

# 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**

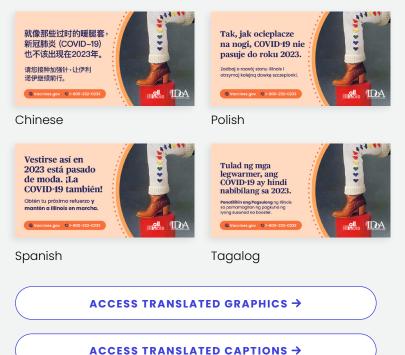
#### **Social Graphic**



#### **Social Caption**

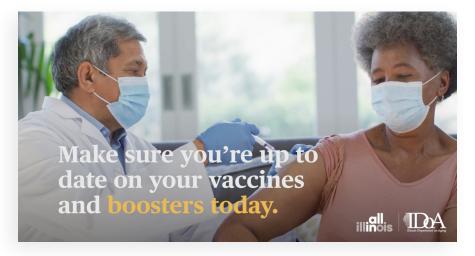
Some things should be kept in the past. Today, it's easier and more convenient to do so with COVID-19. Visit Vaccines.gov to have a healthy 2023. #AllInIIIinois #LongLiveIIIinois

#### **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 $\rightarrow$