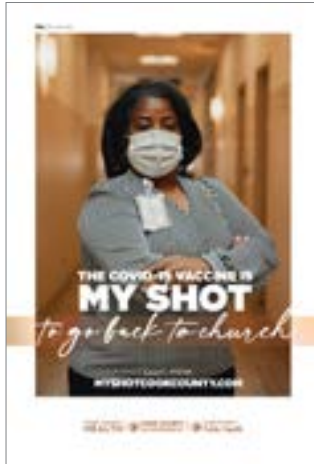


MY SHOT COOK COUNTY

COVID-19 Vaccination Communications *toolkit*

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COVID-19 vaccinations are underway and will continue to be rolled out in phases based on vaccine availability. Receiving the COVID-19 vaccination is a crucial tool in our fight against COVID-19, so the Cook County Department of Public Health is providing this COVID-19 vaccination communications toolkit to help spread the facts.

Community partners are encouraged to use this content for community emails, newsletters, text alerts and social media posts. A full library of resources, information, graphics, videos and other high resolution design files are available for download and use by partners interested in co-branding at myshotcookcounty.com/spread-the-word/.



We encourage all to share this information widely as we continue to work to encourage all who are eligible to get vaccinated and remain focused on stopping the spread of COVID-19.

Email/Newsletter Copy

COVID-19 vaccines are here. The vaccines are safe and effective, and a crucial tool in our fight to stop the spread of COVID-19. The COVID-19 vaccine works by preparing your immune system to better fight the virus when/if you are exposed and getting vaccinated will not only protect yourself and those around you but your entire community as well.

Most of the available vaccines require two doses—the first prepares your immune system, and the second makes the effects of the vaccine last longer. COVID-19 vaccine trials met the highest standards of scientific research and diverse participants were



included to determine safety and effectiveness.

To learn more about the COVID-19 vaccine, read about why members of your community have chosen to take their shot, and find out when you will be eligible for vaccination, visit myshotcookcounty.com.

For more information about the COVID-19 vaccine, visit: [MYSHOTCOOKCOUNTY.COM](https://myshotcookcounty.com)

MY SHOT COOK COUNTY

COVID-19 Vaccination Communications *toolkit*

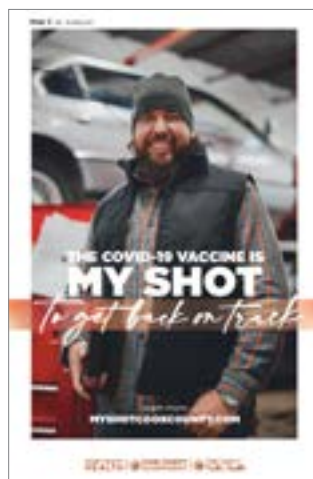
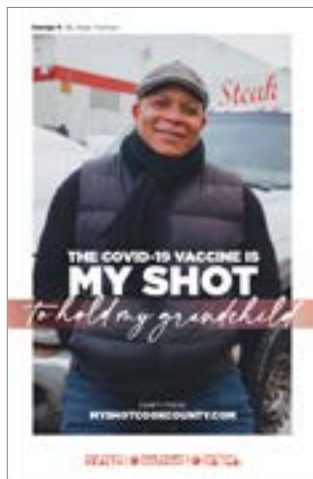
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Social Media Posts

- The COVID-19 vaccines are safe and effective—and we're partnering with Cook County to spread the facts. Visit myshotcookcounty.com to learn more.
- There's a lot of information going around about the COVID-19 vaccine, and it can be hard to know what to believe. Get the facts and learn why real Cook County residents are taking their shot at myshotcookcounty.com. #myshotcookcounty
- For yourself, your family, friends and community—everyone has a different reason for getting their COVID-19 vaccine. Learn more about the vaccine from real Cook County residents at www.myshotcookcounty.com.
- COVID-19 vaccines are underway and will continue to be rolled out in phases based on vaccine availability. Looking for the most recent information on vaccine distribution? Visit myshotcookcounty.com. #KeepItUp
- The COVID-19 vaccine is safe and effective. It is free for everyone, regardless of immigration status. Learn more about when it is available to you. Visit myshotcookcounty.com. #KeepItUp

Additional Social Media Posts/Text Alerts (130 characters or less)

- COVID-19 vaccines are safe and effective. Learn more at myshotcookcounty.com.
- Get the facts about the COVID-19 vaccine. Learn more at www.myshotcookcounty.com.
- Learn more about why Cook County residents are taking their shot. Visit myshotcookcounty.com.
- Everyone has a different reason for getting the COVID-19 vaccine. What is yours? Learn more at myshotcookcounty.com.
- Want to know when you are eligible to receive the COVID-19 vaccine? Visit myshotcookcounty.com.
- The COVID-19 vaccine is free for everyone, regardless of immigration status. Learn more at myshotcookcounty.com.



For more information about the COVID-19 vaccine, visit: **MYSHOTCOOKCOUNTY.COM**

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COVID-19 Vaccination Communications *toolkit*

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Social Graphics

A collection of graphics and videos that can be used throughout your social media channels are available for download in both

English and Spanish at myshotcookcounty.com/spread-the-word/.



For more information about the COVID-19 vaccine, visit: [MYSHOTCOOKCOUNTY.COM](https://myshotcookcounty.com)