

SPRING 2021 SOCIAL MEDIA TOOLKIT

PUBLIC HEALTH CONVERSATION

# COVID-19 and Frontline Workers: Nurses, Doctors, and Essential Personnel.



MARCH

09

**4:30 to 6 p.m.**

CAPTIONS AVAILABLE IN ENGLISH AND SPANISH



Online:  
[bu.edu/sph/FrontlineWorkers](https://bu.edu/sph/FrontlineWorkers)

**@BUSPH**

#SPHConversations  
#FrontlineWorkers



School of Public Health

FEATURED SPEAKERS

## Lori T. Freeman

CHIEF EXECUTIVE OFFICER, NATIONAL ASSOCIATION OF COUNTRY & CITY HEALTH OFFICIALS

## Vicki Hoak

EXECUTIVE DIRECTOR, HOME CARE ASSOCIATION OF AMERICA

## Phoenix Matthews

ASSOCIATE DEAN FOR EQUITY AND INCLUSION, UNIVERSITY OF ILLINOIS CHICAGO

## Warren Moore

VICE PRESIDENT, WALMART NEIGHBORHOOD MARKET PHARMACY OPERATIONS

## Elizabeth Peralta

EXECUTIVE DIRECTOR, NATIONAL SUPERMARKET ASSOCIATION

## Karen Robitaille

DIRECTOR OF SCHOOL HEALTH, MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH

MODERATOR

## Craig Andrade

ASSOCIATE DEAN FOR PRACTICE, BOSTON UNIVERSITY SCHOOL OF PUBLIC HEALTH

# Suggested Posts on Social Media.

## TWITTER

Join @BUSPH on March 9 for “COVID-19 and Frontline Workers,” where experts will explore the role of #FrontlineWorkers in a crisis and how we can best support essential personnel during challenging times. #SPHConversations Join the conversation: <http://bit.ly/3rDTGPX>

While many shifted to working from home due to #COVID19, #FrontlineWorkers remained at work, facing extraordinary challenges to protect health. Join @BUSPH on March 9 for a conversation on how to best support essential personnel during crisis. <http://bit.ly/3rDTGPX>

On March 9, join @BUSPH for a conversation on the critical role of #FrontlineWorkers and how we can best support essential personnel during a crisis. Co-hosted with @BUideahub, @shield\_busph, @pophealthex, @nephtc, & LPHI. #SPHConversations Register: <http://bit.ly/3rDTGPX>

#COVID19 has changed how our world operates, and #FrontlineWorkers have been core to sustaining society amid crisis. Join @BUSPH on March 9 for a conversation on the role of essential personnel and how we can best support them in challenging times. <http://bit.ly/3rDTGPX>

## FACEBOOK/LINKEDIN

While many shifted to working from home due to the COVID-19 pandemic, frontline workers remained at work, facing extraordinary challenges to protect health. Join the Boston University School of Public Health on March 9 for a conversation on the critical role of essential personnel and how we can best support them during times of crisis. This conversation is co-hosted with the idea hub and Lifelong Learning, including SHIELD, PHX, NEPHTC, and LPHI. Join the conversation: <http://bit.ly/3rDTGPX>

Join the Boston University School of Public Health on March 9 for “COVID-19 and Frontline Workers: Nurses, Doctors, and Essential Personnel,” where experts will explore the role of frontline workers in a crisis and how we can best support them during challenging times. This conversation is co-hosted with the idea hub and Lifelong Learning, including SHIELD, PHX, NEPHTC, and LPHI. Join the conversation: <http://bit.ly/3rDTGPX>

Boston University School of Public Health leads provocative and thoughtful conversations in its mission to improve the health of local, national, and international populations, particularly the disadvantaged, underserved, and vulnerable, through excellence and innovation in education, research, and service.



**THINK. TEACH. DO. FOR THE HEALTH OF ALL.**

To view our schedule of Public Health Conversations, please scan the QR code at right.

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