

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.



LONG LIVE ILLINOIS - IL DEPT. ON AGING

Social Media Posts & Videos

Spring Cleaning

Social Graphic



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 #AllInIllinois #LongLiveIllinois

Translated Graphics & Captions









Minsan, handa ka na lang na magpatuloy. Meging protektado laban sa COVID-19 para Mapanatili ang Pageulong ng Illinois.

nes.gov 🔮 1-800-232-02

Spanish

Tagalog

ACCESS TRANSLATED GRAPHICS \rightarrow

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 to schedule yours. #AllInIllinois #LongLiveIllinois

Translated Graphics & Captions



Chinese

Polish



Spanish

Tagalog

ACCESS TRANSLATED GRAPHICS →

Seasonal Trends

Social Graphic

| COVID-19 is out this spring. | In: | Pastels Spring Cleaning Morning Walks |
|--|------|---|
| Get boosted today. Waccines.gov 1-800-232-0233 | Out: | 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 #AllInIIInois #LongLiveIIInois

Translated Graphics & Captions



Booster

Social Graphic

illinois IDA New isn't always better. When it comes to COVID-19 protection, it is.

Make a booster appointment today.

Waccines.gov 1-800-232-0233

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 #AllInIllinois #LongLiveIllinois

Translated Graphics & Captions



Chinese









Spanish

ACCESS TRANSLATED GRAPHICS →

Tagalog

Out-Dated

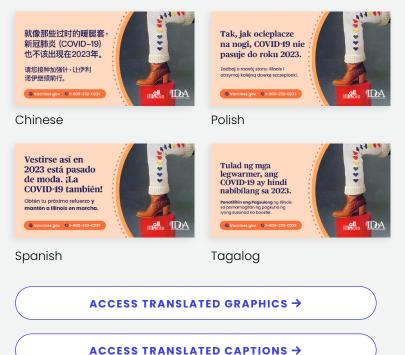
Social Graphic



Social Caption

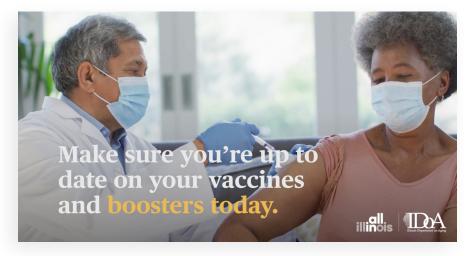
Some things should be kept in the past. Today, it's easier and more convenient to do so with COVID-19. Visit Vaccines.gov to have a healthy 2023. #AllInIIIinois #LongLiveIIIinois

Translated Graphics & 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. #AllInIllinois #LongLiveIllinois

Translated Videos & Captions





Chinese

Polish





Spanish

Tagalog

ACCESS TRANSLATED VIDEOS \rightarrow