

# INFANTS UNDER 5 YEARS OLD

## VACCINATION CAMPAIGN TOOLKIT

# INTRODUCTION

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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

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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:

**Bria Kelly | Information Coordinator**

Chicago Department of Public Health | Public Information Office

[bria.kelly@cityofchicago.org](mailto:bria.kelly@cityofchicago.org)

312-747-9599

**Jacqueline Tiema-Massie | Director of Public Health Operations/Immunization Program Director**

Chicago Department of Public Health | Immunization Program

[jackie.tiema@cityofchicago.org](mailto:jackie.tiema@cityofchicago.org)

312-746-6120

# AVAILABLE ASSETS

# COPY POINTS

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**PRIORITY MESSAGE:**

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

URL: [Chicago.gov/Under5Vax](https://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](https://Chicago.gov/Under5Vax) or call 312.746.4835

# COPY POINTS

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## 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 niños 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

**The COVID-19 vaccine for your youngest kids is here. This is what you should know.**

	<b>Pfizer</b>	<b>Moderna</b>
	Children 6 months through 4 years old	Children 6 months through 5 years old
	3 doses	2 doses
	1/10 of an adult dose	1/4 of an adult dose
	1 <sup>st</sup> dose: Today 2 <sup>nd</sup> dose: 3 weeks 3 <sup>rd</sup> dose: 8 weeks <i>(after 2<sup>nd</sup> dose)</i>	1 <sup>st</sup> dose: Today 2 <sup>nd</sup> dose: 4 weeks

Protect your little one. Get your child vaccinated today.  
To learn more, visit [Chicago.gov/UndersVax](https://www.chicago.gov/UndersVax) or call 312-746-4835.

**CDPH**  
Chicago Department of Public Health

# 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.



# REFERENCES

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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](https://www.chicago.gov/Under5Vax).



Chicago Department  
of Public Health

# 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



Chicago Department of Public Health

# PHOTOGRAPHY (CHICAGO FAMILIES)

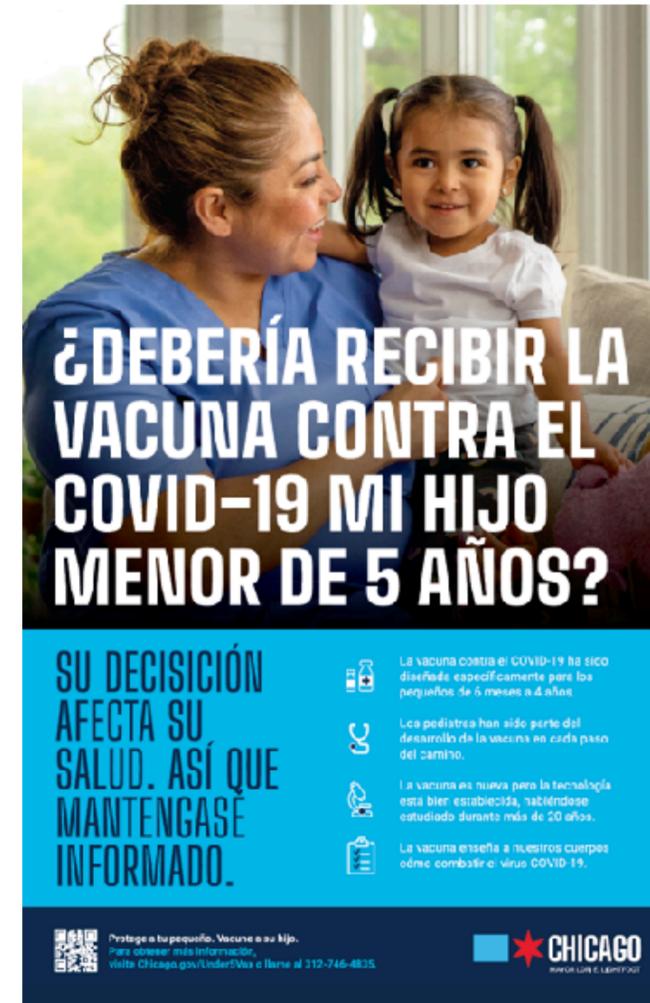
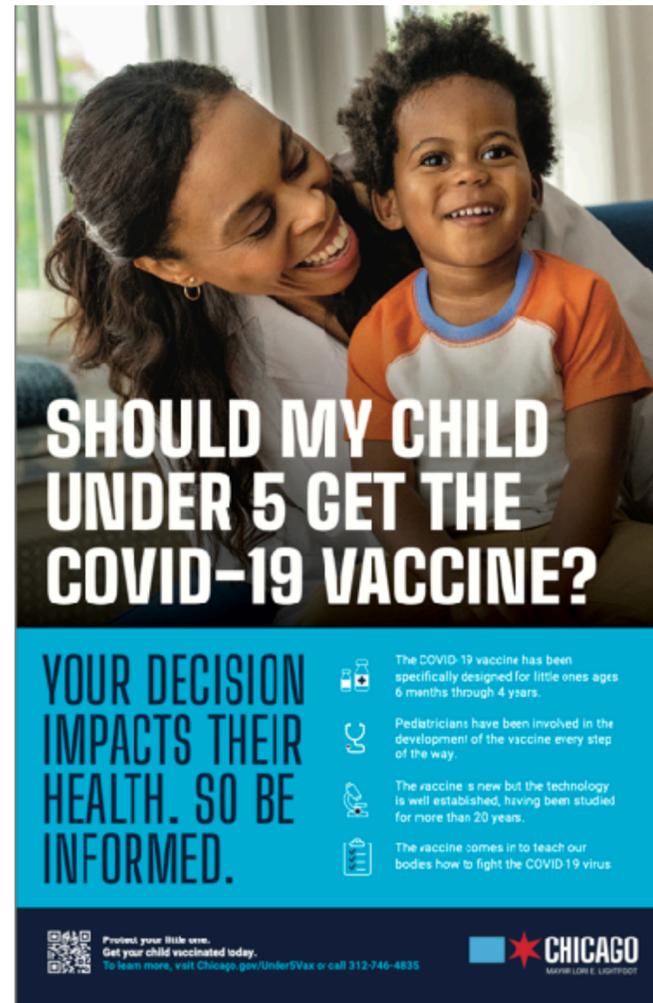
In addition to healthcare providers, we also captured lifestyle imagery of Chicago families which can be leveraged across all communications (except paid TV) to help support vaccination messaging.

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.



# 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.



# 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.



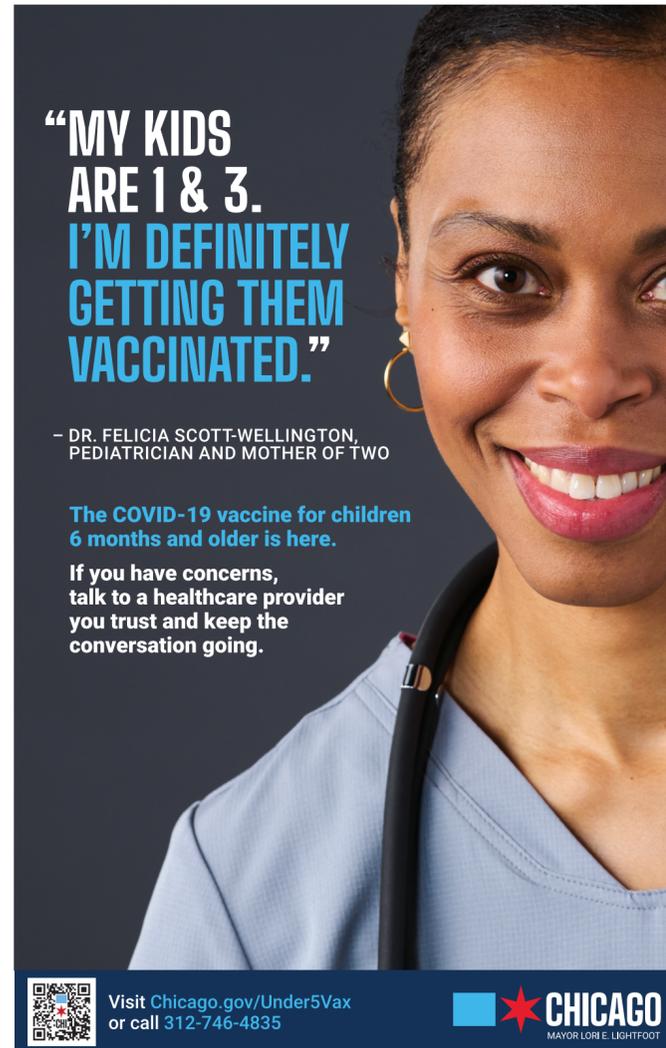
**"I HIGHLY RECOMMEND THE COVID-19 VACCINE AS A SAFE WAY TO PROTECT KIDS 6 MONTHS AND OLDER."**

— DR. CARL LAMBERT

The COVID-19 vaccine for children 6 months and older has been held to the same safety standards as all other vaccines for children.

Talk to your healthcare provider today to learn more.

Visit [Chicago.gov/Under5Vax](https://www.chicago.gov/Under5Vax) or call 312-746-4835



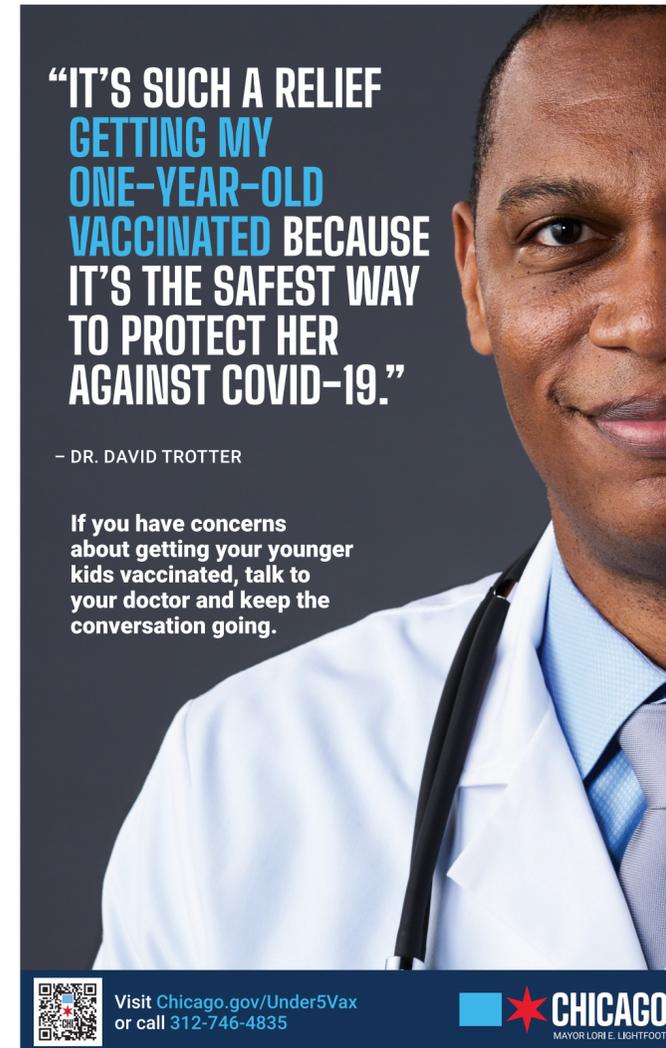
**"MY KIDS ARE 1 & 3. I'M DEFINITELY GETTING THEM VACCINATED."**

— DR. FELICIA SCOTT-WELLINGTON, PEDIATRICIAN AND MOTHER OF TWO

The COVID-19 vaccine for children 6 months and older is here.

If you have concerns, talk to a healthcare provider you trust and keep the conversation going.

Visit [Chicago.gov/Under5Vax](https://www.chicago.gov/Under5Vax) or call 312-746-4835

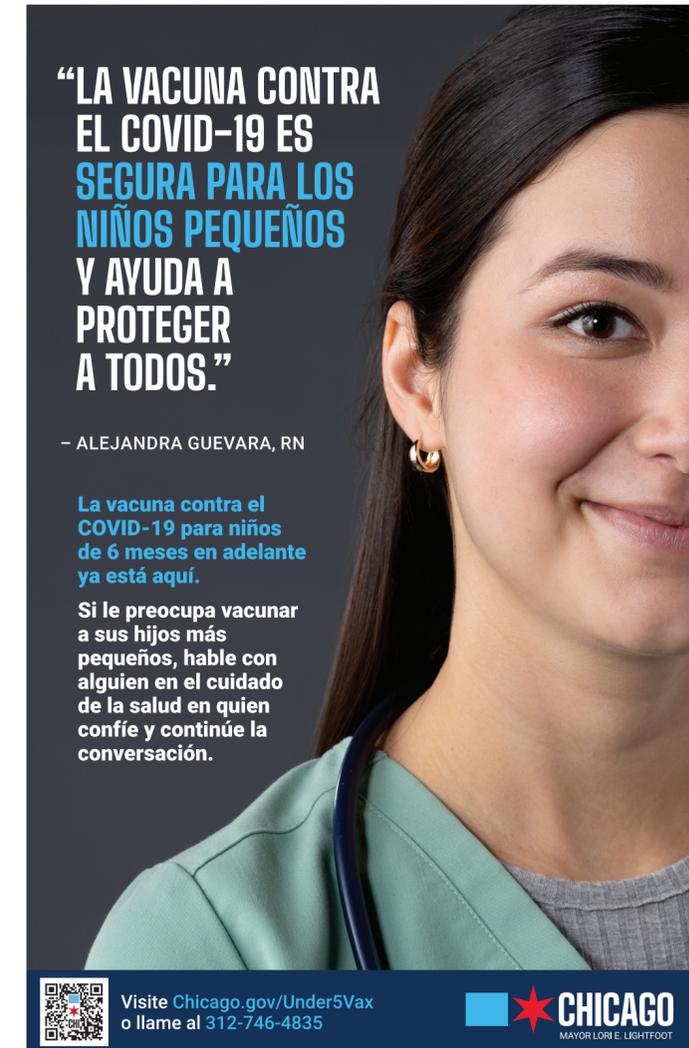


**"IT'S SUCH A RELIEF GETTING MY ONE-YEAR-OLD VACCINATED BECAUSE IT'S THE SAFEST WAY TO PROTECT HER AGAINST COVID-19."**

— DR. DAVID TROTTER

If you have concerns about getting your younger kids vaccinated, talk to your doctor and keep the conversation going.

Visit [Chicago.gov/Under5Vax](https://www.chicago.gov/Under5Vax) or call 312-746-4835



**"LA VACUNA CONTRA EL COVID-19 ES SEGURA PARA LOS NIÑOS PEQUEÑOS Y AYUDA A PROTEGER A TODOS."**

— ALEJANDRA GUEVARA, RN

La vacuna contra el COVID-19 para niños de 6 meses en adelante ya está aquí.

Si le preocupa vacunar a sus hijos más pequeños, hable con alguien en el cuidado de la salud en quien confíe y continúe la conversación.

Visite [Chicago.gov/Under5Vax](https://www.chicago.gov/Under5Vax) o llame al 312-746-4835



# 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



Chicago Department of Public Health

# PAMPHLET

The below is the Spanish version of the pamphlet.

**Inside Flap:** La vacuna contra el COVID-19 ha sido diseñada específicamente para los pequeños de 6 meses a 4 años de edad. La ciencia detrás de la vacuna está bien establecida y ha sido estudiada por más de 20 años. Los pediatras han sido parte del desarrollo de la vacuna en cada paso del camino.

**Back Cover:** "COMO PADRES, NUESTRO DEBER ES PROTEGER A NUESTROS HIJOS." - Dr. David Trotter, Medicina De Emergencia, con su hijo de 1 año. LA PARTE MÁS DIFÍCIL ESTÁ DETRÁS DE TI. Visite [Chicago.gov/Under5Vax](https://www.chicago.gov/Under5Vax) para vacunar a su hijo hoy.

**Cover:** OBTENER LA VACUNA CONTRA EL COVID-19 PARA SU PEQUEÑO ES UNA GRAN DECISIÓN. Esto es lo que tienen que decir estos expertos médicos para ayudarlo a decidir. CHICAGO

Inside Flap

Back Cover

Cover

**Inside Left:** CUANDO SE TRATA DE PROTEGER A SU PEQUEÑO NO ESPERE A VER. VACÚNALOS HOY MISMO. La vacuna le enseña a nuestro cuerpo cómo combatir el virus. Una vez que la vacuna ha hecho su trabajo, su hijo está protegido. Al igual que lo hicieron con la varicela, las paperas y el sarampión, su pequeño puede combatir el virus y continuar con su vida.

**Inside Middle:** La vacuna contra el COVID-19 para niños menores de 5 años está aquí. Esto es lo que debes de saber. Pfizer: Niños de 6 meses a 4 años de edad, 3 dosis, 1/10 de una dosis de adulto, 1ra dosis: Hoy, 2da dosis: 3 semanas. Moderna: Niños de 6 meses a 5 años de edad, 2 dosis, 1/4 de una dosis de adulto, 1ra dosis: Hoy, 2da dosis: 4 semanas. Desarrollada con pediatras. Los mismos médicos que dedican su vida a la salud de los bebés han estado involucrados durante la investigación, el desarrollo y la aprobación de la vacuna de COVID-19 para niños en cada etapa. La vacuna ha sido diseñada específicamente para este grupo de edad más joven, por lo cual sabemos que están recibiendo la protección que necesitan.

**Inside Right:** "NOSOTROS SABEMOS QUE LOS NIÑOS REALMENTE SI SE ENFERMAN, POR ESO ES IMPORTANTE AGREGAR ESTA CAPA DE PROTECCIÓN." - Dra. Felicia Scott-Wellington, Pediatra, con su hijo de 2 años de edad.

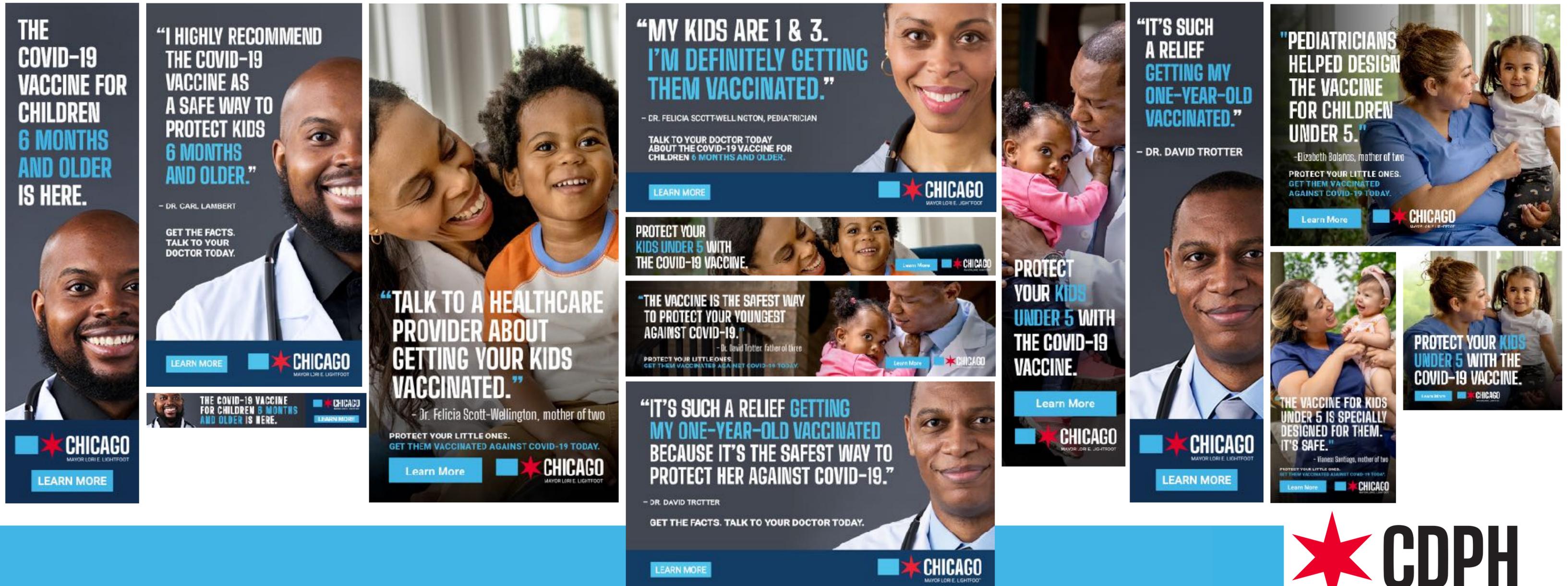
Inside Left

Inside Middle

Inside Right

# 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-newsletters, 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](https://www.chicago.gov/content/dam/city/sites/youth-vax/toolkit/Pg_19%20%20STATIC%20DIGITAL%20CONTENT.zip)



Chicago Department of Public Health

# 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-newsletters, community outreach, and social content. These are available in a variety of common sizes. See appendix for all available versions.

LA VACUNA CONTRA EL COVID-19 PARA NIÑOS DE 6 MESES EN ADELANTE YA ESTÁ AQUÍ.

PARA OBTENER MÁS INFORMACIÓN, HABLE CON SU MÉDICO HOY.

APRENDA MÁS

CHICAGO  
MAYOR LORIE E. LIGHTFOOT

LA VACUNA CONTRA EL COVID-19 PARA NIÑOS DE 6 MESES EN ADELANTE YA ESTÁ AQUÍ.

APRENDA MÁS

CHICAGO  
MAYOR LORIE E. LIGHTFOOT

“PEDIATRAS HAN SIDO PARTE DEL DESARROLLO DE LA VACUNA EN CADA PASO DEL CAMINO.”

-Elizabeth Bolaños, madre de dos hijos

PROTEGE A TUS PEQUEÑOS. VACÚNALOS CONTRA EL COVID-19.

APRENDA MÁS

CHICAGO  
MAYOR LORIE E. LIGHTFOOT

PROTEGE A TUS HIJOS MENORES DE 5 AÑOS CON LA VACUNA CONTRA EL COVID-19.

APRENDA MÁS

CHICAGO  
MAYOR LORIE E. LIGHTFOOT

“LA VACUNA CONTRA EL COVID-19 HA SIDO DISEÑADA ESPECÍFICAMENTE PARA LOS PEQUEÑOS DE 6 MESES A 4 AÑOS.”

-Vianess Santiago, madre de dos hijos

PROTECT YOUR LITTLE ONES. GET THEM VACCINATED AGAINST COVID-19 TODAY.

APRENDA MÁS

CHICAGO  
MAYOR LORIE E. LIGHTFOOT

PROTEGE A TUS HIJOS MENORES DE 5 AÑOS CON LA VACUNA CONTRA EL COVID-19.

APRENDA MÁS

CHICAGO  
MAYOR LORIE E. LIGHTFOOT

“LOS PEDIATRAS AYUDARON A DISEÑAR LA VACUNA PARA NIÑOS MENORES DE 5 AÑOS.”

-Elizabeth Bolaños, madre de dos hijos

PROTEGE A TUS PEQUEÑOS. VACÚNALOS CONTRA EL COVID-19.

APRENDA MÁS

CHICAGO  
MAYOR LORIE E. LIGHTFOOT



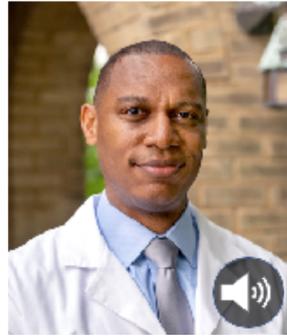
Chicago Department of Public Health

# RADIO / AUDIO

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



"Wellington" :30 English



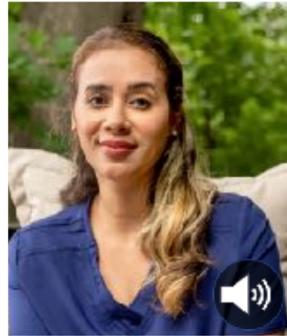
"Trotter" :30 English



"Wellington" :60 English



"Bolanos" :30 Spanish



"Santiago" :30 Spanish



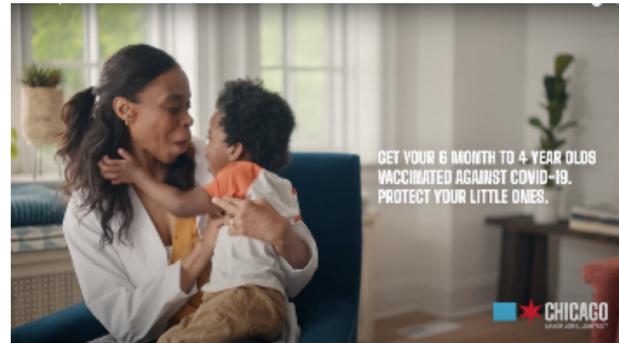
"Spanish RNs - Bolanos & Santiago" :60 English

# 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).



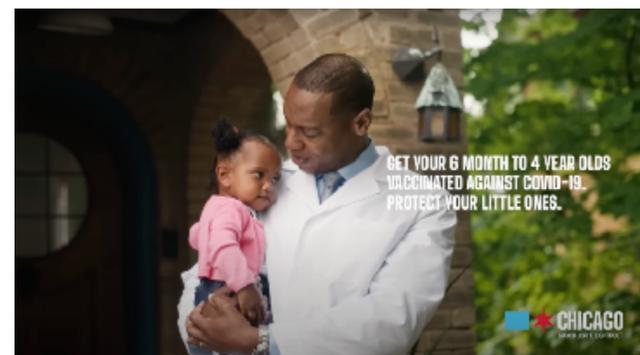
**:15 Dr. Scott-Wellington (Children)**  
Add a layer of protection by getting them vaccinated.



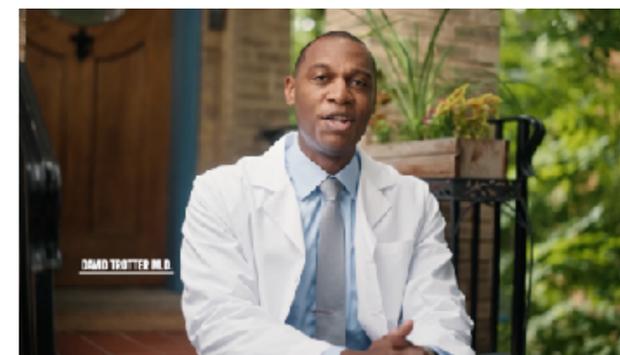
**:15 Dr. Scott-Wellington (Illness)**  
Kids still get serious illnesses from COVID-19.



**: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.

# 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.

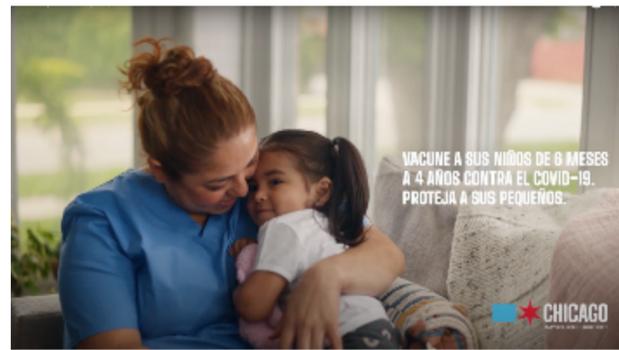
# VIDEO (HEALTHCARE PROVIDERS)

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.



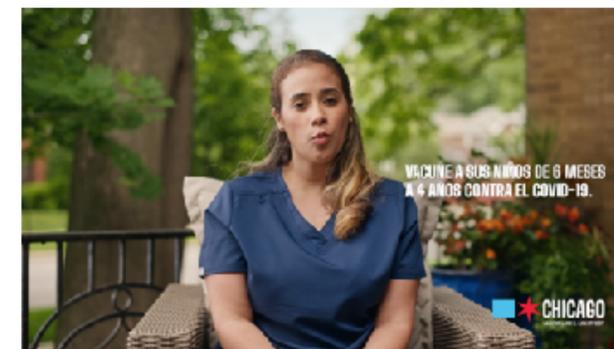
**:06 Bolanos RN**

The science behind the vaccine is over 20 years old.



**:15 Santiago RN**

Vaccinating is very important.



**:06 Santiago RN**

Vaccinating is very important.

# 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.

# APPENDIX

# STATIC DIGITAL BANNERS

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



160x600



1080x1920



728x90



1920x1080



1080x1080



320x50



300x50



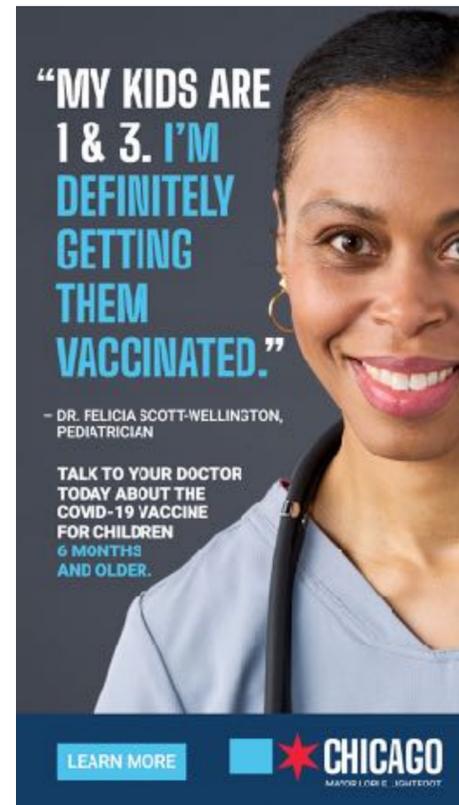
300x250

# STATIC DIGITAL BANNERS

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



160x600



1080x1920



728x90



1920x1080



1080x1080



300x250

# STATIC DIGITAL BANNERS

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



160x600



1080x1920



728x90



1920x1080



1080x1080



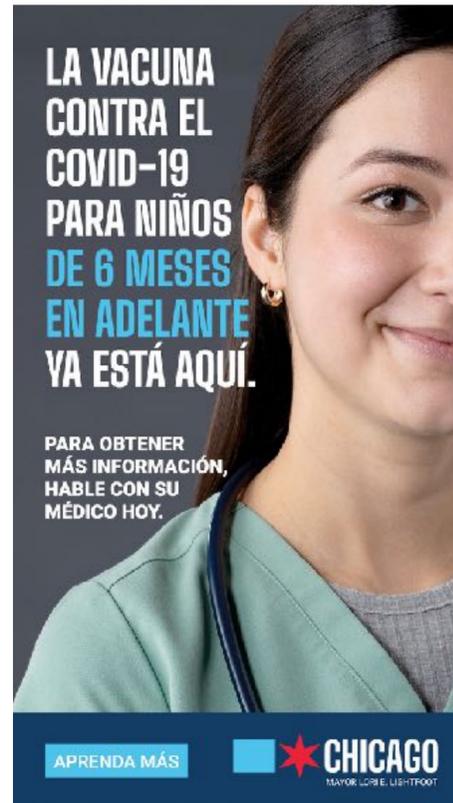
300x250

# STATIC DIGITAL BANNERS

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



160x600



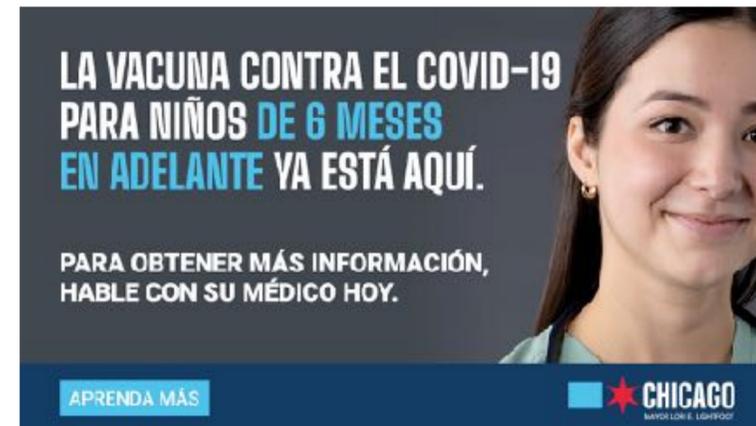
1080x1920



320x50



728x90



1920x1080



300x50



1080x1080



300x250

# 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

# 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

# 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

# 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

# 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

# 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