



Long Live Illinois

COVID-19 VACCINATION
CAMPAIGN TOOLKIT



Introduction

More than two years into the COVID-19 pandemic, we recognize that many people want to move on, but it's important to note that older adults, particularly those with underlying health conditions, are experiencing the worst of COVID-19. The risk of getting seriously ill increases with age, according to the CDC, so we want to get the word out to ensure seniors can protect themselves.

The Illinois Department on Aging is launching the “Long Live Illinois” campaign to continue its efforts urging seniors to get up to date on their COVID-19 vaccinations. This campaign will reach seniors where they are: at senior fairs, public events, at home, in the media, and even on their mobile phones. No stone will be left unturned in the state's effort to ensure seniors are protected from COVID-19.

This toolkit can serve as a guide to reach unvaccinated and undervaccinated seniors with messages that build confidence in the vaccine, overcome lingering hesitation, and combat misinformation. You can use the materials in this toolkit to share on your social media, among your friends and partners, and with older adults in your communities. **LONG LIVE ILLINOIS!**



How to Talk About the Vaccine

WHY SHOULD YOU GET VACCINATED?

★ Vaccines are proven to protect you from getting sick.

The vaccines help your body build protection, which will help it fight against COVID-19 if you are exposed to it.

★ Getting the vaccine will help bring us back to our daily lives.

Once enough of us have been vaccinated and build immunity, we can get back to our pre-COVID routines and end this pandemic.

[CLICK TO ACCESS MESSAGING](#)

IMPORTANT REMINDERS

★ Focus on personal benefits.

It's most impactful to focus on how the vaccine will have an impact in an individual's life rather than talking about how it helps the broader community. You can even share a personal story if you have one.

★ You may experience side effects, and that's normal.

They show your body has recognized the vaccine and is building protection, which means the vaccine is working. Just like the flu shot, they should go away in a day or two.

★ Don't use scientific jargon.

Mentioning science or the government bodies that are involved in the approval process can be ineffective, according to research. Keep it simple.

★ Vaccines are free for all eligible Illinoisans.

Your insurance or state government may be billed a vaccine administration fee, but there are NO out of pocket costs.

★ Continue to follow safety precautions.

Vaccines work with your immune system so your body will be ready to fight if you are exposed to the virus. Until people have been vaccinated, you should still mask up, practice social distancing and wash your hands to protect others.

★ Avoid trying to counter vaccine myths.

Proactively addressing misinformation with science-focused corrections can be counterproductive. Instead, focus on the effectiveness of vaccines.

Social Media Posts

Social Post 1: Long Live Illinois

SOCIAL POST COPY

The “Long Live Illinois” campaign is urging seniors to get fully vaccinated and protected from COVID-19.

With cases expected to increase this winter, protect yourself today so you don’t have to put life on hold ever again. vaccines.gov #allinillinois

[CLICK TO ACCESS GRAPHICS](#)

Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.

GRAPHICS PREVIEW

Social Graphic 1A



Social Graphic 1B



Social Graphic 1C

Social Post 2: Vaccine Effectiveness

SOCIAL POST COPY

Each dose of the vaccine is a shot of protection. That's why billions of people have gotten vaccinated worldwide.

Talk to your doctor or visit your local pharmacy to get up-to-date on your COVID-19 vaccines today. vaccines.gov #allinillinois

[CLICK TO ACCESS GRAPHICS](#)

Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.

GRAPHIC PREVIEW

Social Graphic 2



Social Post 3: Booster

SOCIAL POST COPY

We get it – you're ready to move on and stop worrying about COVID. Being fully vaccinated ensures that you can.

Each dose of the vaccine is a shot of protection.

Don't give COVID a chance, especially if you have underlying conditions. Get fully protected: vaccines.gov #allinillinois

[CLICK TO ACCESS GRAPHICS](#)

Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.

GRAPHIC PREVIEW

Social Graphic 3



Social Post 4: Access

SOCIAL POST COPY

Getting your vaccine has never been easier or more convenient!

Visit Vaccines.gov or call 1-800-232-0233 to make an appointment at pharmacies, clinics, or doctor's offices near you.

Get protected today so we can all live longer, healthier lives. #allinillinois

[CLICK TO ACCESS GRAPHICS](#)

Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.

GRAPHIC PREVIEW

Social Graphic 4



Social Post 5: Join the Conversation

SOCIAL POST COPY

Seniors are getting vaccinated to stay healthy and prevent COVID-19 from interrupting their lives – from a favorite hobby to the freedom to gather with friends and family.

Comment below to tell us why you're getting vaccinated or boosted! vaccines.gov #allinillinois

[CLICK TO ACCESS GRAPHICS](#)

Social graphics are available in sizes for Facebook, Instagram, and Instagram Stories.

GRAPHIC PREVIEW

Social Graphic 5



Newsletter Messaging

Newsletter to Organizations

To reach our goals successfully, we need as many partners as possible. Consider using our newsletter copy that you can share with your partners (healthcare providers, activists, etc.) so they can join our work, too!

[CLICK TO ACCESS FULL MESSAGING](#)

NOTE: The newsletter image to the right only previews the first part of the newsletter. To review the full newsletter messaging click the link above.

NEWSLETTER CONTENT PREVIEW

Newsletter to Organizations



We've been living with COVID-19 for more than two years now and while we want to move on from the pandemic that has taken so much from us, it's important to remember that the virus hasn't gone away and that there's an easy step to take to protect ourselves.

As an important partner in our fight against COVID-19, we're reaching out about a new campaign to urge seniors to get up to date on their vaccinations ahead of the surge that's expected this winter.

The Illinois Department on Aging has launched "Long Live Illinois" to remind seniors that vaccination remains the best tool to protect Illinoisans from COVID-19. We invite you to get involved with the campaign by continuing the important work you already do in our communities, sharing the campaign materials, and reaching out with your ideas.

This campaign will reach seniors where they are: at senior fairs, public events, at home, in the media, and even on their mobile phones. No stone will be left unturned in the state's effort to ensure seniors are protected from COVID-19.

Here's how you can join our efforts:

- **Use the right message:** Research has shown that promoting the effectiveness of the vaccine and how it will help us all get back to our lives are among the most persuasive messages for people on the fence.
- **Download our shareable resources:** From social media posts to flyers to newsletters, the Illinois Department on Aging has crafted materials that highlight how and why seniors

Newsletter to Individuals

If you're a partner in this effort, thank you! Healthcare providers, advocates and other stakeholders are important in spreading our message. Here's one you can send to seniors in your community.

[CLICK TO ACCESS FULL MESSAGING](#)

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NEWSLETTER CONTENT PREVIEW

Newsletter to Individuals



We've been living with COVID-19 for more than two years now. While we want to move on from the pandemic that has taken so much from us, it's important to remember that the virus hasn't gone away and that there's an easy step to take to protect yourself.

Seniors, particularly those with underlying health conditions, are still experiencing the worst of COVID-19. The risk of getting seriously ill increases with age, according to the CDC.

This heightened risk for older adults is why the Illinois Department on Aging has launched the Long Live Illinois campaign to urge seniors to get up to date on their COVID-19 vaccinations ahead of the surge that's expected this winter.

The campaign will highlight that:

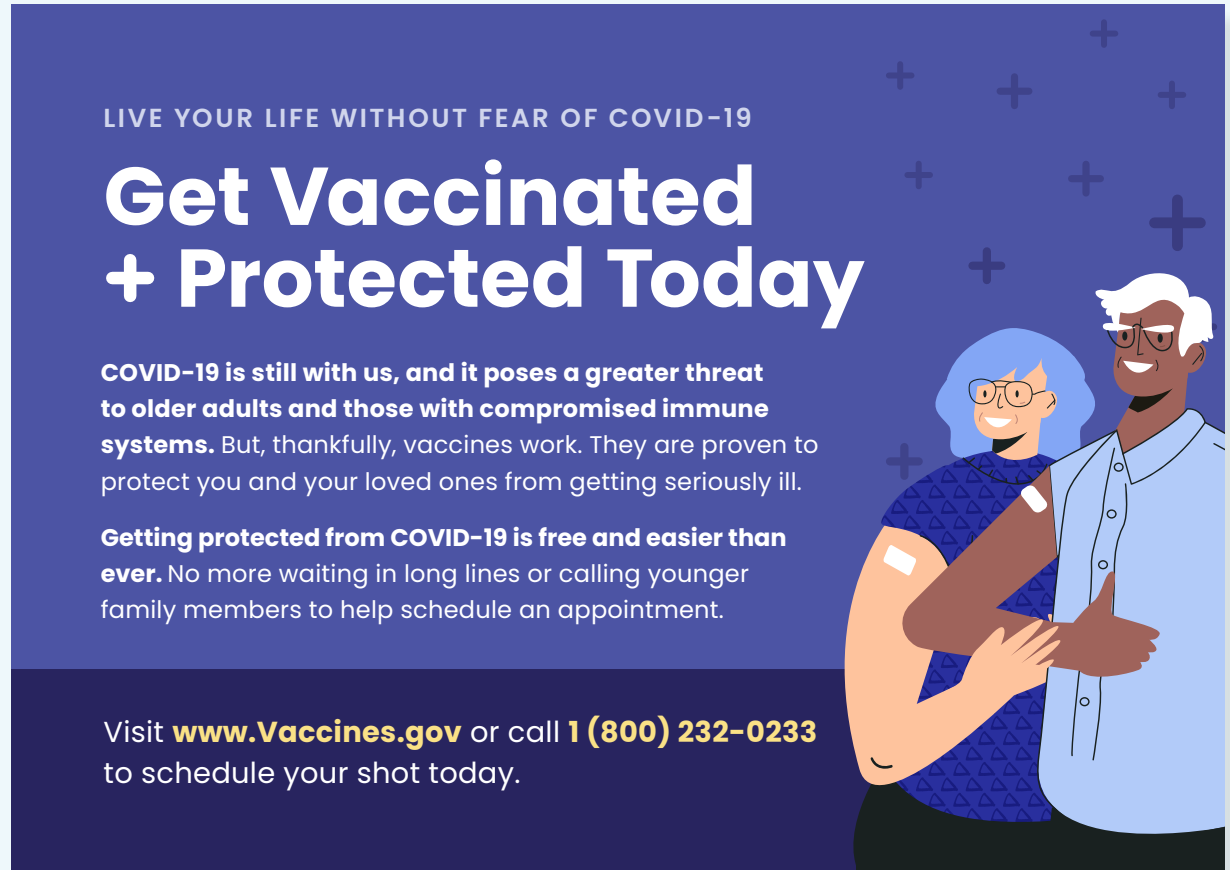
- **The COVID-19 vaccine is incredibly effective.** With COVID-19 still a concern for seniors and those with underlying health conditions, the vaccine is a powerful tool that everyone can use to prevent serious illness or death.
- **Each dose of the vaccine is a shot of protection.** Seniors are recommended to have two booster shots in addition to their original one or two-dose vaccine series.
- **Billions of people have gotten vaccinated across the globe,** and public health data shows the life-saving shots are reducing the number of people who end up in the hospital with and die from COVID-19.

Campaign Print Materials

Post Card

[CLICK TO ACCESS POST CARD](#)

NOTE: The post card file is a standard size of 7x5 inches. It is available as a single-sided PDF or 8.5x11 in. page for mass-printing.



LIVE YOUR LIFE WITHOUT FEAR OF COVID-19

Get Vaccinated + Protected Today

COVID-19 is still with us, and it poses a greater threat to older adults and those with compromised immune systems. But, thankfully, vaccines work. They are proven to protect you and your loved ones from getting seriously ill.

Getting protected from COVID-19 is free and easier than ever. No more waiting in long lines or calling younger family members to help schedule an appointment.

Visit **www.Vaccines.gov** or call **1 (800) 232-0233** to schedule your shot today.

Poster

[CLICK TO ACCESS POSTER](#)

NOTE: The poster file is a standard size of 11x17 inches. It is available as a single-sided PDF or printing purposes.





Thank you!

