

Recommended publication schedule and a usage guide for these communication tools — 2024–2025 Winter Campaign

To help you contribute to this campaign, we have developed [a complete set of communication tools](#) designed specifically for you.

It includes all the visuals, texts, and resources needed for each of the publications suggested below. It also includes tips for using each medium, along with the key messages to emphasize.

You can adapt the content to your needs provided the key messages remain the same.

Recommended publication schedule

Phase 1 : Online roll-out (December 2024)

Week of December 2

- Publication of the first content on your social media accounts and/or parent groups
- Addition of the web banner to your website
- Publication of the article in your newsletter or by email

During the Holidays (December 23 to January 5)

- Publication about prevention during gatherings
- Reminder of the resources available during the holidays

In January, February, and March

- Monthly publications on social media accounts and/or parent groups:
 - What signs should we look for?
 - How to care for your child at home when they are sick?
 - Health tips to prevent your child from catching the flu, RSV or COVID-19
 - When to seek medical attention?

Phase 2 : Display printed materials (January 2025)

Week of January 6

- Install posters in strategic areas until April 1 :
 - Reception areas
 - Cloakrooms
 - Waiting rooms
 - Bulletin boards

Usage guide for these communication tools

1. Online tools

Social Medias

- Recommended frequency : 1 to 2 publications per month from December 1 until April 1
- Best times :
 - Facebook/Instagram: Between 7:00 p.m. and 9:00 p.m. on weekdays
 - Weekend mornings
- Hashtags to use : #ChildHealthMTL

Web content

- Banner format : 1200 x 300 pixels
- Thumbnail format : 800 x 600 pixels
- Recommended placement : top of page or News section
- Include a link to the resource page : [Conseils et prévention - Soigner votre enfant malade à la maison | CIUSSS du Centre-Sud-de-l'Île-de-Montréal](#)

Newsletter or email

- Main article early in the season
- Monthly reminders with new tips
- Always include the number for Info-Santé (8-1-1) and other options in case of an emergency :
 - Contact your usual clinic
 - Call Info-Santé (8-1-1)
 - Contact the GAP (Primary Care Access Point) by calling 8-1-1 and selecting option 3 or by making a request online
 - Call or consult your pharmacist
 - Take an appointment using the Québec Medical Appointment Scheduler ([RSVQ](#))

2. Printed materials

Posters

- Format : 24 x 36 inches and 11 x 17 inches
- Place at eye level
- Optimal reading distance : 1–2 metres
- Avoid exposing to direct sunlight

3. Key messages to use

- Fever, cough, runny nose? There are ways to help your child at home. For tips on preventing the virus and taking care of your child : [Conseils et prévention - Soigner votre enfant malade à la maison | CIUSSS du Centre-Sud-de-l'Île-de-Montréal](#)
- Handwashing : The first step to protecting your child. Do the right thing : [Conseils et prévention - Soigner votre enfant malade à la maison | CIUSSS du Centre-Sud-de-l'Île-de-Montréal](#)
- Vaccination effectively protects against a number of winter respiratory infections. Do the right thing : [Conseils et prévention - Soigner votre enfant malade à la maison | CIUSSS du Centre-Sud-de-l'Île-de-Montréal](#)

4. Support and Resources

- CIUSSS Resource person : Louiza Hecham | louiza.hecham.ccomtl@sss.gouv.qc.ca
- Toolbox : <https://ccsmtlpro.ca/campagne-hivernale-0-6-ans>

Together we can help parents face this season of respiratory infections, encourage them to care for their children in the comfort of their home, and prevent unnecessary emergency room visits.

As always, I thank you for your invaluable cooperation.

[Signature]

Directrice du Programme jeunesse et activités de santé publique
CIUSSS de l'Est-de-l'Île-de-Montréal

Encl.: Recommended publication schedule and a usage guide for these communication tools.

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