



**JB Pritzker, Governor**  
**Paula A. Basta, M.Div., Director**

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*Respect for Yesterday*  
*Support for Today*  
*Plan for Tomorrow*

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[IDoA COVID-19 Resources](#)

August 22, 2022

Dear Aging Network:

It was great seeing so many of you on Senior Day at the Illinois State Fair. If you weren't able to join us, you can watch the kick-off recording, including the launch of our new "Long Live Illinois" campaign, [here](#). The "Long Live Illinois" campaign aims to ensure Illinois seniors are up to date on their COVID-19 vaccinations.

Joined by the Department of Public Health and Department of Healthcare and Family Services, the state's top three health-focused agencies celebrated the campaign launch alongside Governor JB Pritzker and Lt. Governor Juliana Stratton.

Governor Pritzker spoke directly to older Illinoisans on the fairgrounds, telling a room full of seniors: "Thank you also for your dedication, seniors, for keeping up to date on your COVID boosters. You've heard a lot of promotion of it from the folks behind me that so many have already done the right thing for themselves and their families and that really is a wonderful thing."

Vaccination remains the best tool to protect Illinoisans from COVID-19, and it's especially important for older residents to get fully vaccinated since they are more likely to get seriously ill from the virus. The "Long Live Illinois" campaign will reach unvaccinated and under-vaccinated older adults to ensure they know about the benefits of the COVID-19 vaccine and where to get vaccinated.

The campaign will employ paid media, including radio and targeted digital media, and community partnerships with local organizations, religious leaders, and healthcare providers to reach these residents and keep them informed about the benefits of the COVID-19 vaccine and state resources. You can view the campaign toolkit, with downloadable and shareable resources, by [clicking here](#). Please use the toolkit and share it with your networks.

As part of the Senior Day festivities, Governor Pritzker also announced the launch of the Program of All-Inclusive Care for the Elderly (PACE). The PACE program expands options for community-based care and serves as an alternative to traditional nursing facility care, allowing eligible older adults to continue living safely at home. [Learn more about PACE.](#)

We're coming off a busy season of summer events and major announcements, but there's much more we're looking forward to this fall.

Celebrated every year in September, National Senior Center Month is a time to shine a light on senior centers, showing the entire nation how vital they are to the health and well-being of a community. Senior centers provide countless hours of support and encouragement to older adults, and have become integral to health care delivery in our communities by providing COVID-19 guidance, vaccine education, and vaccinations to their participants. And they've played a role in addressing an issue that we all knew was important even before the pandemic: social isolation. That's why the 2022 theme for Senior Center Month is [Strengthening Community Connections](#). You can find 2022 Senior Center Month resources and downloads by [clicking here](#).

And help us recognize your center! The Department on Aging is looking to feature senior centers on our social media pages throughout the month of September. Email details and photos to [Aging.Communications@Illinois.gov](mailto:Aging.Communications@Illinois.gov) to be featured on our [Facebook page](#) or in an upcoming edition of our [Aging Matters](#) newsletter.

More generally, if there's a great initiative or an event happening in your local aging network, we want to hear about that too! And we're not the only ones...

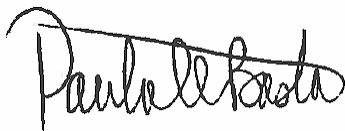
Did you know that you can [invite Governor Pritzker to participate in your event?](#)

Within 30 days of your event date, submit a [scheduling request here](#). After you submit, please email our Public Information Officer Iris Schweier at [Iris.Schweier@Illinois.gov](mailto:Iris.Schweier@Illinois.gov) to make her aware of your request. Iris can help escalate these to the Governor's office. Due to the number of requests the Governor receives, he will not be able to accept every invitation, but we know he appreciates them and enjoys seeing and spending time with Illinois' older adults.

Finally, please save the date for our fall conference: Thursday, September 29. The conference will be held virtually, and the theme is *Supporting Healthy Aging*. More information to come!

As always, thank you for your hard work and dedication. Please continue to stay safe and well.

Sincerely,



Paula Basta, M.Div.  
Director, Illinois Department on Aging

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