A picture containing table, monitor, indoor, desk

Description automatically generated

**Illinois Chapter, American Academy of Pediatrics (ICAAP) and**

**Illinois Department of Public Health (IDPH)**

**2020 Back to School Campaign Toolkit**

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**2020 Back to School Campaign Toolkit**

**Description**

This campaign is intended to share content and images encouraging parents and caregivers to prepare for back to school this upcoming fall. Due to the COVID-19 pandemic, students may be attending school in-person, virtually, or a combination. This campaign emphasizes the importance of well-visits and immunizations, including the flu vaccine for back to school, despite which option children will be participating in.

**Content Note:** Content below has been developed for the identified social media platform. Language can be altered to fit either platform. For example, if a post is too large for Twitter, words can be altered to fit within the character limit.

**Images Note:** All images are interchangeable. Images that are designed for the specific message has the message on the image.

Image banks can be found here for the different platforms: [Twitter](https://www.canva.com/design/DAEDe3AlYy8/share/preview?token=vQyevFHGP8hy1zH7_ti-YQ&role=EDITOR&utm_content=DAEDe3AlYy8&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton) [Instagram](https://www.canva.com/design/DAEDBgLwrTg/share/preview?token=CqikmMxpfQ4y0f9EhVZQ1Q&role=EDITOR&utm_content=DAEDBgLwrTg&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton) [Facebook](https://www.canva.com/design/DAEDBgLwrTg/share/preview?token=CqikmMxpfQ4y0f9EhVZQ1Q&role=EDITOR&utm_content=DAEDBgLwrTg&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton)

**Hashtags (copy/paste):** #vax2School, #flufighter, #dontdothemostcomegetyourdose, #paperscissorsdoc, #newnurseryrhyme

**Website Links (copy/paste): IDPH Flu Page** <https://bit.ly/30Xv7lk> **IDPH Well-Visits** <https://bit.ly/3i3CrD5> **ICAAP Well-Visits** <https://bit.ly/3jTGKCz>

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| **Post** | **Suggested Platforms** |
| School is around the corner! Whether your child will be attending school virtually or in-person, scheduling a well-visit with your child's provider is an essential step to beginning the school year. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| While you visit stores to purchase school supplies for the upcoming school year, make sure to add a well-visit to your checklist. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| Well-visits are more than just for checking on your child's physical development. They are also an opportunity for you to ask questions or share any concerns you might have about your child's mental, emotional, and social health. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| COVID-19 has impacted so many areas of our lives. One thing is for sure, children still need well-visits, especially to get ready for back to school. Schedule an appointment with your child's pediatrician today and get back on track. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| Children 6 months and older should receive the flu vaccine. This helps protect them from flu illnesses which can cause them to miss school or daycare. Let's start the school year off healthy. Schedule an appointment with your child's pediatrician today and ask about the flu shot. <https://bit.ly/30Xv7lk> | Facebook  Instagram |
| Markers, pencils, scissors, and glue shouldn’t be the only thing on your child's back to school list. Be sure to call your pediatric provider and schedule a well-visit to make sure your child is up-to-date on their immunizations, and check that off the list! <https://bit.ly/3i3CrD5> | Facebook  Instagram |
| Dentist visit, doctor visit, textbooks-make sure your child has everything they need for back to school, their supplies and immunizations. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| Everyone is going back to school. This means pets aren't the only ones who need to be up-to-date on their vaccinations. Call your child's pediatric provider and schedule a well-visit today to make sure they are caught up on all immunizations. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| Before you go buy apples for your child's teacher, schedule a well-visit to see your child's provider! <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| Have questions about what your child's provider is doing to keep families safe during the COVID pandemic? Give them a call! Provider offices are open and willing to talk with you about safety and whether a telemedicine visit, a phone call, or an in-person visit is best to care for your child's needs. <https://bit.ly/3jTGKCz> | Facebook  Instagram |
| Back to school means things will get busy. Before homework and extracurricular activities take over, schedule a visit with your child's pediatric provider to be sure they are up-to-date on all immunizations. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| School might look a little different due to the COVID-19 pandemic. This doesn't mean children do not need back to school well-visits. A well-visit is an opportunity to talk with your child's provider about their development, check immunizations, and address any concerns you may have. <https://bit.ly/3jTGKCz> | Facebook  Instagram |
| Your child might be attending school virtually this Fall. That doesn't mean they don't need their back to school physical. Be sure to schedule a well-visit today with your child's pediatric provider. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| Guess what time it is? It's time for Back to School! Get your child prepared for virtual or in-person learning by scheduling a well-visit and making sure they are up-to-date on all immunizations. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| I Scream, You Scream, We All Scream for...Back to School? That doesn't make sense. But what does make sense is scheduling a well-visit with your child's provider to get them prepared for the school year. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| She Kicked, She Scored! Now your turn! Set a goal to schedule a visit to your child's provider and get them up-to-date on immunizations and talk with them about any of your concerns. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| While you're family is making videos on social media, take a quick moment to schedule a visit with your child's provider, then you can get right back to it! <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| Prepping the back to school calendar? Make sure to schedule a well-visit with your child's provider before all the day's fill up! <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| Hickory, dicory, dock the mouse went...to get the Flu shot! Try a new nursery rhyme this year. Schedule a well-visit today for the flu vaccine. It provides your child protection from illnesses related to the virus. <https://bit.ly/30Xv7lk> | Twitter  Facebook  Instagram |
| Mary had a little lamb who...went to the pediatrician for their vaccines! Try a new nursery rhyme this year. Schedule a well-visit today to get your child up-to-date on their immunizations. They are the best form of protection for children. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| The wheels on the bus...drove straight to the pediatrician! Try a new nursery rhyme this year. Schedule a well-visit today to get your child up-to-date on their immunizations. They are the best form of protection for children. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |
| Old Mac Donald had a farm, E-I-E-I-O, And on his farm he had a cow…who he took for a well-visit! Try a new nursery rhyme this year. Schedule a well-visit today for your child to receive flu vaccine. It provides your child protection from illnesses related to the flu virus. <https://bit.ly/3i3CrD5> | Facebook  Instagram |
| The itsy, bitsy spider climbed up the water spout, down came the rain and washed the spider out…so we drove to the pediatrician for a check-up. Try a new nursery rhyme this year. Schedule a well-visit today to get your child up-to-date on their immunizations. They are the best form of protection for children. <https://bit.ly/3i3CrD5> | Facebook  Instagram |
| Hey diddle diddle, the cat and the fiddle, the cow jumped right over…to the pediatricians office for a flu shot! Try a new nursery rhyme this year. Schedule a well-visit today for your child to receive flu vaccine. It provides your child protection from illnesses related to the flu virus. <https://bit.ly/30Xv7lk> | Facebook  Instagram |
| I said a hip, hop, the hippie, the hippie, to the hip hip-hop, and you don't stop…going to the doctor, even if your child will be e-learning. Make sure your child is scheduled for a well-visit before starting school, even if they will be e-learning. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| One fish, two fish, red fish, blue fish…all went to the pediatrician for a well-visit. Try a new nursery rhyme this year. Schedule a well-visit today to get your children up-to-date on their immunizations. They are the best form of protection for kids. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| Humpty Dumpty sat on a wall Humpty Dumpty had a great fall all the Kings horses and all the kings men took humpty to the pediatrician for a well-visit. Try a new nursery rhyme this year. Schedule a well-visit today to get your children up-to-date on their immunizations. They are the best form of protection for kids. <https://bit.ly/3jTGKCz> | Facebook  Instagram |
| Jack and Jill went up the hill to...the pediatrician office for their immunizations! Try a new nursery rhyme this year. Schedule a well-visit today to get your children up-to-date on their immunizations. They are the best form of protection for kids. <https://bit.ly/3jTGKCz> | Facebook  Instagram |
| Twinkle, twinkle little star, how I wonder what you are, up above the world so high, like a diamond in the sky...parents take kids to the doctor, even if they will be at home e-learning! Schedule a well-visit today to get your children ready for this year, even if it might look different. <https://bit.ly/3jTGKCz> | Facebook  Instagram |
| I'm a little teapot short and stout here is my handle…and here is the immunization schedule. Your child's pediatrician can let you know what immunizations they are due for when you arrive for a well-visit. Schedule one today! <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| This old man, he played one, he called...the pediatrician to make a well-visit appointment for his grandchildren and you can too! Schedule a well-visit and make sure to ask them any questions you might have about your child's health. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| This little piggy went to market, this little piggy went...to the pediatrician's office for their immunizations. Try a new nursery rhyme this year. Schedule a well-visit today to get your children up-to-date on their immunizations. They are the best form of protection for kids. <https://bit.ly/3jTGKCz> | Facebook  Instagram |
| You are my sunshine, my only sunshine, you make me happy...when your child has had their well-visit. Keep your pediatrician smiling and schedule a visit today, even if they will be e-learning this year. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| Even if your child will be e-learning this fall, don't skip out on a well-visit. Schedule a well-visit today to get your children up-to-date on their immunizations. They are the best form of protection for kids. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| Baby shark...went to the pediatrician too! Schedule a well-visit even if your child will be e-learning this year. You can ask questions and even get e-learning tips. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| A is for apple, B is for ball, & C is for call your child’s pediatrician for a well-visit! Even if your child will be e-learning this year, it is important that they visit the doctor in preparation for back to school. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| Let's pause building another snowman and take your child for their annual well-visit! Even if your child will be e-learning this year, it is important that they visit the doctor in preparation for back to school. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| Head, shoulders, knees, & toes, are all body parts your child's pediatrician will check out during their well-visit. Even if your child will be e-learning this year, it is important that they have a well-visit in preparation for back to school. <https://bit.ly/3jTGKCz> | Twitter  Facebook  Instagram |
| COVID-19 has impacted so many areas of our lives. One thing is for sure, children still need well-visits, especially to get ready for back to school. Schedule an appointment with your child's pediatrician today and get back on track. <https://bit.ly/3i3CrD5> | Twitter  Facebook  Instagram |