



COVID-19 VACCINATION CAMPAIGN

# Multicultural Toolkit

SPRING 2023



# Welcome

This toolkit serves as an extension of the Long Live Illinois campaign to reach undervaccinated seniors in various demographics including Chinese, Polish, Spanish, and Tagalog-speaking communities.

Please use the translated social media graphics, translated captions, and additional resource materials in this toolkit to share on your social media, among your friends and partners, and with older adults in your communities.



# Social Media Posts & Videos

# Spring Cleaning

## Social Graphic



**illinois** | **IDA**  
Illinois Department on Aging

**Sometimes you're just ready to move forward.**

Get protected against COVID-19 so we can **Keep Illinois Moving.**

[Vaccines.gov](https://vaccines.gov) | 1-800-232-0233

## Social Caption

We understand, at some point, you are just ready to move forward. Make sure you're fully vaccinated against COVID-19 to stay worry-free! Visit [vaccines.gov](https://vaccines.gov) #AllInIllinois #LongLiveIllinois

## Translated Graphics & Captions



**illinois** | **IDA**

**人总要准备好继续前行。**

获得保护以抵御新冠肺炎 (COVID-19) - 让伊利诺伊继续前行。

[Vaccines.gov](https://vaccines.gov) | 1-800-232-0233

Chinese



**illinois** | **IDA**

**Czasami chcesz po prostu ruszyć do przodu.**

Zaszczep się przeciw COVID-19, abyśmy mogli utrzymać rozwój stanu Illinois.

[Vaccines.gov](https://vaccines.gov) | 1-800-232-0233

Polish



**illinois** | **IDA**

**A veces simplemente estás listo para seguir adelante.**

Protégete contra la COVID-19 y mantén a Illinois en marcha.

[Vaccines.gov](https://vaccines.gov) | 1-800-232-0233

Spanish



**illinois** | **IDA**

**Minsan, handa ka na lang na magpatuloy.**

Maging protektado laban sa COVID-19 para Mapanatili ang Pagsulong ng Illinois.

[Vaccines.gov](https://vaccines.gov) | 1-800-232-0233

Tagalog

[ACCESS TRANSLATED GRAPHICS →](#)

[ACCESS TRANSLATED CAPTIONS →](#)

# Outdoors

## Social Graphic



## Social Caption

Let's keep moving and leave our fears of COVID behind. Stay protected from COVID-19 and get your updated boosters today. Visit [vaccines.gov](https://vaccines.gov) to schedule yours. #AllInIllinois #LongLiveIllinois

## Translated Graphics & Captions



Chinese



Polish



Spanish



Tagalog

[ACCESS TRANSLATED GRAPHICS →](#)

[ACCESS TRANSLATED CAPTIONS →](#)

# Seasonal Trends

## Social Graphic

The original English social graphic features the Illinois Department on Aging (IDoA) logo and the text: "COVID-19 is out this spring. Get boosted today. Vaccines.gov 1-800-232-0233". To the right, a list of seasonal activities is shown in a light pink box, categorized under "In:" and "Out:". "In:" includes Pastels, Spring Cleaning, and Morning Walks. "Out:" includes COVID-19.

## Social Caption

Spring means new beginnings! Get your booster shot of protection to let the fresh air in and keep COVID-19 away. Vaccines.gov #AllInIllinois #LongLiveIllinois

## Translated Graphics & Captions

Two translated social graphics are shown. The Chinese version includes text: "今年春天，新冠肺炎 (COVID-19) 疫情结束在望。请现在就接种加强针。 Vaccines.gov 1-800-232-0233". The Polish version includes text: "COVID-19 nie jest w modzie tej wiosny. Zaszczep się już dziś. Vaccines.gov 1-800-232-0233". Both include lists of seasonal activities in their respective languages.

Chinese

Polish

Two translated social graphics are shown. The Spanish version includes text: "Esta primavera, dile no a la COVID-19. Obtén tu refuerzo hoy. Vaccines.gov 1-800-232-0233". The Tagalog version includes text: "Ang COVID-19 ay hindi na uso ngayong tagssibol. Magpa-booster na ngayon. Vaccines.gov 1-800-232-0233". Both include lists of seasonal activities in their respective languages.

Spanish

Tagalog

[ACCESS TRANSLATED GRAPHICS →](#)

[ACCESS TRANSLATED CAPTIONS →](#)

# Booster

## Social Graphic



## Social Caption

As spring approaches, it's important to get outside, smell the flowers, and stay safe. Keep yourself and your loved ones protected against COVID-19 by staying up to date with your vaccine. Visit [Vaccines.gov](https://www.vaccines.gov) #AllInIllinois #LongLiveIllinois

## Translated Graphics & Captions



Chinese



Polish



Spanish



Tagalog

[ACCESS TRANSLATED GRAPHICS →](#)

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# Out-Dated

## Social Graphic



## Social Caption

Some things should be kept in the past. Today, it's easier and more convenient to do so with COVID-19. Visit [Vaccines.gov](https://www.vaccines.gov) to have a healthy 2023. #AllInIllinois #LongLiveIllinois

## Translated Graphics & Captions



Chinese



Polish



Spanish



Tagalog

[ACCESS TRANSLATED GRAPHICS →](#)

[ACCESS TRANSLATED CAPTIONS →](#)



# Video 2

## Video Graphic



## Video Caption

Like those old bathroom tiles, COVID-19 belongs in the past. Get your booster shot of protection today to keep Illinois moving forward. Visit [Vaccines.gov](https://www.vaccines.gov). #AllInIllinois #LongLiveIllinois

## Translated Videos & Captions



Chinese



Polish



Spanish



Tagalog

[ACCESS TRANSLATED VIDEOS →](#)

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