



Long Live Illinois

COVID-19 VACCINATION
FALL CAMPAIGN TOOLKIT



Introduction

As we approach another autumn and winter with COVID-19 still present, we know many people want to move past the pandemic and move on with their lives. However, it's important to note that older adults, particularly those with underlying health conditions, are experiencing the worst of COVID-19. The risk of serious illness and complications increases with age and it is critical we all do everything we can to ensure Illinois seniors are protecting themselves.

To assist in this effort, the Illinois Department on Aging has launched and is running, "Long Live Illinois". This campaign is focused on encouraging seniors to get up to date on their COVID-19 vaccinations so they can live life to the fullest. This campaign will continue to reach seniors where they spend their time: 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 serves 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 accounts, with your friends and partners, and with older adults in your communities. **LONG LIVE ILLINOIS!**

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Instructions

- ★ **Feel free to use the content provided in a manner most helpful to you and your organization.**
- ★ **You can download the materials you wish to use in various formats and sizes.**
- ★ **Please let us know if you have any questions.**

TIPS FOR SOCIAL MEDIA

★ **Curate your content.**

- Customize the copy in your posts to make it authentic to your organization's voice.
- Use #LongLivellinois and/or #allinillinois as a hashtag with your social post.

★ **Post Frequently.**

- We recommend posting a steady stream of content across all media channels. Below are the recommended amount of posts for each channel per week.

Facebook: 2-3 posts

Twitter: 9-10 tweets

Instagram: 1-2 posts; 3-4 stories

★ **Engage with Others.**

- Re-share similar content and talk to other organizations who also work with seniors. Those could include block clubs and community groups, churches, health clinics and providers, or senior homes and organizations.
- Follow accounts that serve senior audiences.
- Share relevant content that peer organizations post about senior health.

TIPS FOR PRINT MATERIALS

★ **Repurpose materials**

- You can also use these materials in email blasts to your list.

★ **Distribute Materials**

- Post at grocery stores, pharmacies, gas stations, or other local locations.

Long Live Illinois Seniors

Almost three years into the pandemic, we know people are ready to put fear and worry behind them – Illinois' seniors are no exception. Our campaign comes from a place of celebrating life and community, rather than one of fear-mongering or admonishment.

We want to empower seniors to make the decision to get vaccinated and enjoy the upcoming holiday season without fear of COVID-19.

KEY WAYS TO CONNECT WITH OUR AUDIENCE:

- ★ Protecting yourself against COVID-19 means not missing out on time spent with grandkids and other family this winter.
- ★ Life doesn't have to stop just because summer is over. Staying up to date on your vaccines allows you to safely enjoy indoor gatherings with family, friends, neighbors, religious communities, etc.
- ★ As we approach the holiday season, staying up to date on your vaccines is a way to care for yourself and those around you.



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 against 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](https://www.vaccines.gov)
#AllInIllinois #LongLiveIllinois

[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: Up to Date

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](https://www.vaccines.gov) #AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

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

GRAPHIC PREVIEW

Social Graphic 2



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New boosters available

Before the holidays, get up-to-date on your vaccinations.

 [Vaccines.gov](https://www.vaccines.gov)

 [1-800-232-0233](tel:1-800-232-0233)

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 you can. Each dose of the vaccine is a shot of protection. Don’t give COVID a chance, especially if you have underlying health conditions. Get fully protected: vaccines.gov
#AllInIllinois #LongLiveIllinois

[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](https://www.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 #LongLiveIllinois

[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 and boosted! vaccines.gov
#AllInIllinois #LongLiveIllinois

[CLICK TO ACCESS GRAPHICS](#)

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

GRAPHIC PREVIEW

Social Graphic 5



Social Post 6: Fall is Here

SOCIAL POST COPY

Fall is here and it's busier than ever. As we spend more time with our friends and families bundled up in the crisp air or the toasty indoors, make sure you're up-to-date with your COVID-19 booster so life doesn't get put on hold. Long Live Illinois!

[CLICK TO ACCESS GRAPHICS](#)

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

GRAPHIC PREVIEW

Social Graphic 6



Social Post 7: New Boosters

SOCIAL POST COPY

New “bivalent” boosters will protect you against all COVID-19 variants, especially the more contagious ones like omicron.

If it’s been two months since you finished your original vaccine series or your latest booster, you’re eligible for the new booster! Talk to your doctor or visit your local pharmacy to get up-to-date on your COVID vaccines this fall.

[CLICK TO ACCESS GRAPHICS](#)

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

GRAPHIC PREVIEW

Social Graphic 7



Social Post 8: Booster Timing

SOCIAL POST COPY

Full protection kicks in only two weeks after you get your shot. Your doctor will notify you when it's time to get the next round of protection.

[CLICK TO ACCESS GRAPHICS](#)

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

GRAPHIC PREVIEW

Social Graphic 8



Social Post 9: Booster Planning

SOCIAL POST COPY

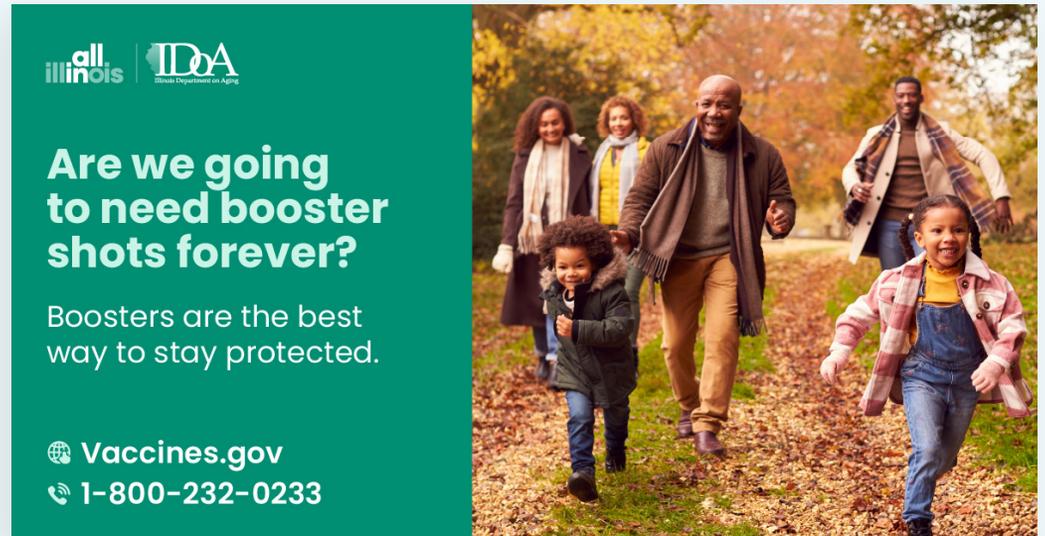
Staying up-to-date with your vaccines is the best way to ensure life stays the way you love it this fall. Get your booster today.

[CLICK TO ACCESS GRAPHICS](#)

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

GRAPHIC PREVIEW

Social Graphic 9



The graphic is split into two main sections. On the left is a solid green background with white text and logos. On the right is a photograph of a diverse family of five walking and running happily on a path covered in fallen autumn leaves. The family includes a man, a woman, and three children of various ages.

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Are we going to need booster shots forever?

Boosters are the best way to stay protected.

 [Vaccines.gov](https://www.vaccines.gov)

 [1-800-232-0233](tel:1-800-232-0233)

Social Post 10: Booster & Flu

SOCIAL POST COPY

Don't take chances with COVID or the flu, especially if you have underlying health conditions. Getting vaccinated against the flu and COVID-19 ensures you won't get severely ill and have to put life on hold.

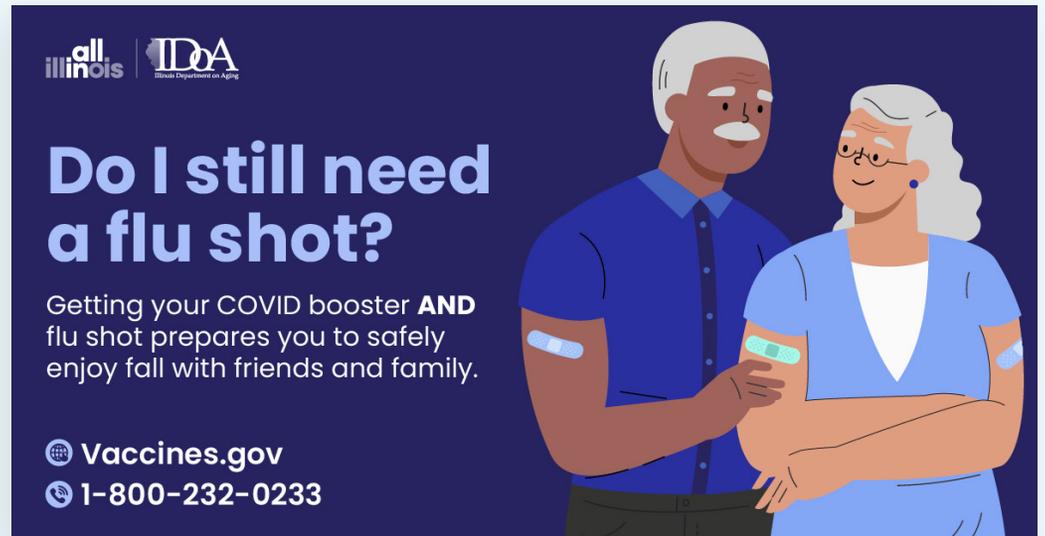
You can get both vaccines at the same time - it's free, easy, and doesn't take long. Make sure you're protected so you can enjoy all fall has to offer.

[CLICK TO ACCESS GRAPHICS](#)

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

GRAPHIC PREVIEW

Social Graphic 10



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 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](#)

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 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.



Front

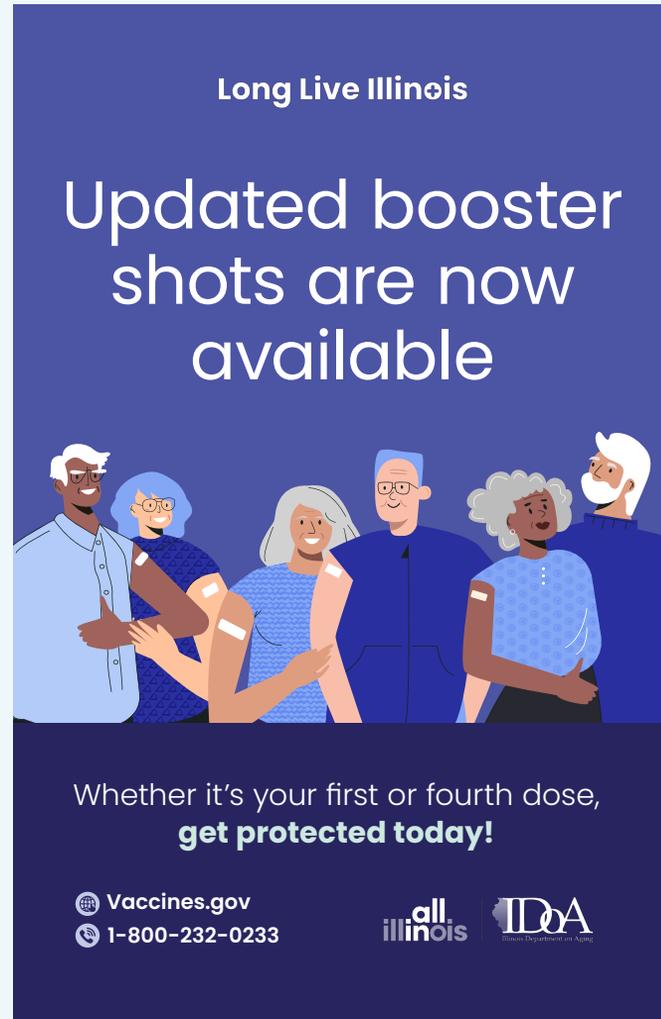
Back



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.



Messaging Glossary

How to Talk About the Vaccine

WHY GET VACCINATED?

★ Vaccines are proven to protect you from getting sick.

Vaccines help your body build protection, which will help it fight against COVID-19 if you are exposed to it. Each dose of the booster is a shot of protection.

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

Getting up-to-date on your vaccination will help you build long-term immunity and help you get back to “normal” life.

★ It's perfectly fine to get your flu shot and COVID-19 booster at the same time.

As we socialize and gather more than we might have in the last couple of years, it's important to make sure we have protection against both the flu and COVID-19 to avoid getting severely sick.

[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.

★ Each dose of the booster is a shot of protection .

Seniors are recommended to get two booster shots in order to be considered up-to-date on vaccination. Each dose builds on the immunity provided by your original vaccine series.

★ Avoid trying to counter vaccine myths.

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

Vaccine Glossary

With the abundance of scientific jargon and constant information available out there, here are some helpful terms to improve understanding with our audiences.

FULLY VACCINATED: You've received two doses of the Pfizer, Moderna vaccine or one dose of the Johnson & Johnson vaccine.

UP-TO-DATE: You've received the recommended number of boosters - for seniors, that's two boosters after being fully vaccinated.

BOOSTERS: Extra shots of protection on top of your original vaccine series, which are recommended for all adults (two for seniors).

BIVALENT BOOSTERS: These new boosters have been updated to help protect you against newer COVID-19 variants, like omicron. Seniors can receive this new booster dose two months after their original vaccine series or receiving their most recent booster.

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Thank you!

