

## 2025-26 Respiratory Virus Season Communications Toolkit

### For Consumer and Healthcare Provider Audiences

Below, you will find social media posts and long-form content focused on the safe use of acetaminophen during respiratory virus season. **We encourage you to share these messages on your organization’s communications channels from now through the end of February.** If you have any questions, please contact Alyssa Gaderon at [alyssa.gaderon@omc.com](mailto:alyssa.gaderon@omc.com)

Follow the Know Your Dose campaign (@KnowYourDose) on [X/Twitter](#) and [Facebook](#) for more safe use messages.

### Social Media Content

Thumbnail graphics are for reference only. All graphics can be downloaded at the link: [Graphics](#)

CONSUMERS		
We have static and video assets with post copy for consumer audiences.		
Graphic (for reference only)	Asset	Copy
	Video	#ColdAndFlu season is here! If you’re battling #CoughCold symptoms, remember that taking too much #acetaminophen isn’t just overdoing it—it’s an overdose. Protect yourself and your loved ones by following these safe use steps: <a href="https://bit.ly/KYDColdFlu">https://bit.ly/KYDColdFlu</a> #KYDColdFlu
	Static	Every dose of #acetaminophen matters. It’s found in hundreds of medicines, including #ColdAndFlu meds, pain relievers, and fever reducers. Use the acetaminophen dosing calculator to find out how much you’re taking: <a href="https://bit.ly/Dose-Calculator">https://bit.ly/Dose-Calculator</a> #AddItUp
	Video	Double check before you double up! Always read the medicine label before taking the next dose of your #CoughCold med. Too much #acetaminophen can cause liver damage. Learn more: <a href="https://bit.ly/KYDColdFlu">https://bit.ly/KYDColdFlu</a> #KYDColdFlu
	Static	Reaching for relief from a cough, fever, or the sniffles? Check the label to see if your #ColdAndFlu med contains #acetaminophen. Taking too much can lead to liver damage. Find more safe use steps for #SickSeason: <a href="https://bit.ly/KYDColdFlu">https://bit.ly/KYDColdFlu</a> #KYDColdFlu

	Video	<p>Many cough, cold, and flu meds contain #acetaminophen. If you're pregnant, it's important to know what the experts say about using it safely: <a href="https://bit.ly/SafeAcetaParent">https://bit.ly/SafeAcetaParent</a> #KYDColdFlu</p>
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<p style="text-align: center;"><b>HEALTHCARE PROVIDERS</b></p> <p style="text-align: center;">We have static and video assets with post copy for healthcare provider audiences.</p>		
Graphic (for reference only)	Asset	Copy
	Video	<p>Overdoing is overdosing. [HCP GROUP], remind your patients that taking more than 4,000 mg of #acetaminophen in a day is an overdose—and it can lead to liver damage. Stock up on safe use materials for your office or pharmacy: <a href="http://bit.ly/KYDorder">http://bit.ly/KYDorder</a> #KYDColdFlu</p>
	Static	<p>Patients don't want to play guessing games with their meds. [HCP GROUP]: Share the @KnowYourDose acetaminophen dosing calculator: a free, online tool that will help them understand how much acetaminophen they're taking. <a href="https://bit.ly/Dose-Calculator">https://bit.ly/Dose-Calculator</a> #AddItUp</p>
	Video	<p>[HCP GROUP]: Are your patients fighting winter illnesses? OTC meds can feel like a lifesaver during respiratory virus season, but doubling up on meds with #acetaminophen can be harmful. Order free safe use materials for your patients here: <a href="http://bit.ly/KYDorder">http://bit.ly/KYDorder</a> #KYDColdFlu</p>
	Static	<p>#ColdAndFlu season is here—and with it comes a wave of coughing, sniffing, and sneezing patients. [HCP GROUP], order free #acetaminophen safe use educational materials for your patients: <a href="http://bit.ly/KYDorder">http://bit.ly/KYDorder</a> #KYDColdFlu</p>
	Video	<p>[HCP GROUP], help your pregnant patients treat their symptoms safely. Share expert guidance on #acetaminophen use for pregnant women: <a href="https://bit.ly/SafeAcetaParent">https://bit.ly/SafeAcetaParent</a> #KYDColdFlu</p>

## Long-Form Content for Consumer Audiences

### **Safely Take Acetaminophen During Respiratory Virus Season**

When the weather cools down, sniffles and sneezes tend to pick up. As cold, flu, COVID-19, and RSV start making the rounds, many of us reach for over-the-counter medicines to treat our symptoms. Acetaminophen—found in hundreds of over-the-counter and prescription pain relievers, fever reducers, and cold and flu medicines—is widely used for easing aches and bringing down fevers.

When taken as directed, acetaminophen is safe and effective. However, there is a maximum recommended daily dose—taking more than 4,000 milligrams in a 24-hour period can lead to liver damage. The Know Your Dose [acetaminophen dosing calculator](#) is a free, easy-to-use online tool that can help you calculate how much acetaminophen is in your medicines.

In addition to using the acetaminophen dosing calculator, [follow these simple safe use steps](#) when taking medicines with acetaminophen during respiratory virus season:

#### **Acetaminophen Safe Use Tips**

1. Always read and follow the medicine label
2. Know if your medicines contain acetaminophen
3. Take only one medicine at a time that contains acetaminophen
4. Ask your healthcare provider or pharmacist if you have questions about dosing instructions or medicines that contain acetaminophen

For more information, visit [KnowYourDose.org](#) and follow @KnowYourDose on [X/Twitter](#) and [Facebook](#).

## Long-Form Content for HCP Audiences

### **Guiding Your Patients Through Respiratory Virus Season**

Cold and flu season is here—and with it comes a wave of patients with sniffles, coughs, and seasonal illnesses. As respiratory viruses circulate, [HCP GROUP]s are an important resource for families. Many people will turn to over-the-counter and prescription medications to manage their symptoms, making this the perfect time for [HCP GROUP]s to remind patients to take acetaminophen safely.

Acetaminophen is found in hundreds of medicines used to treat pain, fever, and cold symptoms, and many patients don't realize that taking more than one medicine with acetaminophen at a time can be dangerous. Exceeding 4,000 mg in a 24-hour period can lead to liver damage. Clear guidance and patient education can go a long way towards preventing unintentional overdoses.

Order or download free patient education materials in English and Spanish for your office or pharmacy at [KnowYourDose.org](#), and follow @KnowYourDose on [X/Twitter](#) and [Facebook](#).

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