

Hepatitis A Sample Social Media Messages

Background

In August 2019, Minnesota declared a hepatitis A outbreak. People at high risk in the outbreak includes:

- People who use injection/non-injection drugs.
- People experiencing homelessness or unstable housing.
- People who are currently or were recently incarcerated.

The best way to prevent hepatitis A infection is through vaccination. Anyone who wants to be protected from hepatitis A can get vaccinated, but it is especially important for people at high risk.

Instructions

- Use these sample messages and images to help educate people about hepatitis A and where they can get vaccinated.
- Consider organizations and social media channels that will reach people at high risk.
- You can customize the text to fit your audience. For example, if you have a specific vaccination site you would like to promote, include information about the site in your post and remove the link to the clinic finder.
- When possible, include a picture or image with your social media post. You can use the images we provided or use your own image.

Sample messages

There is a hepatitis A outbreak in Minnesota. People who use drugs, are homeless/have unstable housing, and who have been in jail/prison recently are more likely to get hepatitis A. The best way to protect yourself is to get a hepatitis A shot. Talk to your clinic or pharmacy about getting vaccinated. If you don't have health insurance, search for a clinic that offers free or low-cost vaccine for adults:

<https://www.health.state.mn.us/people/immunize/basics/uuavsearch.html>.

[Or include sentence about local vaccination clinic, if available.]

Hepatitis A is a virus that spreads easily and can make you very sick. The best way to protect yourself is to get a hepatitis A shot. Talk to your clinic or pharmacy. If you don't have health insurance, search for a clinic that offers free or low-cost vaccine for adults:

<https://www.health.state.mn.us/people/immunize/basics/uuavsearch.html>.

[Or include sentence about local vaccination clinic, if available.]

HEPATITIS A SAMPLE SOCIAL MEDIA MESSAGES

Hepatitis A can make you very sick. There's currently a hepatitis A outbreak in Minnesota. The best way to protect yourself is to get a hepatitis A shot. Talk to your clinic or pharmacy to get vaccinated. If you don't have health insurance, search for a clinic that offers free or low-cost vaccine for adults: <https://www.health.state.mn.us/people/immunize/basics/uuavsearch.html>.
[Or include sentence about local vaccination clinic, if available.]

Minnesota Department of Health
Hepatitis Program
651-201-5414
www.health.state.mn.us/hepatitis

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To obtain this information in a different format, call: 651-201-5414.