a></p>                       |

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