



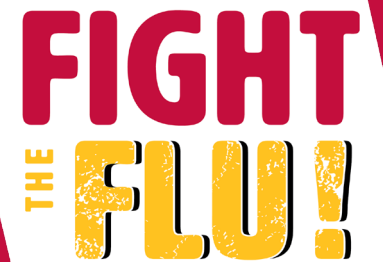
Partner Toolkit

Flu Vaccine Campaign 2020

FIGHT
THE FLU!

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The logo for "Fight the Flu!" is located in the bottom right corner. It features the words "FIGHT" and "FLU!" in a bold, sans-serif font. "FIGHT" is in red, and "FLU!" is in yellow. The word "THE" is written in a smaller, red, sans-serif font and is positioned vertically between "FIGHT" and "FLU!". The entire logo is set against a white background that is part of a larger graphic element.

FIGHT
THE **FLU!**

Download Assets

All assets, including this toolkit,
are available for download from
Dropbox:

[Click Here](#)

FIGHT
THE **FLU!**


Fight the Flu Logo Variations



Primary, Reversed, and Black & White Logos



Flyers



PROTECT YOURSELF & YOUR FAMILY

Get Vaccinated

It is important to get a flu shot every year – but this year the need is critical. Seasonal influenza and COVID-19 both attack the respiratory system, and having one can make you more vulnerable to the other. Flu can lead to serious illness, hospitalization, or even death. Getting a flu shot is the best way to protect yourself and your family from getting the flu.


Why is a flu shot more important than ever this year?

- Flu vaccination prevents illness, medical visits, and hospitalizations at a time when hospitals and healthcare workers are already overwhelmed with COVID-19.
- A flu shot can stop you from spreading the flu to older people or individuals with chronic health conditions, who may be especially vulnerable to both flu and COVID-19.
- Vaccinating pregnant women against the flu can help protect mom and baby from flu infection for several months after the baby is born.


Why is NOW the best time to get vaccinated?

- Flu season begins in early October, so now is the perfect time to get vaccinated. Flu vaccine can take up to two weeks to provide protection against the flu.
- You and your family should get vaccinated against seasonal flu before the influenza virus begins to spread throughout the community.
- When more people in a community get vaccinated against the flu, more people are protected – especially those who are most vulnerable like babies, older people and people with chronic health conditions.

Ask your health care provider for a shot, or find a free public flu clinic at marylandvax.org
For more information about seasonal flu, visit health.maryland.gov/flu



General Population



CUIDE Y PROTEJE A TODA SU FAMILIA

Vacunese

Es importante vacunarse contra la gripe todos los años pero este año, es imperativo. Tanto la influenza estacional como el COVID-19 atacan al sistema respiratorio, y por eso, tener uno de esos virus hace que sea más vulnerable al otro. Una gripe puede causar una enfermedad grave, hospitalización, e incluso la muerte. Vacunarse es la mejor manera de protegerse a usted y a su familia de contagiarse la gripe.

¿Por qué la vacuna contra la gripe este año es más importante que nunca?


- La vacuna de la gripe previene la enfermedad, las visitas médicas y las hospitalizaciones en un momento en que los hospitales y los trabajadores de salud ya están sobrepasados por el COVID-19.
- Al recibir la vacuna contra la gripe, no permitimos que la gripe se propague a personas mayores o a individuos con condiciones de salud crónicas, que pueden ser especialmente vulnerables tanto a la gripe como al COVID-19.
- En mujeres embarazadas, la vacuna contra la gripe protege a la madre y al bebé de la infección de la gripe incluso durante varios meses después de que el bebé nazca.

¿Por qué es AHORA el mejor momento para vacunarse?

- La temporada de gripe comienza a principios de octubre, así que ahora es el momento perfecto para vacunarse. La vacuna contra la gripe puede tardar hasta dos semanas en brindar protección contra la gripe.
- Usted y su familia deben vacunarse contra la gripe estacional antes de que el virus de la gripe comience a propagarse por toda la comunidad.
- Cuando el número de personas que se vacunan contra la gripe dentro una comunidad es mayor, se protege a un mayor número de personas, especialmente a las más vulnerables, como los bebés, adultos mayores y personas con enfermedades crónicas.

Pídale a su proveedor de salud que le dé la vacuna, o encuentre una clínica de gripe pública y gratuita en marylandvax.org

Para obtener más información sobre la gripe estacional, visite health.maryland.gov/flu



Spanish Version



DON'T LET THE FLU STOP YOU & YOUR FAMILY

Find a flu clinic in your area and make an appointment by going to:
www.marylandvax.org

Location Name
Other location Information





DON'T LET THE FLU STOP YOU & YOUR FAMILY

Find a flu clinic in your area and make an appointment by going to:
www.marylandvax.org

Location Name
Other location Information



Customizable Word Documents

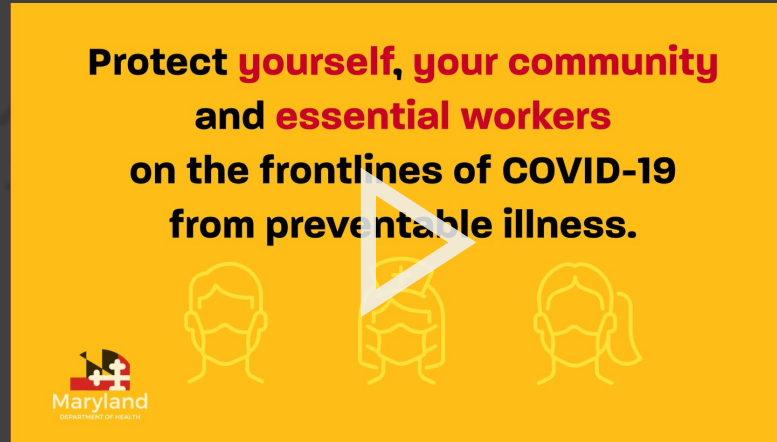


Television Spots (:15)

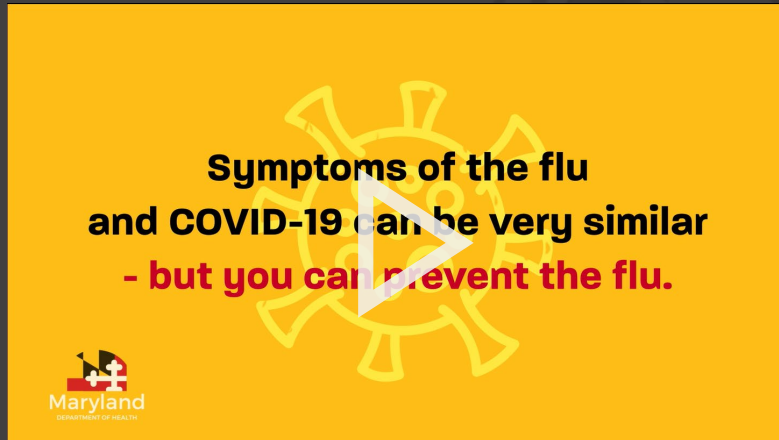
Spot 1



Spot 2



Spot 3



Spot 4



Spots are running on:



(4) :15 TV Spots (click each video above to view on YouTube)



Social Media Graphics



#FightFlu Fridays

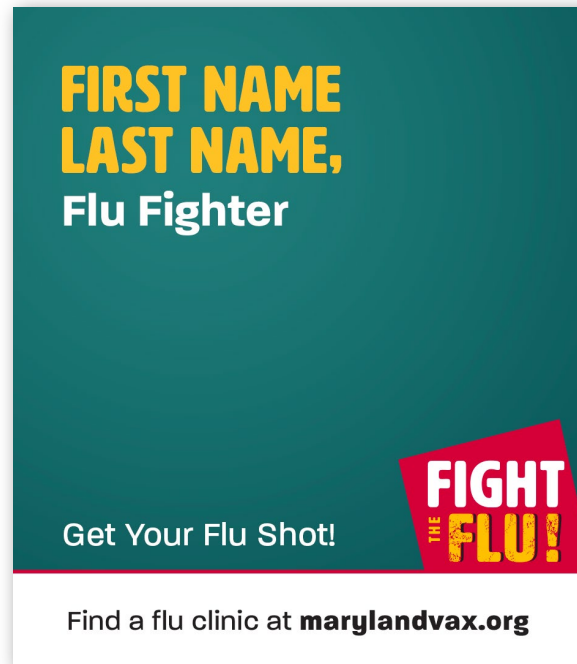
Sample post text:

It's #FightFlu Friday! Starting today, the Maryland Department of Health is proud to feature notable flu fighters each week. Our first flu fighter is none other than @govlarryhogan. Want to join us? Take a photo flexing your flu shot and post to social media tagging @mdhealthdept and using hashtag #FightFlu. Together, we can #FightFlu!

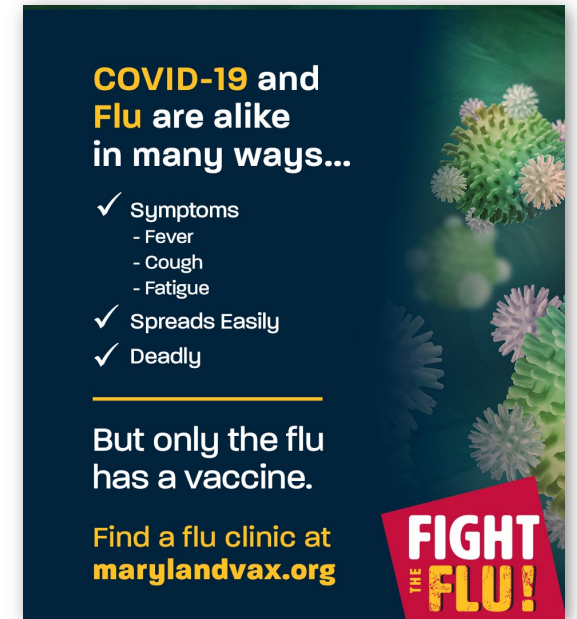
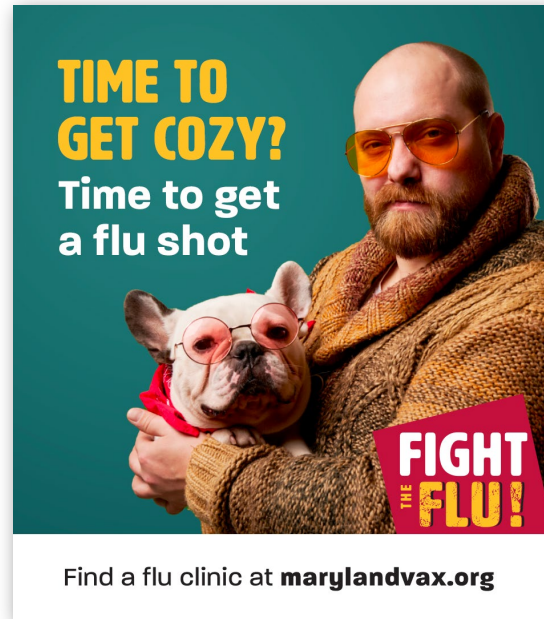
Social Media Graphics - Templates

Create Your Own Flu Fighter Graphic!

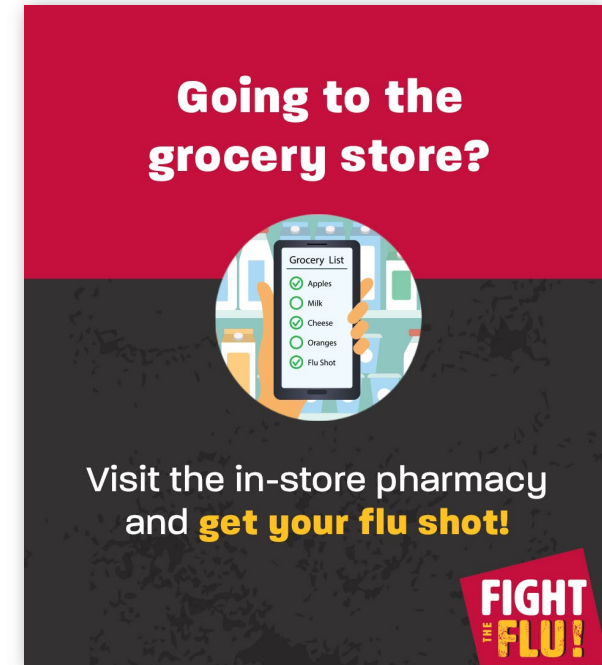
Templates available in [Adobe Photoshop](#) and [Microsoft PowerPoint](#) formats



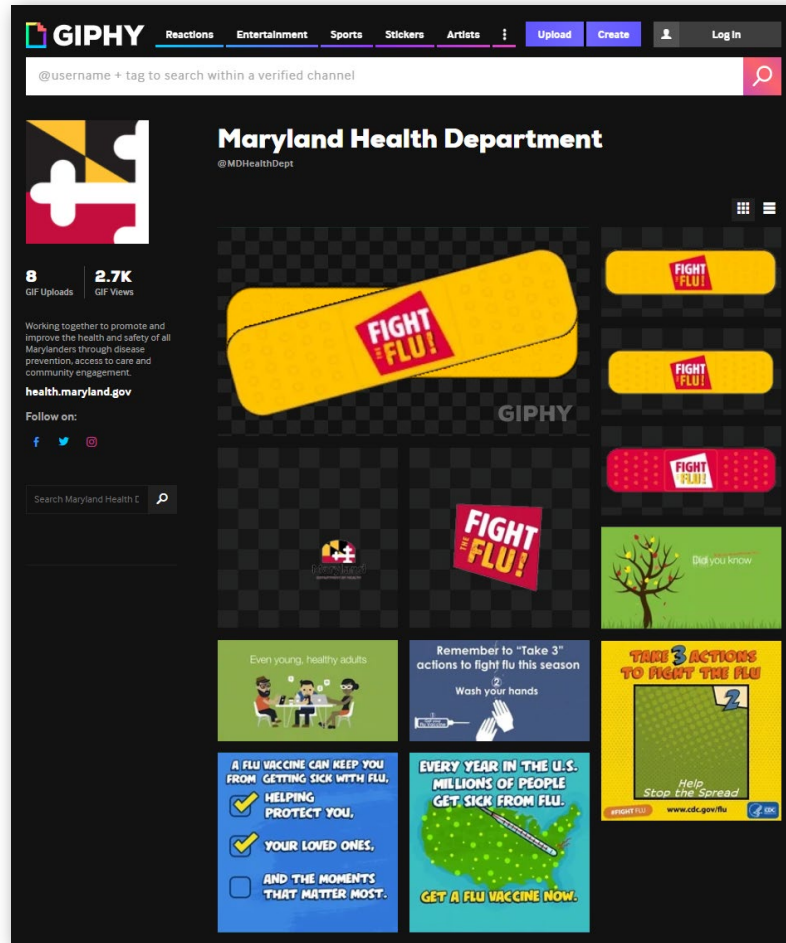
Social Media Graphics – Set 2



Social Media Graphics – Set 3



Social Media Graphics – Stickers



<https://giphy.com/mdhealthdept>

Digital Stickers for Instagram



Paid Digital Ads (Static)



1200 x 628 (Facebook)



1080 x 1920
(Facebook & Snapchat)



1080 x 1080 (Facebook)

To Do List Ads in Various Sizes (*not to scale*)

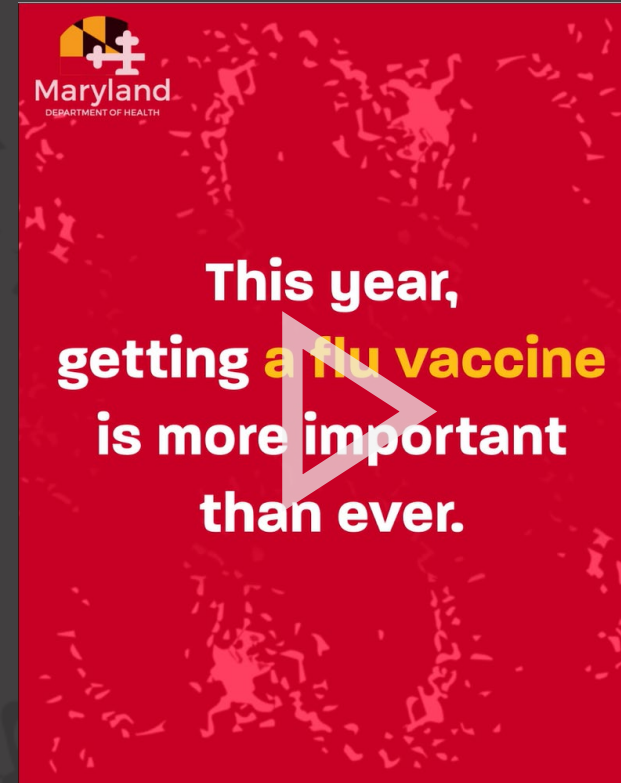


Digital Ads (Video)

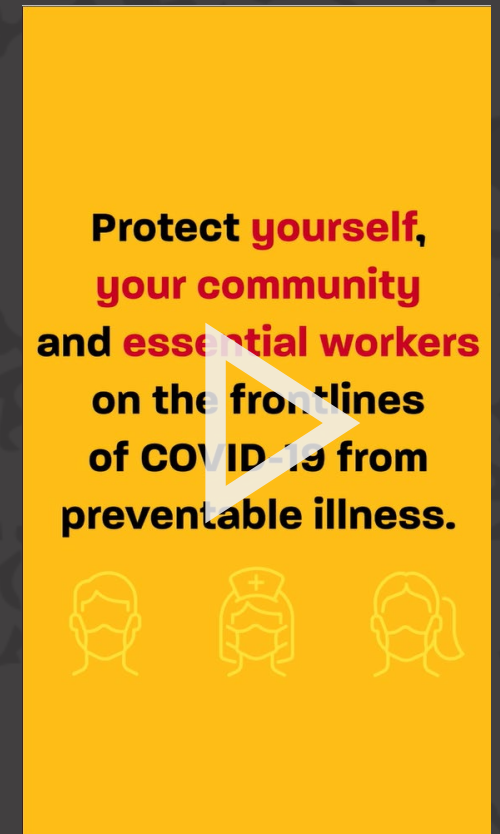


16:9 Aspect Ratio

[Click here](#) to access MP4s of all four spots, in all three aspect ratios



4:5 Aspect Ratio



9:16 Aspect Ratio

(4) TV Ads Resized for Social Media



Questions?

For questions or file support,
please contact IMPACT Marketing:

Duane Carey
dcarey@impactmarketing.net
www.impactmarketing.net

impact.
marketing & public relations