PROJECT FIRSTLINE
PROMOTIONAL TOOLKIT

2022 Launch of New Resources: Risk Recognition and Infection Control in Health Care

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

PROJECT FIRSTLINE
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How to Use this Toolkit

The content included in this toolkit will help you promote Project Firstline’s new infection control educational resources and training materials with your members, staff, and the healthcare workforce. Our hope is that providing this content will make it easier to share and promote these materials with your membership through your organization’s social media, website, newsletters, and other available communication channels.

This material is downloadable and shareable. You can adapt the messages to best speak to your audience, but we ask that you do not substantially revise text in ways that alter meaning. Graphics included in the toolkit have been sized for each social media platform, and there are template images that will allow you to input your organization’s logo.

About Project Firstline

Project Firstline is a national training and education collaborative aimed at increasing infection control knowledge and understanding among the frontline healthcare workforce. Bringing together more than 75 healthcare, academic, and public health partners, Project Firstline is committed to providing clear and effective infection control resources based on adult learning expertise, educational best practices, CDC recommendations, and the science that informs them.

Project Firstline intends to provide equity of understanding for all - nurses, certified nursing assistants, environmental services technicians, doctors, allied health professionals, and administrative/intake staff. The innovative content is designed so that—regardless of a healthcare worker’s previous training or educational background—they can understand and confidently apply the infection control actions necessary to protect themselves, their patients, and their coworkers from infectious disease threats.
About the Toolkit

The Toolkit includes the following promotional materials, under embargo until 3/15/22 at 11 a.m. ET

- Q&A and Talking Points for sharing information about Project Firstline and its new resources
- Sample Social Media to promote Project Firstline and available infection control resources on social channels
- Sample Newsletter content to include information promoting the new resources in newsletters
- Webpage Spotlights and Web Assets to highlight Project Firstline resources prominently on frequently visited sites, such as your organization’s Project Firstline website, or other pages that address infection control
- Email template to share infection control resources with stakeholders via email
- Promotional materials to help spread the word about our launch event specifically for healthcare workers

Questions About the Toolkit?

Email us at PFLPartners@cdc.gov and write “Toolkit Questions” in the subject line.
Q&A and Talking Points

The Questions and Answers and Talking Points below can be used in print communications and during events (including media) to describe CDC’s Project Firstline. For additional information, visit: the program website.

Questions and Answers

What is Project Firstline?

- Project Firstline launched in October 2020 to provide healthcare workers with the infection control education they need and deserve to protect themselves and their patients from infectious disease threats in healthcare. Project Firstline was created with and for healthcare workers, with the support of a collaborative of diverse healthcare, public health, and academic partners.

- Project Firstline is a national education and training collaborative of more than 75 healthcare, academic, and public health partners devoted to educating the healthcare workforce about infection control.

- Project Firstline was developed to address long-standing gaps in infection control knowledge and practice in healthcare, that were highlighted most recently as a result of the COVID-19 pandemic.

- Project Firstline is for ALL healthcare workers, regardless of their role.

- Project Firstline delivers critical infection control training, tools, and resources that are grounded in science and explain the “why” as much as the “what” and the “how” of infection control.

Who can use Project Firstline?

- Project Firstline materials were made for all healthcare workers in the United States.

What does Project Firstline offer?

- Project Firstline offers a variety of infection control educational resources, from videos and infographics to training toolkits and social media posts, which are designed to meet the diverse needs and learning preferences of the healthcare workforce in the United States.
Talking Points

Project Firstline Overview

- Infection control saves lives, and frontline healthcare workers play a critical role. Project Firstline aims to provide ALL healthcare workers with foundational knowledge about germ spread and the “why” behind infection control recommendations to help them take action to protect patients and save lives.

- Healthcare-associated infections increased during the COVID-19 pandemic as the healthcare system and healthcare workers faced unprecedented challenges. In order to better support healthcare workers to prevent infections in healthcare, it is essential the members of our nation’s healthcare workforce are equipped with the infection control knowledge they need and deserve to protect themselves and their patients.

- Project Firstline was developed with and for healthcare workers and is grounded in science to explain the “why” as much as the “what” and “how” of infection control. By explaining the rationale behind infection control, healthcare workers are better able to think critically and take action to stop the spread of infections in healthcare.

- Project Firstline helps healthcare workers understand that infection control is more than just a list of principles and protocols. Infection control is the actions all healthcare workers take every day to protect their patients. It is an essential part of patient care that requires teamwork and critical thinking.

- Infection control is most effective when everyone practices it consistently: every person, every action, every day. We have the power to stop infections. Together.

Launch of Project Firstline Risk Recognition and Infection Control Materials

- Project Firstline’s new educational resources—developed with and for healthcare workers—represent infection control as more than just a list of principles and protocols.

- The new Project Firstline resources are responsive to the busy schedules of healthcare workers as well as their preferences for receiving and learning information. There are a variety of formats to help ensure there is content for every healthcare worker, delivered in a manner that works for each healthcare worker.

- Project Firstline’s new learning products provide infection control education that will empower and enable healthcare workers to use critical thinking skills and more effectively perform their roles on the team.

- Explore Project Firstline’s new resources to help healthcare workers learn to recognize infection control risks throughout their workday. The new products are available in a variety of formats and explain where germs live in healthcare settings and how to recognize the risk for them to spread. This foundational knowledge can help all healthcare workers know when and how to take action to protect patients and themselves from infections in healthcare.
Sample Social Media

The Sample Social Media was created to help you promote the new Project Firstline resources with your members, staff, and the frontline healthcare workforce. Below is a suite of graphics that can be co-branded with partner logos and tailored post copy that can be used on your organization’s social channels.

Social Media Best Practices:

- Schedule content for prime engagement opportunities – programs like Hootsuite and Sprout help you determine the best times.
- Use hashtags: #WeAreFirstline, #InfectionControl, #IPC.
- Engage with audiences.
- Keep post copy short and sweet.
- Choose a tone that is right for your brand.
- Tag Project Firstline:
  - Facebook: @CDCProjectFirstline
  - Twitter: @CDC_Firstline

Facebook + Instagram Posts (Formatted to 1080 by 1080 pixels)

<table>
<thead>
<tr>
<th>IMAGE</th>
<th>POST COPY</th>
</tr>
</thead>
</table>
| ![Image](https://bit.ly/35WWouu) | Just released!
CDC’s Project Firstline has created new educational resources to help frontline healthcare workers, like you, understand and confidently apply the infection control actions necessary to protect your patients, yourselves, and your coworkers.
Check them out, share with your coworkers, and let us know what you think. |

Here are some reasons you’ll definitely want to check it out:

- Developed with healthcare workers for healthcare workers
- Designed to help you think critically about infection control
- Will help you be an infection control leader in healthcare

New educational resources, from CDC’s Project Firstline are designed to help healthcare workers think critically about infection control. When you learn to recognize infection control risks, you can take action to protect your patients and yourself, no matter the situation. Learn more: [https://bit.ly/3tByZqy](https://bit.ly/3tByZqy).

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**Twitter Posts (Formatted to 1200 by 628 pixels)**

<table>
<thead>
<tr>
<th>IMAGE</th>
<th>POST COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td>CDC’s Project Firstline’s new educational resources help frontline healthcare workers gain foundational knowledge about germ spread and the “why” behind infection control recommendations. Take a look at the new resources and let us know what you think: <a href="https://bit.ly/3tByZqy">https://bit.ly/3tByZqy</a>.</td>
</tr>
</tbody>
</table>
CDC’s Project Firstline believes with the right educational resources and support, anyone can be an infection control leader in healthcare. Check out their new, easily accessible educational materials today. [https://bit.ly/35WWouu](https://bit.ly/35WWouu).

CDC’s Project Firstline understands that healthcare workers are busy working to care for patients and save lives, which is why they’ve created infection control resources that are approachable and easy to use on your own schedule. Learn more: [https://bit.ly/35WWouu](https://bit.ly/35WWouu).

CDC’s Project Firstline has released new content, developed with healthcare workers like you, to help you confidently understand and apply the infection control actions that help protect your patients, your coworkers, and yourselves. Don’t miss out: [https://bit.ly/3tByZqy](https://bit.ly/3tByZqy).
Communication Templates

Project Firstline encourages you to share and promote its new resources through your newsletter, website, and email blasts. Below are some templates you can use to communicate about Project Firstline.

Newsletter Template

CDC’s Project Firstline: New, Free Infection Control Training and Education Resources for Healthcare Workers

When healthcare workers practice infection control consistently – every person, every action, every day – lives are saved. We are excited to announce that our partner, CDC’s Project Firstline, released a new suite of educational resources to help healthcare workers, like you, recognize the risks for germs to spread throughout your workday and take action to protect your patients and yourself – no matter the situation.

Stay up to date on the latest Project Firstline resources. For more information, visit cdc.gov/projectfirstline.

Webpage Copy

CDC’s Project Firstline Infection Control Resources for Healthcare Workers

CDC’s Project Firstline is a national training and education collaborative that provides clear and effective infection control resources designed with and for healthcare workers. Explore Project Firstline’s new educational content to learn more about where germs live in healthcare and how they can spread. It’s the first step in recognizing when to take action to protect your patients and yourself from infections.
Email Template

SUBJECT: CDC’s Project Firstline Infection Control Training and Resources

Dear <Organization Name> <Staff/Members>—

<Insert Organization Name> is excited to share new infection control educational resources and training materials from CDC’s Project Firstline. These resources, developed with and for healthcare workers like you, are grounded in science and designed to accommodate your busy schedules.

We all know that no day in healthcare is the same. Often, you must make infection control decisions in the moment. Project Firstline’s new resources help provide the “why” behind infection control recommendations and support critical thinking, so you can take action to protect your patients and yourself, no matter what the day brings.

Short on time? Not to worry – Project Firstline’s materials are offered in a variety of formats to be easily accessible on the go. The new resources range from bite-sized graphics and videos, to posters and job aids, and toolkits for those interested in hosting their own infection control trainings.

Remember, we are all in this together, and our combined efforts and actions help keep healthcare safe for you, your patients, and your coworkers.

For more information about Project Firstline, visit cdc.gov/projectfirstline.

If you have any questions, please contact <Insert Name, Title, Contact Info>.

Sincerely,
<Insert Signature – Name, Title, Organization>

Email Template to Educators and Trainers in Healthcare

SUBJECT: Train Your Team with CDC’s Project

Dear <First Name> —

<Insert Organization Name> is excited to share new infection control educational resources and training materials from CDC’s Project Firstline. These resources, developed with and for healthcare workers, provide you with the tools you need to guide your teams to prevent infection.

We all know that no day in healthcare is the same. You and the team of healthcare workers around you must make infection control decisions in the moment. Project Firstline’s new training toolkits can help your team learn to recognize infection risks throughout their workday, so they can make the right decisions to protect their patients and themselves.

Respectful of healthcare workers time, Project Firstline’s materials are designed to accommodate you and your team’s busy schedules. The new resources range from graphics and videos to toolkits you can use to host your own infection control trainings.

For more information about Project Firstline, visit www.cdc.gov/projectfirstline.

If you have any questions, please contact <Insert Name, Title, Contact Info>.

Sincerely,
<Insert Signature – Name, Title, Organization>
Launch Event for Healthcare Workers

To celebrate all healthcare workers and to present Project Firstline’s new infection control educational materials directly to them, CDC is hosting a special launch event for the healthcare workforce.

**When:** March 16, 2022, from 1:00 p.m. – 2:00 p.m. ET

**Who:** This event is intended for all healthcare workers in the United States, representing all professions and settings in healthcare.

**What to expect:** Attendees will hear directly from CDC leadership, including Dr. Rochelle Walensky, Director of CDC; Dr. Denise Cardo, Director of CDC’s Division of Healthcare Quality Promotion; and Dr. Mike Bell, Deputy Division Director of CDC’s Division of Healthcare Quality Promotion. The Project Firstline team will also present some of the new resources – from videos to training toolkits to infographics – that are designed to help healthcare workers think critically about infection control.

**Help us spread the word:** Below is sample content that can be used across your preferred communication channels to help promote this exciting event with your members, staff, and healthcare workers you serve. **The embargo of these specific materials lifts immediately upon receipt.**

**Sample Social Media**

**Facebook/Instagram**

Save the date! As a proud partner in Project Firstline, we invite you to join us for @CDCProjectFirstline’s virtual launch event on March 16 as they celebrate healthcare workers and present their new innovative infection control training materials. Register today: [https://cdc.zoomgov.com/webinar/register/WN_ktYQh0I0S6elpOJdv_rSmg](https://cdc.zoomgov.com/webinar/register/WN_ktYQh0I0S6elpOJdv_rSmg)

Have you registered? @CDCProjectFirstline is hosting a virtual launch event especially for healthcare workers! Don’t miss the opportunity to come together and celebrate healthcare workers; hear directly from CDC leadership, including CDC Director Dr. Rochelle Walensky; and see Project Firstline present their new training materials. Register now: [https://cdc.zoomgov.com/webinar/register/WN_ktYQh0I0S6elpOJdv_rSmg](https://cdc.zoomgov.com/webinar/register/WN_ktYQh0I0S6elpOJdv_rSmg)
Twitter

Save the date! You are invited to join us for @CDC_Firstline's virtual launch event on March 16 for a special presentation of its new innovative infection control training materials. Register Today: https://cdc.zoomgov.com/webinar/register/WN_ktYQh0lOS6elpOJdv_rSmg

Have you registered? @CDC_Firstline is hosting a special launch event to celebrate healthcare workers and present their new suite of innovative infection control training materials. Don’t miss out! https://cdc.zoomgov.com/webinar/register/WN_ktYQh0lOS6elpOJdv_rSmg

Sample Promotional Copy for Newsletter and/or Email Distribution

Save the Date! We invite you to join us for Project Firstline’s upcoming virtual launch event especially for healthcare workers on March 16, from 1:00 p.m. - 2:00 p.m. ET. At this event, Project Firstline will premiere their new suite of innovative infection control training resources. With dozens of new resources offered in a variety of formats, there will be something for everyone to use, share, and train with to enhance infection control knowledge that benefits patients, healthcare workers, and their facilities.

In addition to showcasing new materials, the launch event will feature Rochelle Walensky, MD, MPH, Director of the Centers for Disease Control and Prevention, and leaders of CDC’s Division of Healthcare Quality Promotion as they acknowledge and celebrate the commitment of our healthcare workforce to patient care, especially during the past two years when Covid-19 has strained our systems and colleagues.

A trusted resource, Project Firstline is here to support you as you learn about and train in infection control. Created with healthcare workers, especially for healthcare workers, Project Firstline’s new materials were created especially for you, in order to meet your diverse learning and educational preferences and provide the infection control information you need and deserve to keep yourselves and your patients safe.

Learn more about Project Firstline at www.cdc.gov/projectfirstline.

Register today! We hope to see you there!
Questions About the Toolkit?

Email us at PFLPartners@cdc.gov
and write “Toolkit Questions” in the subject line.