INFANTS UNDER 5 YEARS OLD

VACCINATION CAMPAIGN TOOLKIT

Last updated August 1, 2022

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INTRODUCTION

The City of Chicago Department of Public Health has created this toolkit to facilitate communications and outreach to Parents of infants aged 6 months and older about the COVID-19 vaccine.

This toolkit of assets is intended to help parents overcome their hesitation to get their infants (aged 6 months to 4 years) vaccinated. After listening to parents from some of Chicago's lowest-vaccinated communities, our research found that key reasons for hesitation around getting their children vaccinated were:

- Living among many other non-vaccinated people
- Not seeing their child, or themselves, clearly represented in the research or rollout
- Thinking the vaccine is “not enough” to trust or safely use on their extra tiny human
- Feeling unarmed as their child's ultimate protector

We have developed content that is simple and straightforward, yet trustworthy and relatable. We are not dictating, but rather creating an opportunity to engage parents and encourage them to learn more. Ultimately, they will be the ones to make the decision to vaccinate their child.

This toolkit includes video (for digital/social use), audio (radio), and static assets such as digital banners/content, out-of-home, flyers, and posters. These assets can help support current "infant" outreach efforts as well as be leveraged across earned and owned channels. Materials are available in English and Spanish.

You have full permission to copy or adapt messaging and content for your communications, no credit is needed. We hope these resources can help support your efforts and be a valuable addition to your outreach.

TABLE OF CONTENTS

This toolkit includes content featuring Chicago parents with their infants (children aged 6 months to 4 years old) as well as healthcare providers alongside their young children talking personally and/or sharing relevant facts about the COVID-19 vaccine. The assets included were developed Q2 2022, and this toolkit was issued 07/15/2022. Therefore, it is important to confirm key data points are still accurate when using this content.

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ACCESSING ASSETS

All of the assets featured on pages 10-22 can be accessed by clicking the link listed at the bottom of the page. This link will automatically download a folder that includes all assets featured on the page (including all available sizes).

If there is anything specific you are looking for/in need of, don't hesitate to reach out to CDPH with inquiries. We want to ensure everyone has easy access to any content that can help get all children across the city vaccinated.

If you require something specific that's not here or have any questions, please reach out to:

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Chicago Department of Public Health | Public Information Office
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312-747-9599

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Chicago Department of Public Health | Immunization Program
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AVAILABLE ASSETS

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COPY POINTS

PRIORITY MESSAGE:

Protect your little ones from COVID-19. Get your children 6 months and older vaccinated today.

URL: Chicago.gov/Under5Vax

CALL TO ACTION (URL AND CALL TO VACCINATE ARE PRIORITY):

Talk to your healthcare provider today.
To learn more visit Chicago.gov/Under5Vax or call 312.746.4835

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COPY POINTS

KEY FACTS (MOST RELEVANT TO PARENTS OF CHILDREN UNDER 5):

This COVID-19 vaccine is designed for children.
The COVID-19 vaccine has been specifically designed for little ones ages 6 months through 4 years.
OR The vaccine has been specifically designed for this youngest age group, so we know they are getting the protection they need.

This COVID-19 vaccine was developed with pediatricians.
Pediatricians have been involved in the development of the vaccine every step of the way.
OR From research to developing the COVID-19 vaccine for children, pediatricians led the way.

New vaccine. Established technology.
The COVID-19 vaccine is new, the science is not.
OR The vaccine is new but the technology is well established, having been studied for more than 20 years.

The vaccine is like a teacher.
The vaccine comes in to teach our bodies how to fight the COVID-19 virus.
OR The vaccine teaches our bodies how to fight the virus. Once the vaccine has done its job, your child is protected. Just like they did with chicken pox, mumps and measles, your little one can fight off the virus and get on with their lives.

COPY POINTS

HEALTHCARE PROVIDER QUOTES:

Dr. Felicia Scott-Wellington, Pediatrician, Mother of two --
"We know that kids actually do get sick, so it's important to **this layer of protection.**"
"Parenting in a pandemic is new. But the science behind the COVID-19 vaccine is over 20 years old."
"My kids are 1 & 3. I'm definitely getting them vaccinated."
"Talk to a healthcare provider about getting your kids vaccinated."

Dr. David Trotter, Emergency Medicine, Father of three --
“As parents, our duty is to protect our children."
"I always tell my nervous patients: the vaccine for children 6 months and older is specially formulated for them. It’s safe."
"It's such a relief getting my one-year-old vaccinated because it's the safest way to protect her against COVID-19."
"The vaccine is the safest way to protect your youngest against COVID-19."

Vianess Santiago, Registered Nurse, mother of two --
"Pediatricians helped with the development of the COVID-19 vaccine for infants every step of the way."
"The vaccine for kids under 5 is specially designed for them. It's safe."
"La vacuna contra el COVID-19 ha sido diseñada específicamente para los pequeños de 6 meses a 4 años."

Elizabeth Bolaños, Registered Nurse, mother of two --
"Pediatricians helped with the development of the COVID-19 vaccine for infants every step of the way."
"Pediatricians helped design the vaccine for children under 5."
"Pediatras han sido parte del desarrollo de la vacuna en cada paso del camino."

Dr. Carl Lambert --
"I highly recommend the COVID-19 vaccine as a safe way to protect kids 6 months and older."

Alejandra Guevara, RN --
"La vacuna contra el COVID-19 es segura para los niñon pequeños y ayuda a proteger a todos."

COPY POINTS

VACCINE COMPARISON:

The COVID-19 vaccine for kids under 5 is here. So here is what you should know.

Pfizer

Children 6 months through 4 years old

3 doses

1/10 of an adult dose

1st dose: Today
2nd dose: 3 weeks
3rd dose: 8 weeks

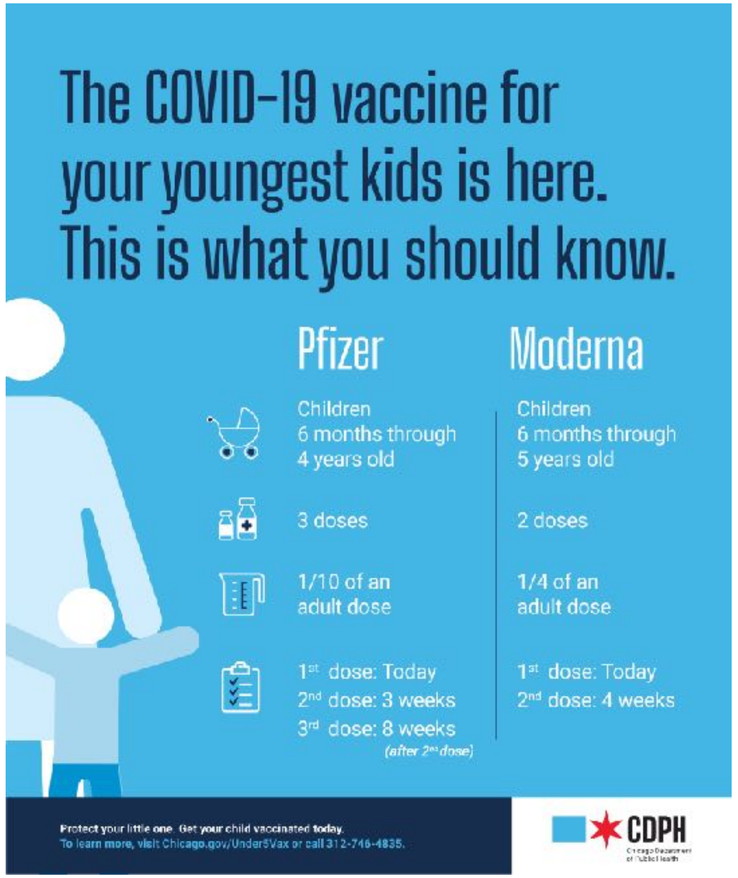
Moderna

Children 6 months through 5 years old

2 doses

1/4 of an adult dose

1st dose: Today
2nd dose: 4 weeks



To download the comparison poster: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_09%20_%20COMPARISON_POSTER.zip

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ICONS

The below icons can be leveraged across any/all content to support vaccination messaging. These are best utilized accompanying key facts/ copy points, adding imagery for visual interest.

To download the icons: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_10%20_%20ICONS.zip

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REFERENCES

Every parent needs to make the decision that's right for their children. The below articles and medical research pertaining to the COVID-19 vaccination can be a good resource for parents who are hesitant (articles are all hyperlinked for easy access). Learning more can help answer their questions and make parents feel confident in their decision to get their child vaccinated.

- **CDC Pediatric Data.** Centers for Disease Control and Prevention
- **Safety and side effects of Covid-19 vaccines for kids.** Mayo Clinic
- **Pfizer-BioNTech COVID-19 Vaccines.** Centers for Disease Control and Prevention
- **COVID-19 vaccines for kids. What you need to know.** Mayo Clinic
- **How do vaccines work.** University of Chicago Medical Center
- **Diseases you almost forgot about (thanks to vaccines).** Centers for Disease Control and Prevention
- **Understanding how COVID-19 vaccines work.** Centers for Disease Control and Prevention
- **Vaccine history: developments by year.** Children's Hospital of Philadelphia
- **The long history of mRNA vaccines.** Johns Hopkins Bloomberg School of Public Health
- **Understanding mRNA COVID-19 vaccines.** The Centers for Disease Control and Prevention
- **The new technology behind COVID-19 RNA vaccines and what this means for future outbreaks.** Johns Hopkins Bloomberg School of Public Health

LOGOS & QR CODE

The Chicago Mayor Lori Lightfoot logo is the preferred logo and should be used across. You are also free to pair this content with your own logos instead of, or in addition to, these logos to add relevancy.

The below QR code is available for inclusion within any materials and drives the user to Chicago.gov/Under5Vax.

CHICAGO
MAYOR LORI E. LIGHTFOOT

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To download the logos & QR code: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_12%20_%20LOGOS_QR%20CODE.zip

PHOTOGRAPHY (HEALTHCARE PROVIDERS)

We captured portraits of healthcare providers and photographs of them with their young children, all of which can be leveraged across all communications (except paid TV) to help support vaccination messaging.

Portraits of the healthcare providers by themselves are best leveraged to announce availability and convey more factual information (e.g. "the vaccine is available for children under 5," "the mRNA technology behind the COVID-19 vaccine has been studied for more than 20 years").

Images featuring the healthcare provider with their young child add an extra layer of credibility and personal nature, making them more relatable and infusing humanity from an expert we can trust.

Dr. Felicia Scott-Wellington, Pediatrician, mother of two

Dr. David Trotter, Emergency Medicine, father

Dr. Carl Lambert

Alejandra Guevara, RN

Elizabeth Bolaños, RN, mother of two

Vianess Santiago, RN madre de dos hijos

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To download the photography of the healthcare providers: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_13%20_%20PHOTOGRAPHY_HEALTHCARE%20PROVIDERS.zip

PHOTOGRAPHY (CHICAGO FAMILIES)

In addition to healthcare providers, we also captured lifestyle imagery of Chicago families which can be leveraged across all communications (except paid TV) to help support vaccination messaging.

These images feature real Chicago families with young children, managing through the daily grind of parenthood, which was particularly challenging during the pandemic. These images can help convey an authenticity, showing parents that their job is hard and personal, and their choice to vaccinate their child is theirs to make, because no matter how hard parenting is, everyone is doing their best to keep their child safe and healthy.

To download the lifestyle photography of Chicago families: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_14_PHOTOGRAPHY_CHICAGO%20FAMILIES.zip

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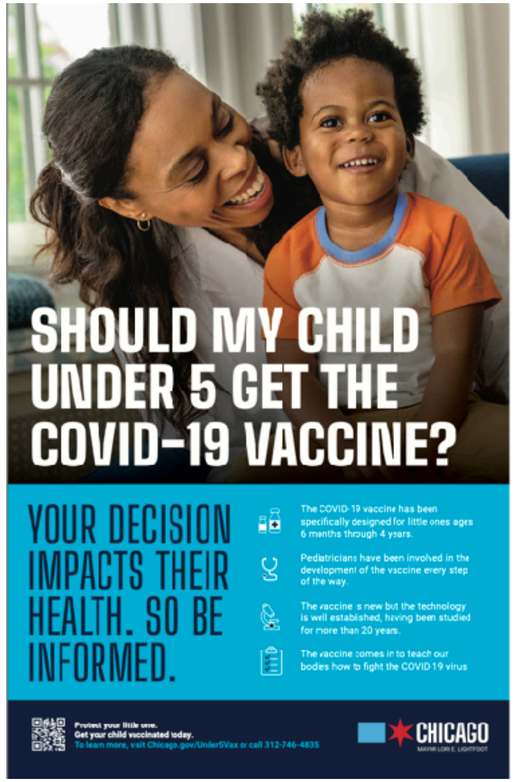
POSTERS

The below poster (11" x 17") is available in English and Spanish. These can be posted organically, as part of a media buy, or leveraged as physical/digital handouts.



To download the posters: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_15%20_%20POSTERS.zip

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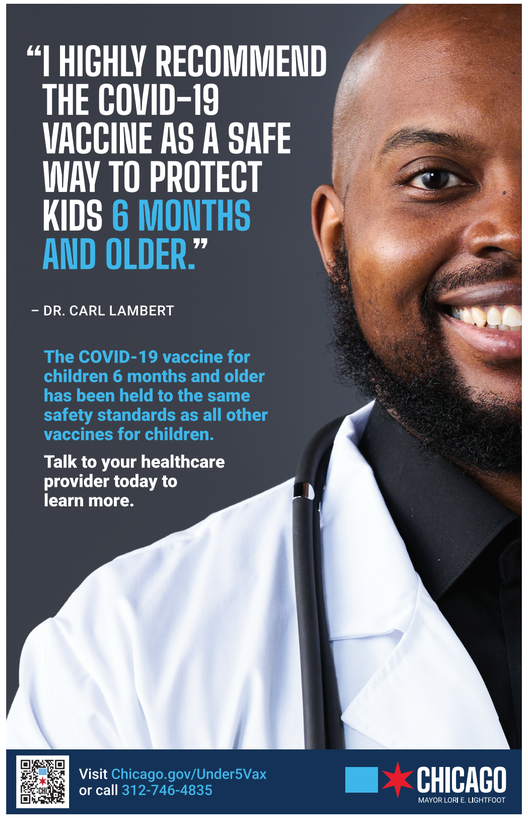
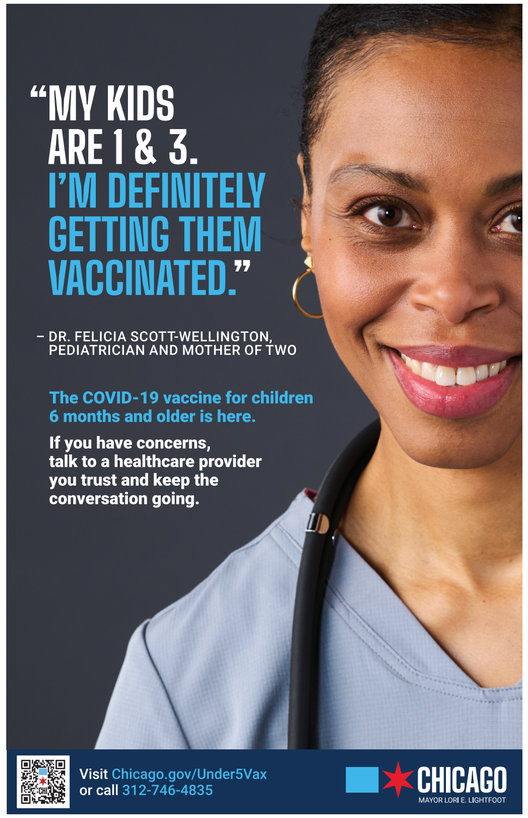
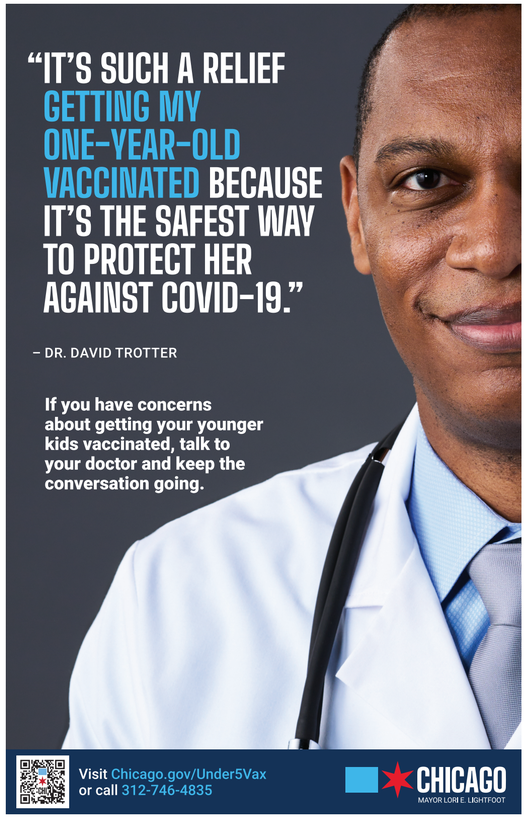
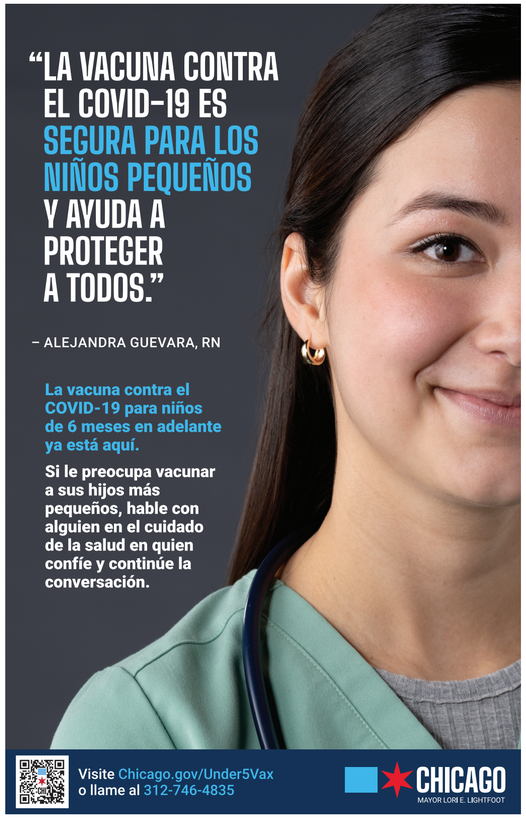
FLYERS / POSTERS

The below were created as flyers/handouts (8.5" x 11") and posters (11" x 17") to help support the announcement of the COVID-19 vaccine for children 6 months and older.









To download the flyers: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_16%20_%20POSTERS_FLYERS.zip

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PAMPHLET

The below tri-fold pamphlet is available in English and Spanish. This can be distributed at vaccination sites, healthcare facilities, schools, or anywhere parents are open to learning more about vaccinating their infants.

Inside Flap | Back Cover | Cover | Inside Left | Inside Middle | Inside Right

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To download the pamphlet: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_17%20_%20PAMPHLET.zip

PAMPHLET

The below is the Spanish version of the pamphlet.

Inside Flap | Back Cover | Cover | Inside Left | Inside Middle | Inside Right

To download the pamphlet: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_17%20_%20PAMPHLET.zip

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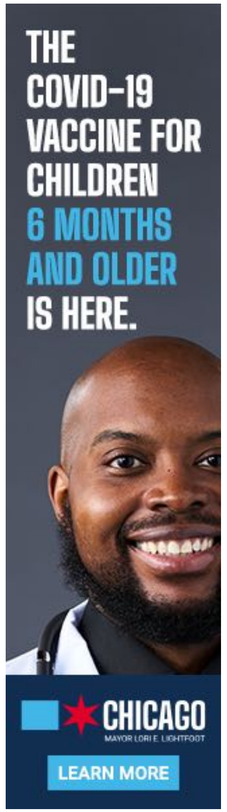
STATIC DIGITAL CONTENT

The below static assets (English) featuring different healthcare providers can be used across any digital media, including but not limited to digital banners, digital OOH, e-newletters, community outreach, and social content. These are available in a variety of common sizes. See appendix for all available versions.



To download the static digital content: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_19%20_%20STATIC%20DIGITAL%20CONTENT.zip

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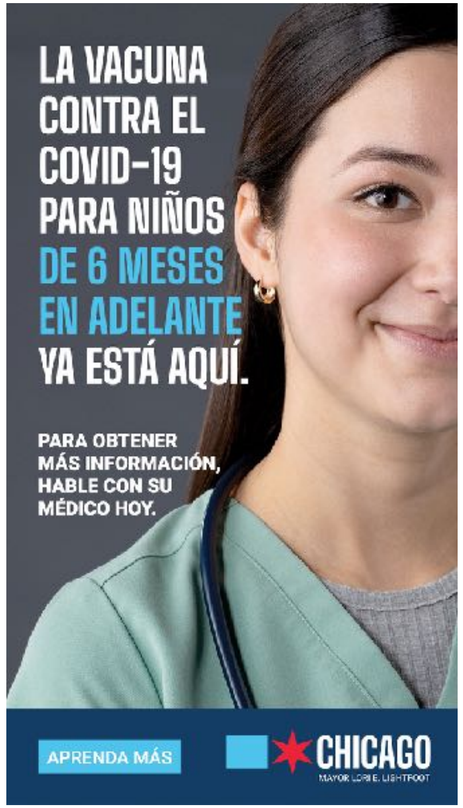
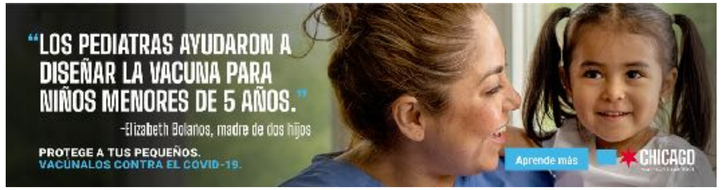
STATIC DIGITAL CONTENT

The below static assets (Spanish) featuring different healthcare providers can be used across any digital media, including but not limited to digital banners, digital OOH, e-newletters, community outreach, and social content. These are available in a variety of common sizes. See appendix for all available versions.





To download the static digital content: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_19%20_%20STATIC%20DIGITAL%20CONTENT.zip

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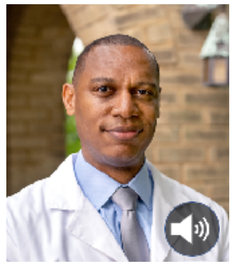
RADIO / AUDIO

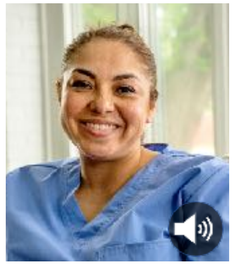
There are (2) :30 English spots, (1) :60 English spot, (2) :30 Spanish spots, and (1) :60 Spanish spot.

"Wellington" :30 English



"Trotter" :30 English

"Wellington" :60 English



"Bolanos" :30 Spanish

"Santiago" :30 Spanish

"Spanish RNs - Bolanos & Santiago" :60 English

To download the radio/audio files: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_21%20_%20RADIO.zip

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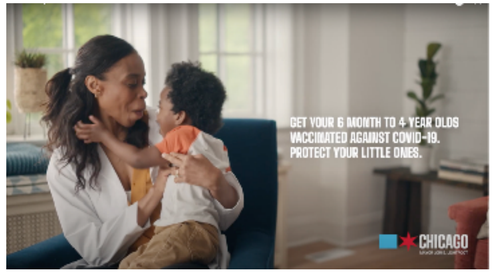
VIDEO (HEALTHCARE PROVIDERS)

There are (3) :15 English spots and (2) :06 English spots featuring healthcare providers speaking to relevant facts regarding the COVID-19 vaccination for children under 5. All spots are available in (3) commonly used sizes (16:9, 1:1, 9:16).

:15 Dr. Scott-Wellington (Children)
Add a layer of protection by betting them vaccinated.



:15 Dr. Scott-Wellington (Illness)
Kids still get serious illnesses from COVID-19.

:06 Dr. Scott-Wellington
The science behind the vaccine is over 20 years old.

:15 Dr. Trotter
The COVID-19 vaccine is specially designed for children under 5.

:06 Dr. Trotter
The vaccine helps protect against the lasting effects of the virus.

To download the English videos (:15s and :06s): https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/PG_22%20_%20VIDEO.zip

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VIDEO (PARENTS / FAMILIES)

There is (1) :90+ English spot, (1) :60 English spot, and (1) :30 English spot featuring real Chicago parents and their children, showing life as it has been throughout the pandemic, and culminating in the call-to-action that since Parenting Never Stops, the next parenting decision is to get your child vaccinated. All spots are available in (3) commonly used sizes (16:9, 1:1, 9:16).

:90 Ode to Parents
Parenthood Never Stops. Protect your little ones with the vaccine.

:60 Ode to Parents
Parenthood Never Stops. Protect your little ones with the vaccine.

:30 Ode to Parents
Parenthood Never Stops. Protect your little ones with the vaccine.

To download the English anthem videos: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/PG_22%20_%20VIDEO.zip

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VIDEO (HEALTHCARE PROVIDERS)

There are (3) :15 Spanish spots and (2) :06 Spanish spots featuring healthcare providers speaking to relevant facts regarding the COVID-19 vaccination for children under 5. All spots are available in (3) commonly used sizes (16:9, 1:1, 9:16).

:15 Bolanos RN (Worries)
Pandemic was difficult for worries that my infant would get sick.

:15 Bolanos RN (Effective)
Vaccine is very effective and protects your little one.

:06 Bolanos RN
The science behind the vaccine is over 20 years old.

:15 Santiago RN
Vaccinating is very important.

:06 Santiago RN
Vaccinating is very important.

To download the Spanish videos (:15s and :06s): https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/PG_22%20_%20VIDEO.zip

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VIDEO (PARENTS / FAMILIES)

There is (1) :30 Spanish spot featuring real Chicago parents and their children, showing life as it has been throughout the pandemic, and culminating in the call-to-action that since Parenting Never Stops, the next parenting decision is to get your child vaccinated. This spot is available in (3) commonly used sizes (16:9, 1:1, 9:16).

:30 Ode to Parents (Spanish)
Ser papá nunca para. Protege a tus pequeños con la vacuna.

To download the Spanish anthem videos: https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/PG_22%20_%20VIDEO.zip

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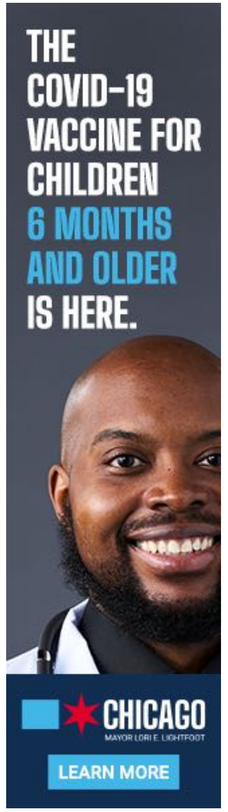
APPENDIX

STATIC DIGITAL BANNERS

Dr. Carl Lambert digital banner (English) is available in 8 static sizes.



160x600

1080x1920

1920x1080

1080x1080

728x90

320x50

300x50

300x250

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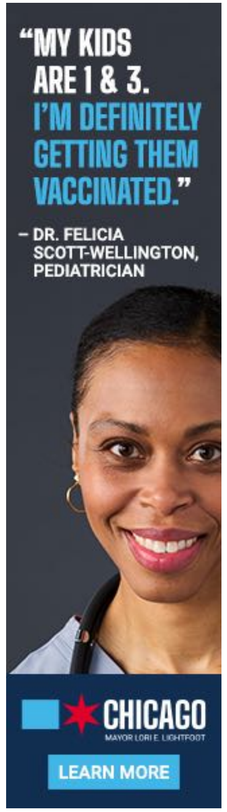
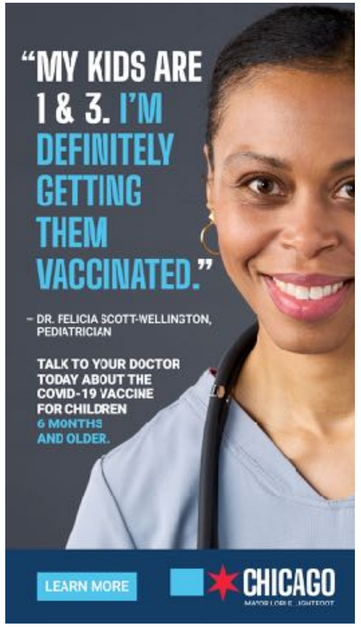
STATIC DIGITAL BANNERS

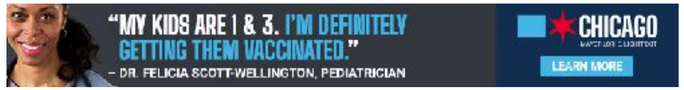
Felicia digital banner (English) is available in 6 static sizes.



160x600



1080x1920



728x90

1920x1080

1080x1080

300x250

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STATIC DIGITAL BANNERS

Dr. David Trotter digital banner (English) is available in 6 static sizes.

160x600

1080x1920

728x90

1920x1080

1080x1080

300x250

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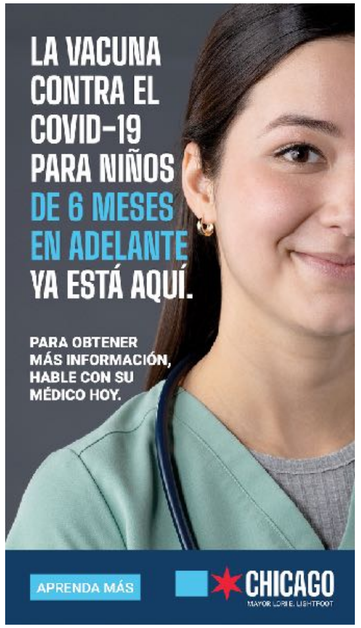
STATIC DIGITAL BANNERS

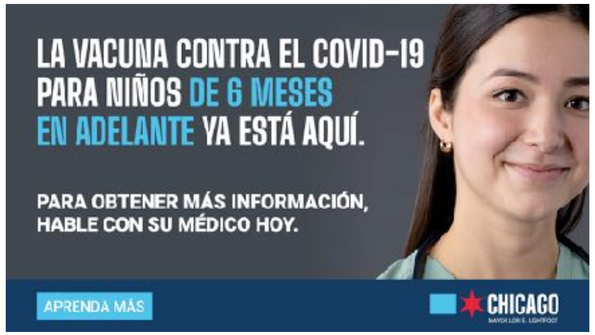
Alejandra digital banner (Spanish) is available in 8 static sizes.

160x600



1080x1920

728x90



1920x1080

1080x1080

320x50

300x50

300x250

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STATIC DIGITAL BANNERS

The below static digital banners (English) can be leveraged across social and digital media as well as community outreach. These are available in a variety of common sizes. See appendix for all available versions.

300x3600

320x50

250x250

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STATIC DIGITAL BANNERS

The below static digital banners (English) can be leveraged across social and digital media as well as community outreach. These are available in a variety of common sizes. See appendix for all available versions.

160x600

728x90

970x250

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STATIC DIGITAL BANNERS

The below static digital banners (English) can be leveraged across social and digital media as well as community outreach. These are available in a variety of common sizes.

300x600

160x600

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STATIC DIGITAL BANNERS

The below static digital banners (Spanish) can be leveraged across social and digital media as well as community outreach. These are available in a variety of common sizes.

300x600

160x600

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STATIC DIGITAL BANNERS

The below static digital banners (English) can be leveraged across social and digital media as well as community outreach. These are available in a variety of common sizes.

250x250

300x250

970x250

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STATIC DIGITAL BANNERS

The below static digital banners (Spanish) can be leveraged across social and digital media as well as community outreach. These are available in a variety of common sizes.

300x250

250x250

970x250

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