



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

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



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Name: Flu? Purple

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



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Name: Flu? Teal

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

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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 the headline "Not on my schedule.", a paragraph about prioritizing health, the slogan "Protect your SCHEDULE. Protect your HEALTH.", a QR code, the word "VISIT" in yellow, the URL "go.illinois.edu/adultvaccines", 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



Adult

Schedule: September-December

Specs:

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

Social - General Messaging - Sick?

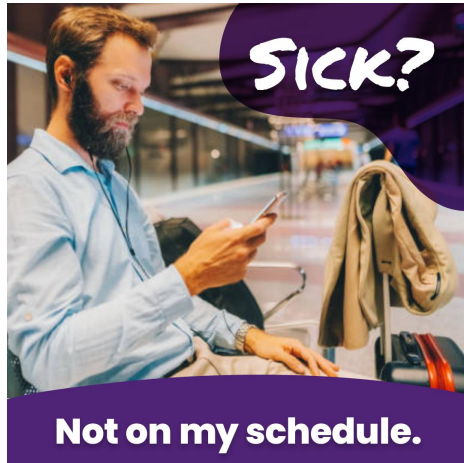


Name: Sick? Purple

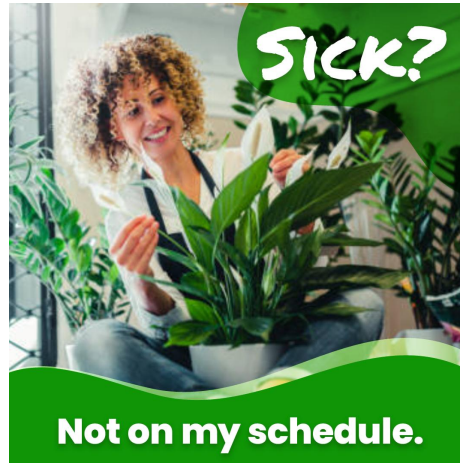
Name: Sick? Green

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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Social - General Messaging - Protect



Name: Protect Schedule

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



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Name: Protect Moments

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



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Name: Protect Free Time

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)-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

Headline: Get vaccinated.

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

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