



Back to school

Health advice for parents

From 24 August 2020



Rialtas na hÉireann
Government of Ireland

The HSE and the Department of Health continue to inform, educate and remind people of the public health advice and actions we need to take to tackle COVID-19.

As parents and children prepare to go back to school and childcare we want to provide clear advice on how to respond to symptoms.

Our target audience is primarily parents of children aged 3 months to 12 years, with teachers and childcare workers as a secondary audience.

Focus on web and social

We can reach parents easily online. New content on hse.ie will advise parents when to keep their children home from school and childcare and when it is okay for children to go. It will list symptoms and advise on how to respond to them, including what to do if your child becomes unwell very quickly (covering non-Covid symptoms also).

A dedicated social media campaign from HSELive and mychild.ie will focus on 'Back to school' advice initially. 'Back to school' can change to something less seasonal as we move into the autumn.

All content will also be available on gov.ie/backtoschool

Simple and informative visual style for social media



Sample social media copy

Facebook copy

Schools are back and the winter season is ahead of us. Every year, schoolchildren get colds, flu and other infections. This time, coronavirus is with us. Keep your child at home from school or childcare if they have:

- ✓ a temperature of 38°C or more
- ✓ a new cough, loss or changed sense of smell or taste or shortness of breath
- ✓ been in close contact with someone who may have coronavirus
- ✓ been living with someone who is unwell or may have coronavirus

For more information on what symptoms to look out for if your child is unwell follow this link: [link]

#COVID19 #StaySafe

Instagram copy

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For more information on what symptoms to look out for if your child is unwell check out the link in our bio.

#COVID19 #StaySafe #coronavirus
#Covid19ireland #parents #child
#children #school #backtoschool
#childhealth #childwellbeing
#parentingadvice #school
#publichealthadvice



Leaflet and posters

A short leaflet based on the online content will be distributed digitally by Dept of Education & Skills as well as through established HSE and DoH channels.

This new information for parents will complement DoE's back to school communications activities, which includes a series of videos for parents, teachers, posters and guidance docs, and a radio campaign.

All resources will be on gov.ie/backtoschool
Health resources for schools will be available on hse.ie



When to keep your child at home and phone your GP

Do not send your child to school or childcare if any of the following is true.

Your child has:

- a temperature of 38 degrees Celsius or more
- any other common symptoms of coronavirus – a new cough, loss or changed sense of taste or smell, or shortness of breath
- been in close contact with someone who has tested positive for coronavirus
- been living with someone who is unwell and may have coronavirus

You need to:

1. Isolate your child - this means keeping them at home and completely avoiding contact with other people, as much as possible
2. Phone your GP - they will advise you if your child needs a coronavirus test.
3. Everyone that your child lives with should also restrict their movements, at least until your child gets a diagnosis from their GP or a coronavirus test result. This means not going to school, childcare or work.
4. Treat your child at home for their symptoms.

Your child should only leave your home to have a test or to see your GP.

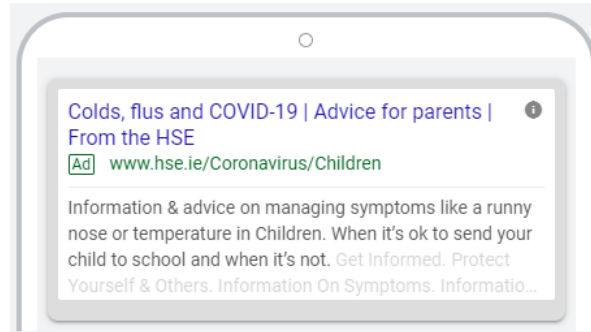
When it's okay to send your child to school or childcare

It's usually okay to send your child to school or childcare if they:

- only have mild symptoms, such as a runny nose or a sore throat
- do not have a temperature of 38 degrees Celsius or more (as long as it has not been lowered by taking any form of paracetamol or ibuprofen)
- do not have a cough
- have not been in close contact with anyone who has coronavirus
- do not live with anyone who is unwell and may have coronavirus
- have been told by a GP that their illness is caused by something else, that is not coronavirus. Your GP will tell you when they can return to school or childcare
- have got a negative (not detected) coronavirus test result and have not had symptoms for 48 hours

Media

Paid search will catch commonly searched keywords and phrases will help to drive parents to relevant content.



TheJournal.ie native article on 26 August with a focus on school

What if my child starts showing symptoms? 4 questions about Covid-19 and school, answered

mummyspages.ie native article on 26 August with more of a focus on early childhood settings like creches and childcare

Partner and stakeholder networks

Links to content, leaflet and resources to be distributed to relevant stakeholders and partners

