



## The Medical Society Consortium on **CLIMATE & HEALTH**

*Misinformation on the Southern California wildfires is proliferating on social media. Do your part to get good information into the ecosystem. We have some resources below plus some sample social media that you can cut and paste on platforms like LinkedIn, X, BlueSky, and Facebook.*

### **In this toolkit:**












- [Resources](#)
- [Sample social media posts](#)

### **Resources**

- 1. Reinforce that wildfires are getting worse because of climate change:** these are unnatural disasters driven by the burning of fossil fuels.
  - a. Use this [LTE template](#) from Climate Health Now to submit to your local paper to clearly identify that fossil fuel pollution is unequivocally fueling these fires, costing lives and harming our health
- 2. Share information on how people can help:**
  - a. [LA firefighters fund](#) - helping provide more funding for firefighters to control the blazes.
  - b. [Red Cross](#) - helping provide food, shelter, and services to those displaced by the disaster
  - c. [Mutual Aid LA Network](#)
  - d. [Direct Relief](#) - delivers critical medical supplies and funding to LA County healthcare providers serving affected areas
- 3. Share trusted sources. Here are a few good options:**
  - a. [Wildfires: What Parents Need to Know \(AAP\)](#)
  - b. [Air Quality Data From AirNow](#)
  - c. Resources on preparation and evacuation from [FEMA](#)
  - d. [L.A. wildfire resource guide: How to stay safe, what to do and how to help](#)
  - e. [National Disaster Distress Helpline](#) - available at 1-800-985-5990 (call/text) or [www.samhsa.gov/ddh](http://www.samhsa.gov/ddh)
  - f. [Disability & Disaster Hotline](#) - Available at 1-800-626-4959 (call/text) or [hotline@disasterstrategies.org](mailto:hotline@disasterstrategies.org)
- 4. Provide advice based on science including:**
  - a. Check the air quality index prior to going outside

- b. Run an air purifier. If your patient can't afford it, provide resources on how to DIY one.
- c. Wear an N-95 or KN95 mask if you have to be outdoors on a poor air quality day
- d. Wildfires are getting worse because of climate change. Support a transition to a clean energy future to prevent further harm.

## Sample Social Media Posts

- Wildfires impact health & safety. Here's how to help:
  -  Donate to the LA Firefighters Fund to support their brave efforts.
  -  Contribute to the Red Cross, providing shelter & food for displaced families.#WildfireRelief #SupportFirefighters
  
- Stay informed during wildfires with trusted sources:
  -  HealthyChildren.org: Advice for kids from the AAP.
  -  AirNow: Real-time air quality updates.
  -  FEMA: Prep & evacuation resources. #StaySafe #WildfirePreparedness
  
- Protect yourself from wildfire smoke:
  -  Check AQI before going outside.
  -  Run an air purifier or DIY one.
  -  Wear an N-95/KN95 mask outdoors.
  -  Advocate for clean energy to reduce future risks. #AirQuality #CleanEnergy
  
- As wildfires worsen, let's act for a safer future:
  -  Switch to clean energy to prevent worsening wildfires.
  -  Support policies addressing climate change.Together, we can protect our planet & health. #ClimateAction #WildfirePrevention
  
- Wildfire smoke is dangerous, especially for kids & those with lung conditions.  
Resources:
  - ◆ HealthyChildren.org (AAP)
  - ◆ AirNow for AQI
  - ◆ FEMA for emergency prepKnowledge saves lives. Share widely! #WildfireSmoke #HealthTips