



# 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) that takes place in late April. 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.

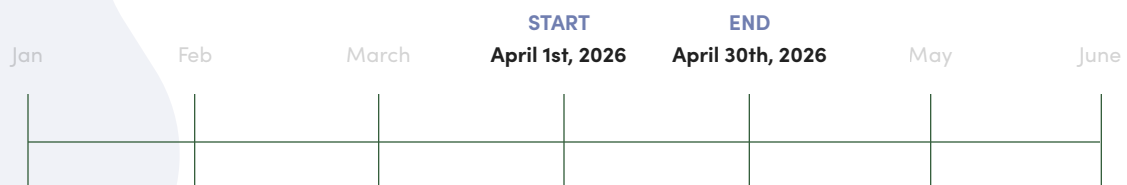
## THE FRAMEWORK

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 should be reassuring and consistent as changes and confusion continue, positioning vaccination as an accessible and safe choice that remains available and continues to be recommended by healthcare providers, the Illinois Department of Public Health, and medical associations such as the American Academy of Pediatrics.
- Messages for these two audiences should be factual, trusting, consistent, and compelling.
- Messages must create a more profound understanding, increase their confidence, and encourage them to have open conversations with healthcare providers 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. Not getting your child vaccinated comes with its own costs.** Vaccine-preventable diseases can lead to serious illness, hospitalization, long recovery periods, and complications. When children get sick, they may miss school, time with friends and loved ones, and important milestones. As a parent or caregiver, you may need to miss work, face unexpected medical expenses, and worry about your child's health. Completing your child's routine vaccinations helps keep them healthy and ready for all the moments that make childhood so special — and it can bring you peace of mind. Learn more about how vaccines can protect your child at: <https://everthriveil.org/vaccines-have-the-power-to-protect/>
- 2. Vaccinating is an act of love.** As a parent or caregiver, you do everything you can to keep your child safe. Choosing to vaccinate your child is one of the most effective ways to protect them from serious preventable diseases. To learn more about which vaccines your child should get, visit our NIW campaign website at: <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
- 3. Every vaccine is a step toward a safer future.** Routine immunizations help give children the opportunity to grow, learn, and thrive without the threat of preventable diseases. Thanks to vaccines, we have been able to eliminate Polio, eradicate Smallpox, and decrease the spread of other preventable diseases. Choosing to vaccinate helps build a healthier future for everyone. Learn more at: <https://everthriveil.org/vaccines-have-the-power-to-protect/>.

4. **Protecting your baby begins at pregnancy.** If you're pregnant or planning to be, getting the recommended vaccines help protect both you and your baby. These vaccines offer your baby immunity through pregnancy and breastfeeding — and help prevent serious complications in your pregnancy. Your provider can walk you through the vaccines that are recommended for pregnant individuals. You can also visit our NIIW campaign website at: <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
5. **Protection is still within reach.** Despite recent ongoing changes to the child vaccination schedule, including changes to the Hep B vaccine guidance, vaccination recommendations for children in Illinois have not changed and remain the same. All 17 life -saving vaccines recommended by the Illinois Department of Public Health and health care providers remain available and are covered by insurance and programs like Vaccines for Children. If you feel unsure about which vaccines your child needs, schedule a visit with your child's health care provider. You can also explore EverThrive IL's NIIW Campaign website to see recommended vaccines by age at: <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
6. **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 you can ask providers at <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
7. **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. **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 for open dialogue, 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/>.
2. **Communicate effectively and empathetically with parents, caregivers, and pregnant individuals about vaccines and their protective powers.** Use clear, current, and digestible communication to build trust with 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 and perpetuate disparities. Making vaccine-related explanations relatable, easy to understand, and digestible is essential to help families understand the benefits of vaccinating their children. Click [here](#) to see recommendations.
3. **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: <https://everthriveil.org/vaccines-have-the-power-to-protect/>.
4. **Your voice matters more than ever.** In today's climate of constant changes on vaccine guidance and widespread misinformation and disinformation, healthcare providers remain the most trusted source of vaccine information for families. Your steady, evidence-based guidance helps parents and caregivers navigate confusion and feel more confident in making informed decisions for their children. Visit [EverThrive IL's NIIW campaign website](#) for tips to have effective vaccine-related conversations with parents and caregivers.
5. **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: <http://www.everthriveil.org/vaccines-have-the-power-to-protect>.

## 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, 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) social media posts per week based on the content of this guide.
- When developing your content messaging, consider:
  - Using the content provided in this guide to create the content for your social media posts.
  - Creating content based on your 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, include phrases such as: “Click here to learn more.”
  - Integrating the campaign’s landing page – <http://everthriveil.org/vaccines-have-the-power-to-protect/>
  - Use the tagline – #PowerToProtect in your social media posts when promoting our campaign.

## 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 measurements below:

- **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 March 2026.