all
illinois

campaign idea

Real Illinoisans. Real Covid Stories.

Across Illinois, from Covid survivors to frontline workers, these are the real stories of heartache and inspiration to remind us why getting the vaccine is so important. Find inspiration as they share their personal experiences with Covid and their hopes for the future.

Ericka Looper is a respiratory therapist who works with Covid long-haulers. Her patients, even after getting over the initial effects of the virus, continue to deal with lung problems.

Julie Sparks is a Covid survivor, caregiver to her 78-year-old mother and contact tracer. She cares deeply for the people she calls at her job.

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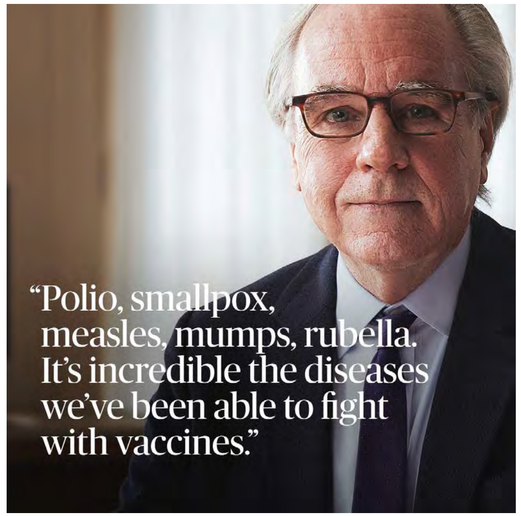
Dr. Ngozi Ezike is the director of the Illinois Department of Health. She has heard from countless Illinoisans and believes the vaccine one of the best ways to protect ourselves.



Dr. Robert Murphy is an infectious disease physician at Northwestern and is the executive director for the Institute for Global Health. He believes we can end the pandemic if we work together and get vaccinated.

Anthony Adams is a Covid survivor who spent three weeks in the hospital. His worst fear, his mother contracting Covid, is now a reality that he must face head on.

Erica Lopez lost both of her parents to Covid over the holidays. She’s sharing her story so no one else has to go through what she did.

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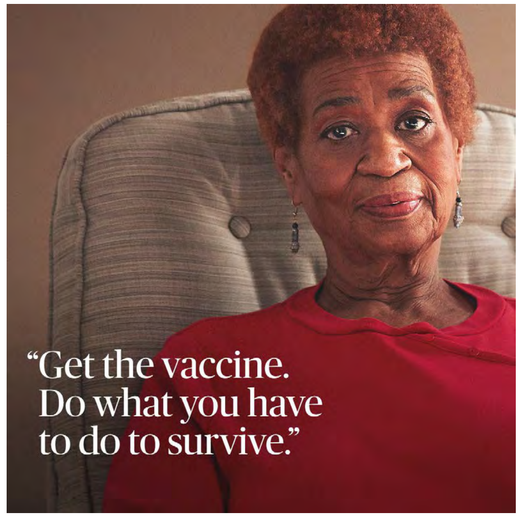
Dr. Marina Del Rios is an emergency physician at the University of Illinois Hospital who has been on the frontlines treating Covid patients since the start of the pandemic.



Bonnie Blue is 68 and has severe asthma, but that didn't stop her from being one of the first vaccine trial participants in Illinois. She's sharing her experience so that others, especially in Black and brown communities, will feel comfortable getting the vaccine.

The Ross Family: Judd, Shawna, and their 16-year-old son all had Covid at the same time, with their son having the worst case. They're sharing their story to encourage young people to take the virus seriously.

video

Bonnie Blue, One of the first vaccines trial participants in Illinois :30

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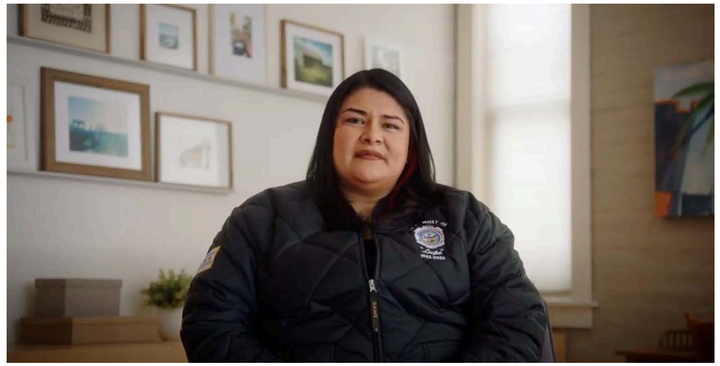
Erica Lopez, Daughter of a First Responder :30



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Anthony Adams, Covid Long Hauler :15

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Dr. Marina Del Rios, Emergency Physician - SP

Download :15 Download :30

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English

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Bonnie Blue,
Vaccine Trial Participant with severe asthma

Post Copy: Bonnie is 68 and has severe asthma, but that didn't stop her—she was one of the first vaccine trial participants in Illinois. She’s sharing her story to inspire others to get vaccinated so we can get back to normal. Learn more about the vaccine at coronavirus.illinois.gov.

English

Download 1:1 | Download 9:16 | Download 16:9

Julie Sparks,
Contact Tracer and Covid Survivor

Post Copy: When Julie got Covid, she isolated away from her high-risk mother. Despite her efforts, her worst fear came true—her mother also got the virus. Thankfully, they pulled through and have since gotten the vaccine—a step in getting us back to normal. Learn more about the vaccine at coronavirus.illinois.gov.

social graphic assets

English

Download 1:1 | Download 9:16 | Download 16:9

Erica Lopez,
Daughter of a First Responder

Post Copy: Although Erica tragically lost her parents to Covid, she still remains hopeful for the future—that the vaccine will prevent other families from going through what she had to go through. Learn more about the vaccine at coronavirus.illinois.gov.

Spanish

Download 1:1 | Download 9:16 | Download 16:9

Erica López,
Hija de un miembro del equipo de primera respuesta

Post Copy: A pesar de que Erica perdió trágicamente a sus padres a causa de COVID, todavía tiene esperanzas para el futuro. La vacuna evitara que otras familias pasen por lo mismo. Para más información sobre la vacuna visita coronavirus.illinois.gov.

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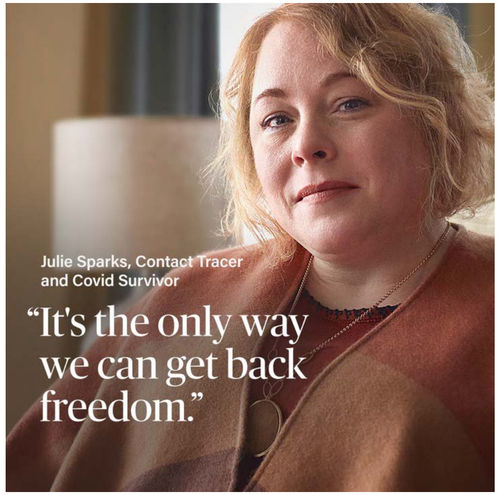
F1



F2

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F4

Post Copy: These are real people and their real Covid stories. While their experiences have been difficult, they remain hopeful for the future because of the vaccine. It will help bring us back to normal. Learn more about the vaccine at coronavirus.illinois.gov.

Download

social assets: static carousel

F1

F2

F3

Post Copy: Estas son personas reales y sus historias sobre COVID son historias reales. Aunque algunas de sus experiencias han sido difíciles, mantienen su esperanza para un mejor futuro gracias a la vacuna. Obtenga más información sobre la vacuna en coronavirus.illinois.gov.

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audio

Bonnie Blue :30

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Dr. Marina Del Rios :30

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educational resources

Guide to getting vaccinated

Your guide to getting vaccinated in Illinois

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The COVID-19 vaccines are effective tools to protect you from the virus and help end this pandemic.

On February 25, the State of Illinois moved into Phase 1B+ of vaccine administration, which includes people with serious medical conditions or disabilities, over the age of 16. Those who are in Phase 1A and Phase 1B are also still eligible to receive the vaccine. The vaccines are free to all Illinoisans and are available by appointment only at this time.

Benefits

The COVID-19 vaccines are a critical part of ending this pandemic. Growing availability of vaccines means we can help protect ourselves, slow the spread of the virus and save as many lives as possible.

Who is eligible?

While the number of doses is limited, vaccines will be prioritized for people with the greatest risk. And as more vaccine becomes available, more people will become eligible. Here's who is eligible to get the vaccine right now:

- **Phase 1A:** Healthcare workers and long-term care residents and staff
- **Phase 1B:** People age 65 and older and frontline workers including first responders, educators, corrections workers and inmates, and workers in the following industries: food and agriculture, manufacturing, USPS, public transportation, grocery stores, shelters and day care
- **Phase 1B+:** People with high-risk medical conditions — including cancer, chronic kidney disease, COPD, diabetes, heart conditions, immunosuppressed states from a solid organ transplant, smoking, obesity, pregnancy, pulmonary diseases and sickle cell disease — and people with disabilities

How to make an appointment

Vaccines are currently available by appointment only at more than 800 locations across the state. Find a provider and more information at **coronavirus.illinois.gov**

Effective protection is here

Prevention
The most important benefit of vaccination is to help prevent you from getting sick with COVID-19.

Protection
Vaccines go through rigorous testing to prove their protection, and all three authorized vaccines were 100% effective at preventing death and hospitalization from COVID-19.

End the pandemic
Vaccines are how we end this pandemic. Once enough of us have been vaccinated and build immunity, we can get back to our pre-COVID routines.

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How to talk about the Covid-19 vaccine

How to talk about the COVID-19 vaccine

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As a local health department, healthcare provider, or community leader, you are no doubt fielding countless questions about the COVID-19 vaccines. Here's a quick overview on how to address some of those questions.

Why should you get vaccinated?

Vaccines are proven to protect you from getting sick.

The vaccines help your body build protection, which will help it fight against COVID-19 if you are exposed to it.

Getting the vaccine will help bring us back to our daily lives.

Once enough of us have been vaccinated and build immunity, we can get back to our pre-COVID routines and end this pandemic.

Important reminders

Focus on personal benefits.

It's most impactful to focus on how the vaccine will have an impact in an individual's life rather than talking about how it helps the broader community. You can even share a personal story if you have one.

Vaccines are free for all eligible Illinoisans.

Your insurance or state government may be billed a vaccine administration fee, but there are NO out of pocket costs.

You may experience side effects, and that's normal.

They show your body has recognized the vaccine and is building protection, which means the vaccine is working. Just like the flu shot, they should go away in a day or two.

Continue to follow safety precautions.

Vaccines work with your immune system so your body will be ready to fight if you are exposed to the virus. Until people have been vaccinated, you should still mask up, practice social distancing and wash your hands to protect others.

Don't use scientific jargon.

Mentioning science or the government bodies that are involved in the approval process can be ineffective, according to research. Keep it simple.

Avoid trying to counter vaccine myths.

Proactively addressing misinformation with science-focused corrections can be counterproductive. Instead, focus on the effectiveness of vaccines.

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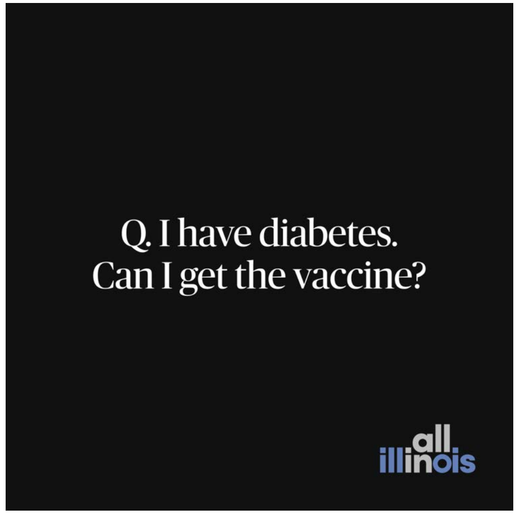
Q&A Video



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Hope is here.

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What to Expect

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Publico Banner Roman

“Vaccines get us out of this mess. My kid deserves life without Covid-19.”

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