



Thank you for downloading the toolkit for *The Getting Back on Track* campaign!

We are pleased to introduce our *Getting Back on Track* campaign, which includes a parent handout, a poster, and social media graphics with post copy. These materials are designed to remind students and their parents or guardians about the importance of getting back on track with recommended and required vaccines.

Now that you've opened the compressed file, you'll see the following folders:

In-House Printing – This folder contains PDF files of the parent/guardian handout and the poster that have been optimized for printing at your office. Simply open the PDF file and print to whichever print device you prefer!

Professional Printing – This folder contains PDF files of the parent/guardian handout and the poster that have been optimized for printing with a professional printer. These PDF files have standard printing marks that your professional printer will use during the printing process. If you choose to print these professionally, all you have to do is send the file to your professional printer and they will assist with completion!

Social Media – This folder contains a guidance PDF that maps each social media graphic with its corresponding post copy. To post to your own social media, download the correct JPG, review the Posting Guide, and copy the corresponding post content and paste into your social media platform of choice. These graphics are optimized to work across platforms!

Thank you for your unwavering commitment to promoting good health!

With gratitude,

The Illinois Chapter, American Academy of Pediatrics

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