



September-December 2023

IPHA

Adult Vaccine Campaigns



- **Adult Flu - Pg 5**
- **Adult General - Pg 8**

## Tagging

Instagram:

@iphasocial2023

Facebook:

@IllinoisPublicHealthAssociation

## Adult Hashtags

#IPHA

#DiseaseDefense

#DiseasePrevention

#IllnessPrevention

#FluPrevention

#FluVaccineBenefits

#InfectionProtection

#ProtectYourHealth

#StayProtected

#StayHealthy

#NoSickDays

#AdultVaccinations

#CommunityImmunity

#SafetyReminders

## Adult

- Flu September-October
- General September-December

# Adult Flu

**Schedule:** September-October

**Specs:**

- Social - 1080x1080 & 1080x1920
- Flyer

# Social - Flu Messaging - Flu?



Name: Flu? Red

Name: Flu? Purple

Name: Flu? Teal

The flu vaccine reduces the risk of illness, hospitalization, and potential complications.

The flu vaccine protects, prevents complications, and boosts community immunity, particularly for the vulnerable.

Your schedule doesn't allow time for the flu, so it's essential to prioritize your health and take preventative measures.



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## Flu? Not on my schedule

### Time is precious. So is your health.

With work and busy lifestyles, your schedule doesn't allow for the flu, so it's essential to prioritize your health and take preventative measures. Talk to your doctor, pharmacist or local health department to learn more.

Protect your schedule. Protect your health. Visit

[go.illinois.edu/adultvaccines](http://go.illinois.edu/adultvaccines)

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The flyer features a photograph of a woman in an orange blazer pointing at a whiteboard with the word "FLU?" written on it, while a man in a blue shirt looks on. The bottom half of the flyer has a teal background with white and yellow text. It includes a QR code, the website URL, and the IPHA logo.

**FLU?**

**Not on my schedule.**

**Time is precious. So is your health.** With work and busy lifestyles, your schedule doesn't allow for the flu, so it's essential to prioritize your health and take preventative measures. Talk to your doctor, pharmacist or local health department to learn more.

Protect your **SCHEDULE**. Protect your **HEALTH**.

**VISIT**  
[go.illinois.edu/adultvaccines](http://go.illinois.edu/adultvaccines)



# Adult

**Schedule:** September-December

**Specs:**

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

# Social - General Messaging - Sick?



Name: Sick? Purple

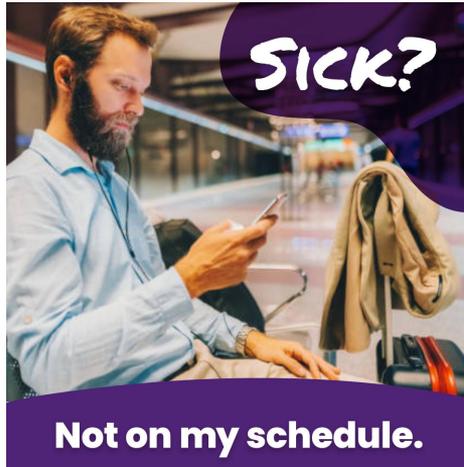
Name: Sick? Green

Name: Sick? Orange

No time to get sick? With work and extracurriculars, there is no time in the schedule for sickness.

With so much you don't want to miss, there is no time in the schedule for sickness. Vaccines are a proven way to build immunity and fight off disease.

Vaccines are the most successful and cost-effective way to prevent illness and keep your schedule on track.



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Name: Protect Schedule

Name: Protect Moments

Name: Protect Free Time

Vaccination not only saves us the discomfort of being sick but also conserves valuable time.

Vaccines ensure you're focused on making great memories, not on falling ill. Enjoy quality time with loved ones, worry-free.

Vaccines hold the power to safeguard us from the discomfort and inconvenience of falling sick.



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# Social Video - General Messaging - Sick?



:15 script

(Sick? Not on my schedule.)-on the screen

Vaccines are important for all ages, shielding against preventable diseases and their complications. Stay current with vaccines to stay healthy and protect your community. Talk to your doctor, pharmacist or local health department to learn more.

(Visit [go.illinois.edu/adultvaccines](http://go.illinois.edu/adultvaccines))-on the screen



:30 Script

In a world that never stops, who can fit sickness into their schedule? Vaccines are equally crucial for adults as they are for children and help safeguard from a range of preventable diseases that can lead to serious complications. By staying up to date with vaccinations, you can maintain your health and prevent the spread of diseases within your community. Talk to your doctor, pharmacist, or local health department to learn more. Protect your schedule, protect your health. Visit [go.illinois.edu/adultvaccines](http://go.illinois.edu/adultvaccines)

**Headline:** Get vaccinated.

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

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