



September-December 2023

IPHA

Pediatric Vaccine Campaigns

- **Pediatric Back to School - Pg 5**
- **Pediatric General - Pg 10**

Tagging

Instagram:
@iphasocial2023

Facebook:
@IllinoisPublicHealthAssociation

Pediatric Hashtags

#IPHA
#BackToSchool
#HealthHero
#DiseaseDefense
#DiseasePrevention
#IllnessPrevention
#InfectionProtection
#ProtectYourHealth
#ProtectingOurKids
#NoSickDays
#StayHealthy
#StayProtected
#ChildVaccinations
#CommunityImmunity
#ChildSafetyTips
#SafetyReminders

Pediatric

- Back to School September-October 15
- General September-December

Pediatric Back to School

Schedule: September-October 15th

Specs:

- Social Images - 1080x1080 & 1080x1920
- Social video - :15 & :30 sec - 1080x1080 & 1080x1920 & 1920x1080
- Flyer

Name: Fight

It's up to you to prevent harmful diseases! Vaccines use your body's natural defenses to protect you from infection by training your immune system to create antibodies.



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Name: Train

Fend off sickness with the vaccines you need for the school year.



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Name: Protect

Get ready to take on the school year. Vaccines use your body's natural defenses to protect you from infection by training your immune system to create antibodies.



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Social - Back to School Messaging - Protect



Name: Protect Dad

Name: Protect Bus

Name: Protect Sidewalk

Look both ways before crossing. Always wear your seatbelt. Don't forget your helmet. As parents, protecting our children is our job. Vaccines are a safe and effective way to protect them from preventable illness this school year.

As parents, protecting our children is our job. Vaccines are a safe and effective way to protect your children from preventable illness in the school year ahead.

As parents, we will stop at nothing to protect our children. Give them the protection they need to take on the school year and fight off illness.



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Social Video - Back to School Messaging - Protect



:15 script

As parents, we will stop at nothing to protect our children.

And protecting them from danger, means protecting them from disease.

Talk with your doctor or local health department to find out what vaccines your child needs. Visit go.illinois.edu/pediatricvaccines to learn more.



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:30 Script

As parents, we will stop at nothing to protect our children.

We strap them in for trips.

We hold their hands on crosswalks.

We buckle their helmets before a bike ride.

But protecting them from danger, also means protecting them from disease.

Vaccines are the safest and most effective way to do just that.

Protect your child with the vaccines they need for the start of the school year.

Talk with your doctor or local health department or visit go.illinois.edu/pediatricvaccines to learn more.

Headline: Get vaccinated.

Description: Vaccines are the most effective way to prevent death and disease.

**You protect them from danger.
Protect them from disease.**

Protect your child with the vaccines they need for the start of the school year. Vaccines are the safest and most effective way to prevent death and disease.

Talk with your doctor or local health department to find out what vaccines your child needs. Visit go.illinois.edu/pediatricvaccines

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You protect them from DANGER.

Protect them from DISEASE.

Protect your child with the vaccines they need for the start of the school year.

Vaccines are the safest and most effective way to prevent death and disease. Common side effects such as mild fever, fatigue or pain at the injection site are signs that **the body is building immunity against a disease**. Only 1 in 1,000,000 will suffer a severe allergic reaction to a vaccination. Talk with your doctor or local health department to find out what vaccines your child needs.

VISIT
go.illinois.edu/pediatricvaccines



Pediatric

Schedule: September-December

Specs:

- Social - 1080x1080 & 1080x1920
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- Flyer

Name: Teal



Illinois Public Health Association

4h • 🌐

Staying updated on vaccines means protecting your future. Give your family the protection they need to stay safe from preventable illnesses.

You protect them from **DANGER.**



Protect them from **DISEASE.**

www.go.illinois.edu/pediatricvaccines

Stay Updated on Vaccines

Vaccinating your child is the safest way to prevent disease.

[Learn More](#)

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Name: Orange



Illinois Public Health Association

4h • 🌐

Looking out for your child's safety means looking out for their health. Vaccines are a safe and effective way to protect your family from preventable illnesses.

You protect them from **DANGER.**



Protect them from **DISEASE.**

www.go.illinois.edu/pediatricvaccines

Stay Updated on Vaccines

Vaccinating your child is the safest way to prevent disease.

[Learn More](#)

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Name: Red

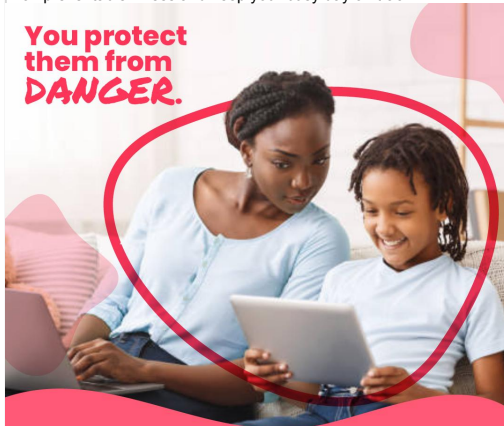


Illinois Public Health Association

4h • 3

Having a sick kid is no fun for any parent. Keep them healthy and protected by making sure they stay up to date on vaccines to fight off preventable illness and keep your busy day on track.

You protect them from **DANGER.**



Protect them from **DISEASE.**

www.go.illinois.edu/pediatricvaccines

Stay Updated on Vaccines

Vaccinating your child is the safest way to prevent disease.

[Learn More](#)

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Name: Purple



Illinois Public Health Association

4h • 3

Their well-being is our responsibility. When it comes to fighting off preventable illnesses, keeping our families vaccinated is the most effective way to ensure they stay healthy.

You protect them from **DANGER.**



Protect them from **DISEASE.**

www.go.illinois.edu/pediatricvaccines

Stay Updated on Vaccines

Vaccinating your child is the safest way to prevent disease.

[Learn More](#)

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:15 script

As parents, we will stop at nothing to protect our children.

And protecting them from danger, means protecting them from disease.

Talk with your doctor or local health department to find out what vaccines your child needs. Visit



[Click for Creative Assets](#)

:30 Script

As parents, we will stop at nothing to protect our children.

We strap them in for trips.

We hold their hands on crosswalks.

We buckle their helmets before a bike ride.

But protecting them from danger, also means protecting them from disease.

Vaccines are the safest and most effective way to do just that.

Talk with your doctor or local health department to find out what vaccines your child needs.

Visit go.illinois.edu/pediatricvaccines to learn more.

Headline: Stay Updated on Vaccinations

Description: Vaccinating your child is the safest and most effective way to prevent disease.

You Protect Them from Danger. Protect Them from Disease.

Protecting your child from preventable illnesses starts with vaccination. Vaccines are the safest and most effective way to prevent death and disease.

Talk with your doctor or local health department to find out what vaccines your child needs.

Visit go.illinois.edu/pediatricvaccines

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You protect them from DANGER.

Protect them from DISEASE.

Protecting your child from preventable illnesses starts with vaccination. Vaccines are the safest and most effective way to prevent death and disease.

Talk with your doctor or local health department to find out what vaccines your child needs.



VISIT
go.illinois.edu/pediatricvaccines



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IDPH
ILLINOIS DEPARTMENT OF PUBLIC HEALTH