



THERE'S UNITY IN IMMUNITY

“There’s Unity in Immunity” Campaign Checklist and Instructions

Illinois is at a critical juncture as vaccine supplies increase while vaccine hesitancy persists. Participate in IHA’s “Unity in Immunity” campaign to raise public awareness across Illinois that COVID-19 vaccines are safe, effective and, importantly, our best hope to end the pandemic. IHA is offering the following items to aid in messaging:

- Social media copy and images;
- IHA-produced video;
- Multipurpose editable pdf for posters or ads;
- Vaccine myths fact sheet;
- Customizable press release;
- Letterhead templates; and
- Email signatures.

Social media posts/paid ads

- We are providing two campaign images with [suggested copy](#) (in English and Spanish) suitable for all social media platforms.
- You can customize the copy and include a link to your hospital’s or health system’s website. See a [preview](#) of how the images will appear on Facebook.
- IHA will also share these messages on our social media channels.

Video copy

- In this IHA-produced [video](#), hospital leaders from across the state share their “why” — why they got vaccinated, why vaccines are so important and why Illinoisans should get vaccinated.
- Post to social media or your website so patients can hear from a trusted source.

Multipurpose pdf for posters and ads

- You can share your message to your community through our customizable and editable pdf for print posters and digital ads.
- Use your PDF reader to add your logo and replace our placeholder copy with your own message.



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IHA Illinois Health
and Hospital
Association

Vaccine myths fact sheet

- Engage with vaccine-hesitant patients and community members with this fact sheet on common myths about the COVID vaccine.
- Distribute digitally or in print for maximum reach.

Customizable press release

- Our press release template is set up for you to customize.
- Insert your hospital's or health system's logo and leadership quotes to add a personal touch and increase traction with your local media contacts.

Letterhead

- Our letterhead templates are ready for you to add your organization's message.
- Choose from one of three options to enhance digital and print communications.

E-signatures

- We are providing three e-signature options to share with your staff members.
- These eye-catching images turn every email you send into a vaccine advocacy tool.

Together, we can make a difference by helping individuals overcome vaccine hesitancy and bringing Illinois closer to herd immunity. There's unity in immunity!

If you have questions, please contact Valerie Culver, Assistant Vice President, Corporate Communications and Marketing Strategies, at vculver@team-iha.org or 312-203-6008.