

# Every Visit is a Vaccine Visit

---

#AskAboutVaccines  
#VaxAnyVisit



Social Media Campaign

Launch

# Campaign Team

---

## Inspiration and Leadership

**Dr. Martha Edwards**

**Alexandra Hayes, Organizing Director**

**Beth Poore, SC DHEC**

## Communication

**Victoria Waterfield, Health Communication Consultant**

**Beth Sundstrom, Ph.D., M.P.H, Communication Director**

**Kathleen Cartmell, Ph.D., M.P.H., President**





<https://www.scicvax.org/>

## What is EV3?

---

EV3 is a social media campaign developed by the South Carolina Immunization Coalition to protect people of all ages in South Carolina from common and serious vaccine-preventable diseases by building confidence in immunization and increasing awareness of vaccine availability at every healthcare visit.



---

**SOUTH CAROLINA  
IMMUNIZATION COALITION**

---

#AskAboutVaccines  
#VaxAnyVisit

## Call to Action

---

Vaccination helps us live safe, healthy, and happy lives by protecting people of all ages from common and serious diseases. Be vaccine confident. Ask your healthcare provider which vaccinations you and your family need at your next visit. Every visit is a vaccine visit.

#AskAboutVaccines #VaxAnyVisit



# How to use the partner toolkit

---



10 weeks of daily (Monday through Friday) social media posts for Facebook and Twitter. Depending on your needs, these posts could be spread out, such as posting weekly instead of daily.



You will also find ads that you are welcome to share on your social media platforms. If you use the ads, we ask that you include our call to action.



Remember to follow and like the social media accounts of partner organizations. Engaging with individuals and organizations on social media

# 10 Weeks of Daily Posts

---

## Weekly Themes

- Week 1: Introduction to EV3 Social Media Campaign
- Week 2: Focus on Children
- Week 3: Focus on Adolescents
- Week 4: Focus on Young Adults
- Week 5: Focus on Adults
- Week 6: Focus on Clinicians
- Week 7: Focus on Infectious Diseases
- Week 8: Vaccination in SC
- Week 9: Facts and Answering Tough Questions
- Week 10: Focus on Activism (What you can do)



# Innovative Tactics

---

- On #TipTuesday sharing the Childhood and Adolescent Vaccine Education Series led by @AmerAcadPeds.
- On #ThankfulThursday, highlighting the Hip Hop Public Health series each week: “Community Immunity: A Rap Anthology About Vaccines” to increase vaccine literacy.
- On #FollowFriday, highlighting health and education organizations.
- Engaging with on-going national conversations, such as the AAP’s #CallYourPediatrician campaign and HPV Roundtable’s campaign to get #BackonTrack for adolescent vaccinations, including HPV vaccination.



# How to introduce this campaign

---

Vaccination helps us live safe, healthy, and happy lives. *Every Visit is a Vaccine Visit* is an initiative of the South Carolina Immunization Coalition to build confidence in vaccination. Please join us to protect people of all ages in South Carolina from common and serious vaccine-preventable diseases.

#AskAboutVaccines #VaxAnyVisit



Learn more at: <https://www.scicvax.org/>

---

*Every Visit is a Vaccine Visit* is an initiative of the South Carolina Immunization Coalition to build confidence in vaccination. Join us to protect people of all ages in South Carolina from serious vaccine-preventable diseases. #AskAboutVaccines #VaxAnyVisit





# Ads

---



#AskAboutVaccines  
#VaxAnyVisit

**Be vaccine confident:  
Ask questions. Get  
answers.**

TALK TO YOUR DOCTOR  
ABOUT VACCINES FOR YOU  
AND YOUR FAMILY.

# Ads

---

#AskAboutVaccines  
#VaxAnyVisit

**All children and adults  
need vaccines.**

ASK YOUR DOCTOR WHICH  
VACCINES ARE RIGHT FOR  
YOU AND YOUR FAMILY.

The advertisement features a large white circle containing text, set against a background of a sunset with silhouettes of a family and a bench.

An advertisement featuring a white circular graphic on a background of a sunset over a beach. The silhouette of a person carrying a child on their shoulders is visible on the right side of the circle. The text inside the circle is centered and reads: "#AskAboutVaccines", "#VaxAnyVisit", "Back-to-school check-up? Sports exam? Medication check? Sprained ankle?", and "ASK YOUR DOCTOR WHICH VACCINES ARE RIGHT FOR YOUR CHILD."/>

#AskAboutVaccines  
#VaxAnyVisit

**Back-to-school check-  
up? Sports exam?  
Medication check?  
Sprained ankle?**

ASK YOUR DOCTOR WHICH  
VACCINES ARE RIGHT FOR  
YOUR CHILD.

An advertisement featuring a white circular graphic on a background of a sunset over a beach. The silhouette of a person carrying a child on their shoulders is visible on the right side of the circle. The text inside the circle is centered and reads: "#AskAboutVaccines", "#VaxAnyVisit", "Vaccines are safe and effective.", and "THEY PREVENT COMMON AND SERIOUS DISEASES THAT CAN RESULT IN HOSPITALIZATION AND DEATH."/>

#AskAboutVaccines  
#VaxAnyVisit

**Vaccines are safe and  
effective.**

THEY PREVENT COMMON AND  
SERIOUS DISEASES THAT CAN  
RESULT IN HOSPITALIZATION  
AND DEATH.

# Ads

---



#AskAboutVaccines  
#VaxAnyVisit

**Most adults agree  
vaccination is  
important.**

TAKE CONTROL AND PROTECT  
YOURSELF AND YOUR FAMILY  
FROM SERIOUS, VACCINE-  
PREVENTABLE DISEASES.



#AskAboutVaccines  
#VaxAnyVisit

**Vaccination saves lives.**

CHILDREN AND ADULTS NEED  
VACCINES TO PREVENT  
COMMON AND SERIOUS  
DISEASES.

A photograph of children's legs and feet in winter attire, including pink and blue jackets, blue cargo pants, and black boots, standing on a dirt path. The image is faded and serves as a background for the advertisement.

#AskAboutVaccines  
#VaxAnyVisit

**Parents: Keep your  
children safe.**

MAKE SURE THEY ARE UP-TO-  
DATE ON ROUTINE  
VACCINATIONS.

A silhouette of a child jumping joyfully against a light, hazy background. The image is faded and serves as a background for the advertisement.

#AskAboutVaccines  
#VaxAnyVisit

**Picking up sunscreen  
at the Pharmacy?**

ASK YOUR PHARMACIST  
WHICH VACCINES ARE RIGHT  
FOR YOU AND YOUR FAMILY.

## Every Visit is a Vaccine Visit



### Vaccination saves lives

As a healthcare professional, you can help ensure your patients are fully immunized.

A conversation guide for healthcare professionals during:



Scheduling



Appt. Reminders



Check-in

I know you want the best for your health [your child's health]. We want the same thing at this office. That's why we strongly recommend vaccines for you and every patient in this practice, including ourselves.

All children and adults need vaccines. I see you are due for [an annual flu vaccine]. Would you like to get [your flu shot] at your upcoming visit?

### Why do you recommend vaccines?

Vaccines are safe and effective. They prevent common and serious diseases that can result in hospitalization and death.

Serious, vaccine-preventable diseases can also lead to poor health, missed work, medical bills, and not being able to care for your family.

### Are vaccines *really* safe?

Yes, vaccines are safe. Medical experts including doctors in this office strongly believe the benefits of vaccines far outweigh any risks. Most common risks include soreness and redness around the shot.

### Do most adults vaccinate?

Yes, most adults agree vaccination is important.

You can take control and protect yourself and your family from serious, vaccine-preventable diseases.

### I still have questions.

That's great! We want you to be confident about your decision to vaccinate. You can ask your doctor which vaccines are right for you and your family.

Vaccines help us live safe, healthy, and happy lives

#AskAboutVaccines  
#VaxAnyVisit

# Conversation Guide

## Every vaccine saves a life.

As a healthcare professional, you can help ensure your patients are fully immunized.

## Use this conversation guide for:

- Scheduling
- Appointment Reminders
- Check-in
- More!

*"I know you want the best for your health [your child's health]. We want the same thing at this office. That's why we strongly recommend vaccines for you and every patient in this practice, including ourselves."*

## Facebook

## Twitter

### Week 1: Introduction to EV3 Social Media Campaign

Vaccination helps us live safe, healthy, and happy lives. *Every Visit is a Vaccine Visit* is an initiative of the South Carolina Immunization Coalition to build confidence in vaccination. Please join us to protect people of all ages in South Carolina from common and serious vaccine-preventable diseases. #AskAboutVaccines #VaxAnyVisit

Learn more at: <https://www.scicvax.org/>

*Every Visit is a Vaccine Visit* is an initiative of the South Carolina Immunization Coalition to build confidence in vaccination. Join us to protect people of all ages in South Carolina from serious vaccine-preventable diseases. #AskAboutVaccines #VaxAnyVisit

It's #TipTuesday and we are focusing on the Childhood and Adolescent Vaccine Education Series led by @AmerAcadPeds. Hear from the experts how vaccines work. <https://bit.ly/3cXeYWO>

Learn more at <https://bit.ly/3znCW4Z>

On #TipTuesday, check out the Childhood and Adolescent Vaccine Education Series led by @AmerAcadPeds. Hear from the experts how vaccines work <https://bit.ly/3cXeYWO>

This #WisdomWednesday read why these parents choose to vaccinate & keep our communities healthy. #WhyIVax <https://bit.ly/3cXd8Fo>

This #WisdomWednesday read why these parents choose to vaccinate & keep our communities healthy #WhyIVax <https://bit.ly/3cXd8Fo>

We are grateful for Hip Hop Public Health's "Community Immunity: A Rap Anthology about Vaccines." Check out Part 1, "What are vaccines and why do they work?" @HHPHorg #CommunityImmunity #ThankfulThursday

<https://bit.ly/3bsmmc9>

You can find out more here: <https://bit.ly/3zQhoj3>

We are grateful for Hip Hop Public Health's "Community Immunity: A Rap Anthology about Vaccines." Check out Part 1, "What are vaccines and why do they work?" @HHPHorg #CommunityImmunity #ThankfulThursday

<https://bit.ly/3bsmmc9>

For #FollowFriday we are shouting at @TheCrashCourse for explaining your body's adaptive immune system and how vaccines protect us from dangerous pathogens #ff <https://bit.ly/3OPVBfz>

For #FollowFriday we are shouting at @TheCrashCourse for explaining your body's adaptive immune system and how vaccines protect us from dangerous pathogens #ff <https://bit.ly/3OPVBfz>



<https://www.scicvax.org/>

## Resources

---

The South Carolina Immunization Coalition's mission is to promote the overall health of South Carolina residents by promoting and implementing evidence-based practices and strategies that enhance the uptake of recommended vaccines.

The website has valuable resources and helpful information.





# Join our Campaign!

---

Sign up to be an EV3 Campaign Partner!

**We will send you the Partner Toolkit, high resolution versions of the ads, conversation guide, and more!**

Contact:

Alexandra Hayes, MA, LSSGB | Organizing Director  
South Carolina Immunization Coalition

Office: 509-499-0505 | Email: [director@scicvax.org](mailto:director@scicvax.org)



## Be Social!

---

- ◆ Please use our hashtags in your own posts. Remember to follow and like the social media accounts of partner organizations.
- ◆ Membership in the SC Immunization Coalition is available to anyone who has an interest in protecting South Carolina's residents against vaccine-preventable diseases. You can join our mailing list and find out about upcoming meetings from our website.



<https://www.scicvax.org/>



---

**SOUTH CAROLINA  
IMMUNIZATION COALITION**

---

#AskAboutVaccines  
#VaxAnyVisit

# Questions?

---



Social Media Campaign

Launch