



# Vaccines Have the Power to Protect

**CAMPAIGN GUIDELINES**



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The following information contains simple guidelines and examples for EverThrive Illinois’ “Vaccines Have the Power to Protect” campaign. The following contains information about the importance and relevance of child vaccination in celebration of National Infant Immunization Week (NIIW) taking place from April 22 to 29, 2024. Please refer to these guidelines as you develop communications in support of this campaign. The more consistent we can be across our communications, the stronger our message will be, allowing us to cut through the clutter.

Thank you for helping make our “Vaccines Have the Power to Protect” campaign a great success!

## THE OVERVIEW

There is varying information surrounding child vaccination. Education on why and when to pursue vaccination for children tends to be overwhelming or unclear. With so much information and resources, it can be very stressful for parents, caregivers and pregnant people to make decisions regarding vaccination for their little ones. As their Champion for Health, EverThrive Illinois is here to help them create a plan. Through this user-friendly and inviting campaign experience, parents, caregivers, pregnant people and even health care providers will walk away knowing why, when, and how the vaccination journey paves a path toward a healthier lifestyle for little ones.

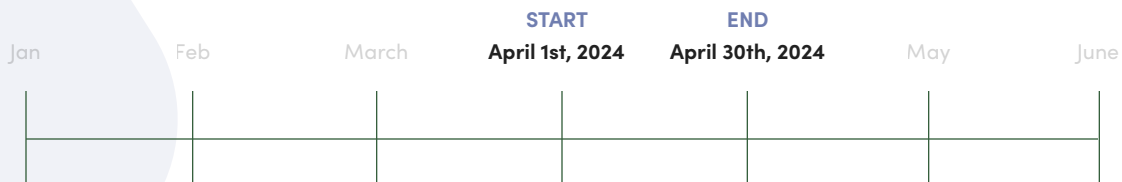
## THE FRAMEWORK

All our promotional, marketing, and communication efforts aim to help audiences better understand how vaccines are a safe, free, and low-cost way to protect their children from potentially life-threatening diseases. Our efforts help educate and debunk common myths around vaccination by providing evidence-based, reliable resources and information that compels parents, caregivers, pregnant people, and health care providers to get children vaccinated now and in the future.

## THE OBJECTIVES

- Create alignment and engagement between stakeholders and primary audiences.
- Highlight the importance of protecting infants and young children from vaccine-preventable diseases.
- Educate, equip, and encourage parents, caregivers, and pregnant people with relevant information about the vaccination journey so they can confidently vaccinate their children.
- Encourage health care providers to guide their patients through the vaccine journey by respectfully engaging in open and clear conversations.
- Share evidence-based, bilingual resources, including a user-friendly web page, a new folded print handout, a downloadable vaccine timeline generator, and social media ads.

## THE CAMPAIGN START & END DATE



## THE AUDIENCES



### PARENTS, CAREGIVERS AND PREGNANT INDIVIDUALS

These are the people who might have more questions than answers and could be feeling scared and overwhelmed or unsure about vaccinations. We want to acknowledge that these feelings are a natural part of parenting and pregnancy. We want to affirm them that as parents, caregivers, and pregnant individuals, they have the power to ensure their children's health. One way to do so is to exercise their right to ask questions and find the answers they need so they can confidently make decisions and be their children's Champions for Health.



### HEALTH CARE PROVIDERS

These are professionals such as doctors, pediatricians, and nurses who are trusted to provide accurate health information to parents, caregivers, and pregnant individuals. They have an integral role in maximizing immunization efforts in the communities they serve. Therefore, building their cultural competence while working in diverse communities is imperative to help bridge the gap and get important vaccine messages across to parents, caregivers, and pregnant individuals. We want them to feel supported and aware of the important role they play in their patients' journey to better understanding vaccinations as part of their children's care.

## THE TONE

- Messages for these two audiences should be factual, trusting, and compelling.
- Messages must create a more profound understanding, increase their confidence, and encourage them to have open conversations regarding vaccination.
- These messages will highlight vaccination confidence and the role each person has in determining the best choices for the health and well-being of the infants and babies they love and care for.
- Messages must dispel myths and help parents, caregivers and pregnant individuals feel confident in the safety of vaccines and understand how they reduce the spread of viruses and diseases.

## THE KEY MESSAGES

Feel free to use these core messages throughout the campaign to see which ones generate the most engagement.



### PARENTS, CAREGIVERS AND PREGNANT INDIVIDUALS

- 1. You are responsible for your children's health and well-being.** As a parent or caregiver, you want to set up your children for a successful and healthy adulthood. Staying informed is essential. You can increase your knowledge about vaccinations by asking questions, reading credible sources, and speaking with health care providers. Start here at <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
- 2. You are your child's Champion for Health.** If you have questions or concerns about vaccinating your children, have a conversation with their doctor, pediatrician, or primary care physician. Exercise your right to ask questions until you get the answers you need. See a list of questions at <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
- 3. Vaccines have a positive impact on the lives of the little ones you love.** Vaccines work with your child's immune system to prevent various serious diseases. We have lived and fought back viruses through vaccines for more than 200 years. In fact, vaccines have helped eliminate Polio and eradicate Smallpox. Learn more at <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
- 4. Vaccines act as a shield to protect children from potentially life-threatening diseases.** Before a vaccine is given to your child, it must undergo numerous tests, clinical trials, and safety measures to ensure it is both safe and effective. Vaccines are universally recommended for all infants and children, ages 0 to 5 and up. Learn more at <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
- 5. Not getting your baby or child vaccinated has its own costs.** Finances should not get in the way of ensuring your children are healthy. Some programs can alleviate some of the financial burdens and help prevent the high costs of treating vaccine-preventable illnesses. Click [here](#) to access resources.

- 6. Time is of the essence. Be proactive and schedule your children's vaccines now.** Vaccines are still the most effective and safe way to protect against preventable diseases and boost your children's immune systems. Learn what you can do next at <https://everthriveil.org/vaccines-have-the-power-to-protect/>.



## HEALTH CARE PROVIDERS

- 1. Doctors and physicians have a shared responsibility in ensuring children's health and well-being.** If you are a doctor or primary care physician, or work in a clinic or hospital, you are integral to maximizing immunization efforts in your community. Building your cultural competence while working in diverse communities could also help to bridge the gap and get important vaccine messages across to parents, caregivers, and pregnant individuals. Get started [here](#).
- 2. Engage in honest conversations so you can learn about the cultural nuances of the diverse patients in your care.** You are one of the most trusted sources of information when it comes to vaccines that parents and caregivers have. Therefore, you have the opportunity to offer a space where they can feel safe to share concerns and ask questions so they can confidently choose vaccines for their children. Get tips at <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
- 3. Communicate effectively and empathetically with parents, caregivers and pregnant individuals about vaccines and their protective powers.** Use clear, current, and compelling communication to establish trust and good relationships among parents and caregivers. Make sure that the terms you use are not overly medical and distant from people's experiences. Poor communication can lead to serious consequences for the health and well-being of children, as well as perpetuate disparities. That's why making vaccine-related explanations easy to understand and digestible for everyone is essential. Click [here](#) to see recommendations.
- 4. Be a Champion for children's health during National Infant Immunization Week (NIIW).** Make this year's priority to ensure that the families you see feel welcome and safe to ask questions and share their concerns about vaccinations. [Here](#) are some suggestions.
- 5. Understanding cultural nuances involves listening and using terms that are easy to understand.** If parents and caregivers express concerns or don't seem to understand what you are saying, use basic explanations and share your honest vaccine recommendations. Click [here](#) for ideas to better connect with the patients you see.
- 6. Educate, empower, and encourage parents around preventive care methods, like vaccination.** Use a friendly approach and use language that allows parents and caregivers to become more knowledgeable about the importance of vaccinations, well-child visits, and how to help their children live healthier and thriving lives. [Here](#) are some tips.

## SOCIAL MEDIA

Organic social media content for the EverThrive Illinois "Vaccines Have the Power to Protect" campaign is focused on creating understanding and increasing the urgency around the importance of child immunization.

**IMPORTANT:** Facebook algorithms and standards allow the conversation around "vaccinations" to be strictly geared toward providing resources in favor of vaccines. Please remember to use language that does not force opinions or degrade others.

Creative assets and messaging content have been designed and developed for Facebook, Instagram, Twitter, and LinkedIn. These meet social media platform requirements, and you can find them [here](#).

## SOCIAL MEDIA COPY EXAMPLES

- Vaccines have the power to protect. As a parent, you do too. Be a champion for your family's health. Start [here](#).
- Choosing what's right for your children is difficult. EverThrive Illinois is here to help. Start by downloading our free vaccine schedule [here](#).
- You are your children's health care advocate. To them, you're a superhero. Make sure they have the best armor possible. Learn more at <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
- Advocate for your child's health at their doctor's visits. Learn more about what vaccines they need and when they need them at <https://everthriveil.org/vaccines-have-the-power-to-protect/>.

## KEY CONSIDERATIONS

- Include a link to the campaign's landing page (<https://everthriveil.org/vaccines-have-the-power-to-protect/>) in the copy of your communications.
- Use tools like bit.ly to shorten your (<https://everthriveil.org/vaccines-have-the-power-to-protect/>) address.
- Use #PowerToProtect and unify and build the conversation during the campaign timeframe.

## OUR ASK TO YOU

Based on your ongoing support, we ask that you specifically join us in this campaign by considering the following:

- Creating one (1) to three (3) posts per week based on the content of this guide.
- Using Facebook, Instagram, Twitter, and LinkedIn (preferably) to distribute your content.
- When developing your content and messaging, consider:
  - Using the content provided in this guide to create the content for your social media posts.
  - Creating content based on our organization's branding style and authentic nature. You can learn more about us at [everthriveil.org/about](https://everthriveil.org/about).
  - Including a clear call to action. For example: Click [here](#) to learn more.
  - Integrating the campaign's landing page - <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
  - Use the tagline - #PowerToProtect.

## SUCCESS MEASURES

To track, measure, and evaluate the success of your engagement during the campaign, you are invited to join EverThrive Illinois' social media efforts. As such, you can develop goals and benchmarks to assess the success of your support, including the below measurements:

- **Engagement:** It is crucial to monitor the social media posts about this campaign. You can measure the quality of the content through social media engagement (likes, comments, shares, and clicks) by examining the post engagement rate. Take the total number of interactions your content receives divided by your total number of followers, multiplied by 100%.
- **Impressions:** Tracking impressions is significant for this campaign since EverThrive Illinois' goal for social media is to increase brand awareness and perception and increase the number of people who engage with the campaign. Impressions are how many times a post shows up in someone's timeline.
- **Frequency:** Frequency helps you know how many times each person has seen your post. You can track this by using your impressions divided by reach.
- **Reach:** You also want to track the reach of your social media posts, as reach can provide a more accurate number of how many people are actually seeing your content than followers.
- **Account mentions:** Organic mentions, like @mentions (@everthrive\_illinois) that aren't part of a reply, or tagging a brand in an Instagram story without prompting, indicate good brand awareness.
- **Click-Through Rate:** This shows you how many people who saw your post clicked the link in your post to go to the landing page. This metric is found by taking clicks divided by impressions, multiplied by 100%.

Disclaimer: We are frequently reviewing and updating this information to reflect the most current data available and provided by subject matter experts on the topic of immunization. Last updated April 2024.