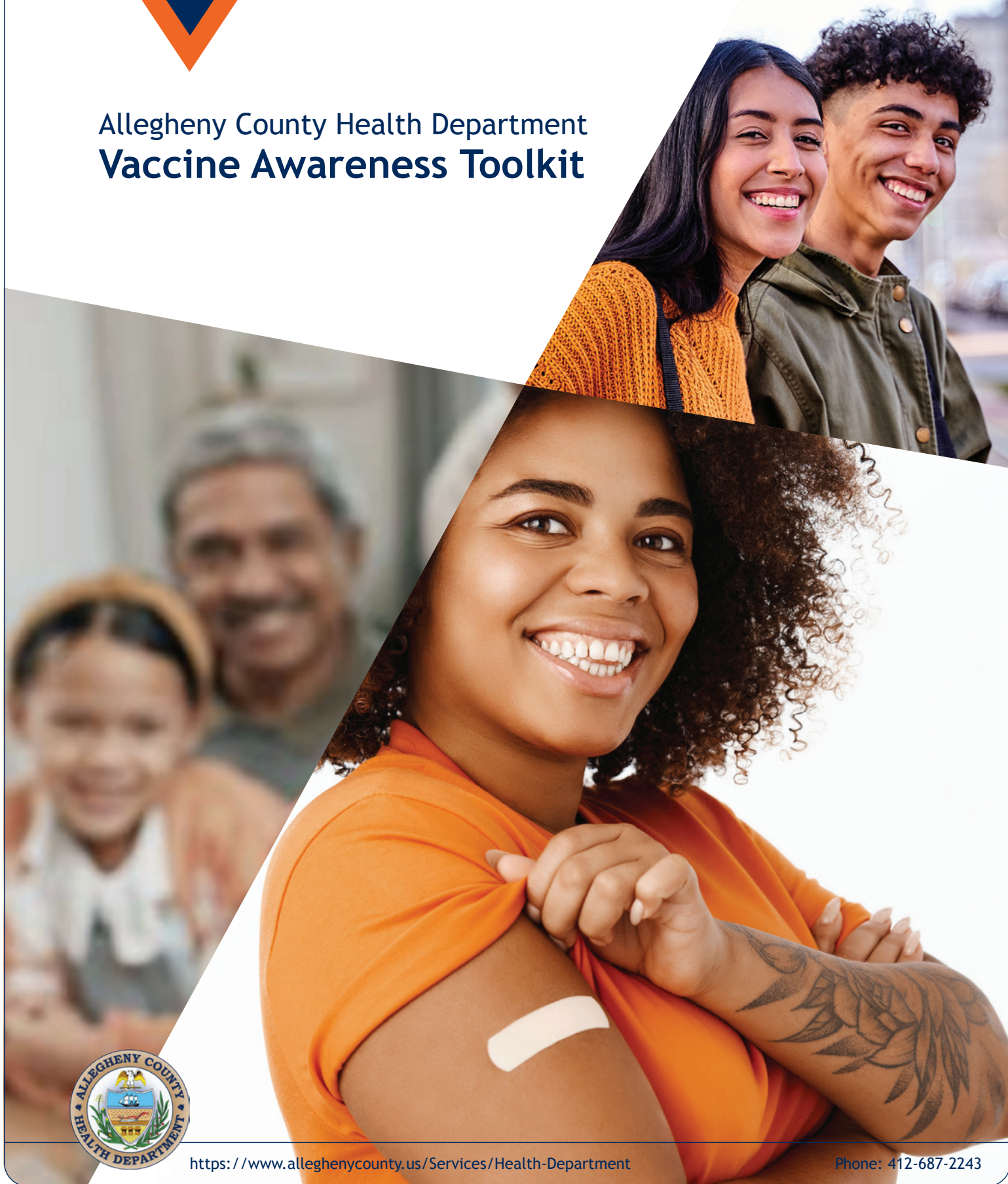


Vaccinate.

Allegheny County Health Department **Vaccine Awareness Toolkit**



<https://www.alleghenycounty.us/Services/Health-Department>

Phone: 412-687-2243

Allegheny County Health Department Vaccine Awareness Toolkit

Dear Partner,

Thank you for joining us in the effort to protect our communities through informed, equitable, and accessible vaccination outreach.

We are pleased to share with you the Allegheny County Health Department Vaccine Awareness Toolkit, designed to support your organization's efforts in amplifying accurate and community-centered messaging about COVID-19 and other important vaccinations.

What's Inside the Toolkit:

This toolkit includes a directory with links to a range of downloadable and shareable campaign assets, (in English and Spanish), including:

- Graphics for you to post on your social media pages
- Flyers and posters
- Banners to place on your website
- Banners to place in your e-newsletters
- An infographic

How To Use The Toolkit

1. Download the materials relevant to your organization or audience from the link(s) provided in the toolkit.
2. Share the graphics on your social media channels, email newsletters, community boards, website, and/or printed materials. **Make sure that any links associated with these assets go directly to the ACHD website:** <https://www.alleghenycounty.us/Services/Health-Department/Clinics-and-Facilities/Immunization-Clinic>
3. Co-Brand where appropriate. We encourage you to add your logo or personalize the message for your network.
4. Engage your community by encouraging questions, conversations, and feedback to help dispel myths and build trust.
5. Amplify campaign reach by:
 - A. Tagging the Allegheny County Health Department on socials:
 - IG - @alleghenycounty
 - FB - AlleghenyCounty
 - LinkedIn - allegheny-county
 - X - @Allegheny_Co
 - B. Using any or all of these campaign hashtags:
[#VaccinateAlleghenyCounty](#) [#talktoyourdoctor](#)
[#protectyourfamily](#) [#mythvsfact](#)

Need Help?

If you have additional questions about how to use the toolkit, require alternative formats, or need assistance customizing the content, please don't hesitate to contact us at 856-295-1204, or daniala@360aac.com

Your partnership is essential in reaching residents across Allegheny County, especially in high-priority neighborhoods and underserved populations. Together, we can empower our communities with trusted information and encourage healthier futures.

Thank you for your continued support and collaboration.

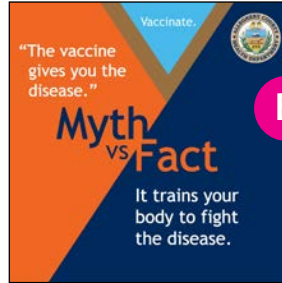
With gratitude,
360 Advertising & Communications Team on behalf of the Allegheny County Health Department Campaign Team

Social Media Graphics, Static

1200-pixel x 1200-pixel
static JPEGs



A



B

A

File name:

[Email-inset-02-English.jpg](#)

B

File name:

[Email-inset-03-English.jpg](#)

C

File name:

[Email-inset-04-English.png](#)



C



D

D

File name:

[Email-inset-05-English.jpg](#)

E

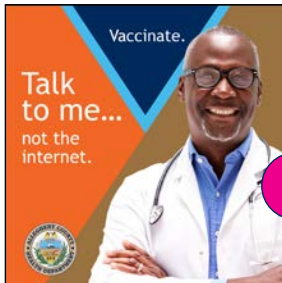
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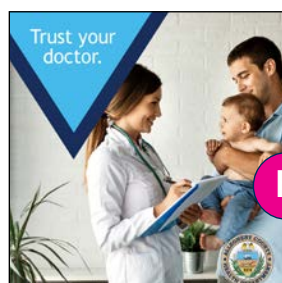
F

File name:

[ACHD-FB-IG-03B-1x1-1-frame-English.jpg](#)



E

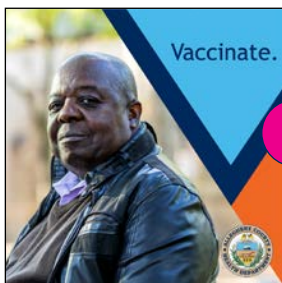


F

G

File name:

[Email-inset-01-English.png](#)



G

Click any image or file name to
access the image for download.

Social Media Graphics, Animated

1200-pixel x 1200-pixel
animated GIFs



FRAME 1



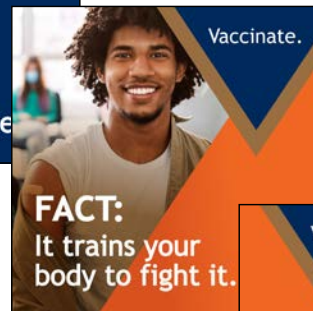
FRAME 2



FRAME 3



FRAME 1



FRAME 2



FRAME 3



FRAME 4

A *File name for animated file:*
[ACHD-FB-IG-01A-1x1-3-frame-English.gif](#)

File names for individual images:

- [ACHD-FB-IG-01A-1x1-3-frame-English-01.jpg](#)
- [ACHD-FB-IG-01A-1x1-3-frame-English-02.jpg](#)
- [ACHD-FB-IG-01A-1x1-3-frame-English-03.jpg](#)

B *File name for animated file:*
[ACHD-FB-IG-02A-1x1-4-frame-English.gif](#)

File names for individual images:

- [ACHD-FB-IG-02A-1x1-4-frame-English-01.jpg](#)
- [ACHD-FB-IG-02A-1x1-4-frame-English-021.jpg](#)
- [ACHD-FB-IG-02A-1x1-4-frame-English-03.jpg](#)
- [ACHD-FB-IG-02A-1x1-4-frame-English-04.jpg](#)

Click any image or file name to access the image for download.

Social Media Videos



A CLICK IMAGE
TO PLAY



B CLICK IMAGE
TO PLAY



C CLICK IMAGE
TO PLAY



D CLICK IMAGE
TO PLAY

mp4 Videos for use on
social media

A 1:1 ratio
File name:
[ACHD-Video-01A-English-1x1
\(720p\).mp4](#)

B 16:9 ratio
File name:
[ACHD-Video-01A-English-16x9
\(720p\).mp4](#)

C 1:1 ratio
File name:
[ACHD-Video-02A-English-1x1
\(720p\).mp4](#)

D 16:9 ratio
File name:
[ACHD-Video-02A-English-16x9
\(720p\).mp4](#)

*Click any file name above
to access the video for
download.*

Vaccinate.

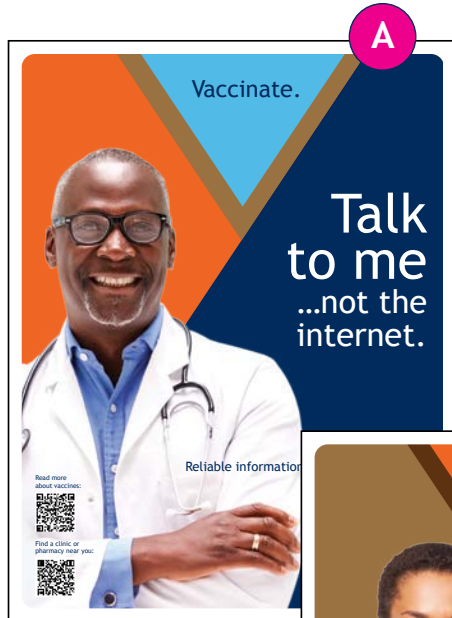
Allegheny County Health Department Vaccine Awareness Toolkit



Page 5 of 9

Flyers

8.5" x 11" (letter-size) flyers,
one-sided

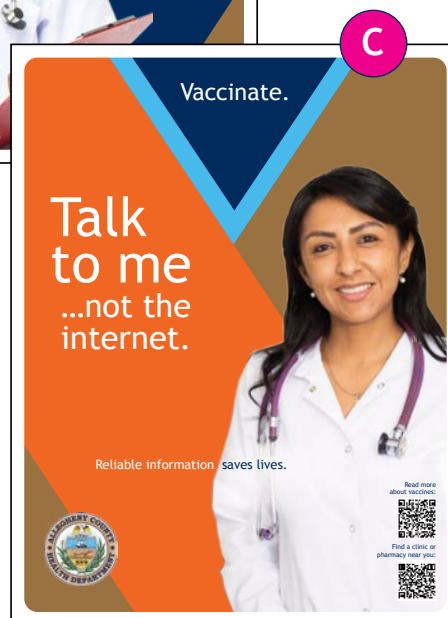
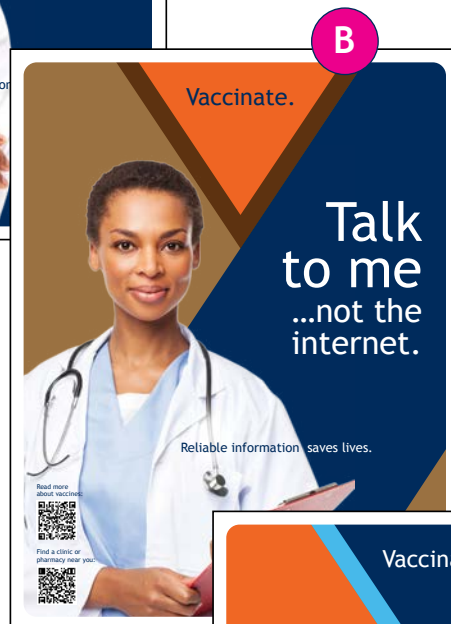


A File name:
[Flyer-FNL-8.5x11-English-01.pdf](#)

B File name:
[Flyer-FNL-8.5x11-English-02.pdf](#)

C File name:
[Flyer-FNL-8.5x11-English-03.pdf](#)

*Click any image or file name to
access the image for download.*



Vaccinate.

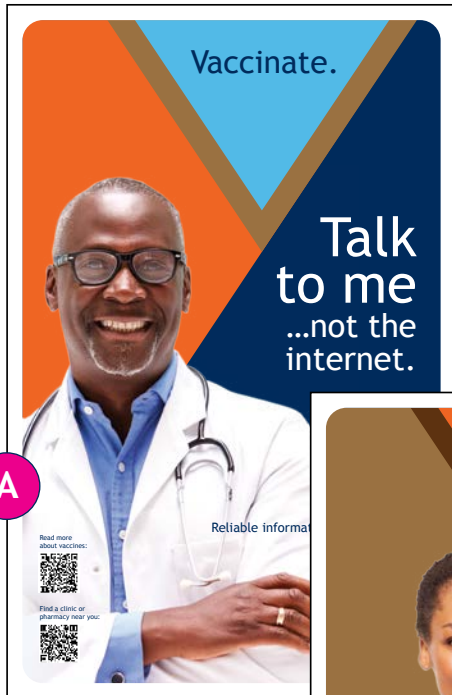
Allegheny County Health Department Vaccine Awareness Toolkit



Page 6 of 9

Posters

11" x 17" (tabloid-size) posters,
one-sided



A

File name:

[Poster-FNL-11x17-English-01.pdf](#)

B

File name:

[Poster-FNL-11x17-English-02.pdf](#)

C

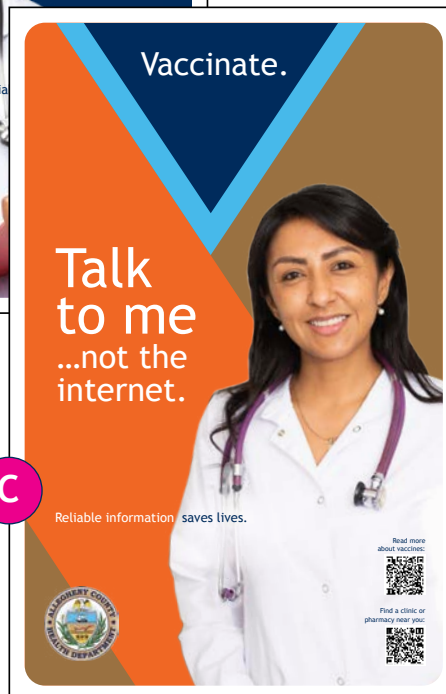
File name:

[Poster-FNL-11x17-English-03.pdf](#)

*Click any image or file name to
access the image for download.*



B



C

Infographics

For use in social media,
websites, etc.
600 pixel width

A **Talk to your doctor not the internet.**
Reliable information saves lives.

PROTECT YOURSELF, YOUR FAMILY, YOUR CIRCLE!
RECOMMENDED VACCINE SCHEDULE

CHILDHOOD IMMUNIZATIONS BIRTH TO 6 YEARS

PRETEEN AND ADOLESCENT IMMUNIZATIONS AGES 7 TO 18

ADULT IMMUNIZATIONS AGES 19 AND OLDER

TRAVEL IMMUNIZATIONS

HIGHER RISK GROUPS:

Immunizations are even more important for these groups.

- PEOPLE 60 YEARS AND OLDER
- PEOPLE WITH HEALTH CONDITIONS LIKE LUNG DISEASE, HEART DISEASE, AND DIABETES
- PEOPLE WITH CONDITIONS THAT AFFECT THEIR IMMUNE SYSTEM

★ For more information, visit us online at [alleghenycounty.us](https://www.alleghenycounty.us/Services/Health-Department)

Resource Links

Dead more about vaccines

Find a clinic or pharmacy near you

Allegheny County Health Department

B **Talk to your doctor not the internet.**
Reliable information saves lives.

MYTHS CAN SPREAD FASTER THAN VIRUSES
GET THE FACTS, NOT THE FEAR

1 Myth vs Fact

MYTH "The vaccine gives you the disease."

FACT Vaccines are made from dead or weakened germs, so they can't give you the disease.

2 Myth vs Fact

MYTH "Vaccines cause infertility."

FACT There is no evidence to suggest that vaccines negatively impact fertility in men or women.

3 Myth vs Fact

MYTH "Natural immunity is better than immunity from vaccines."

FACT While natural infections can provide immunity, they also pose significant risks, including severe illness and death.

Fully Vaccinated Students in Allegheny County

THIS YEAR, IF JUST **2000 MORE** students get vaccinated, we could reach herd immunity.

HERD IMMUNITY = LOWER SPREAD RISK

IMMUNIZATION SERVICES:

At its Immunization Clinic, the Allegheny County Health Department offers various vaccines, including:

- Meningitis B
- Mpox
- MMR

Appointments can be scheduled by calling 412-578-8062 or visiting [MyChart.ahn.org](https://mychart.ahn.org)

Resource Link

Find a clinic or pharmacy near you

TALK TO YOUR DOCTOR, NOT THE INTERNET

Your doctor is your BEST source of information. They have access to vast resources, including:

- MEDICAL JOURNALS
- MEDICAL AND RESEARCH ORGANIZATIONS

Allegheny County Health Department

C **IMMUNIZATION SERVICES:**

At its Immunization Clinic, the Allegheny County Health Department offers various vaccines, including:

- Flu
- Covid
- RSV

Appointments can be scheduled by calling 412-578-8062 or visiting [MyChart.ahn.org](https://mychart.ahn.org)

Resource Links

Find a clinic or pharmacy near you

TALK TO YOUR DOCTOR, NOT THE INTERNET

Your doctor is your BEST source of information. They have access to vast resources, including:

- MEDICAL JOURNALS
- MEDICAL AND RESEARCH ORGANIZATIONS

Allegheny County Health Department

Vaccinate.

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Page 8 of 9

Email Banners

700-pixel x 232-pixel
static JPEGs



A File name:
[Email-Banner-01A-English.png](#)



B File name:
[Email-Banner-01B-English.png](#)



C File name:
[Email-Banner-02A-English.png](#)



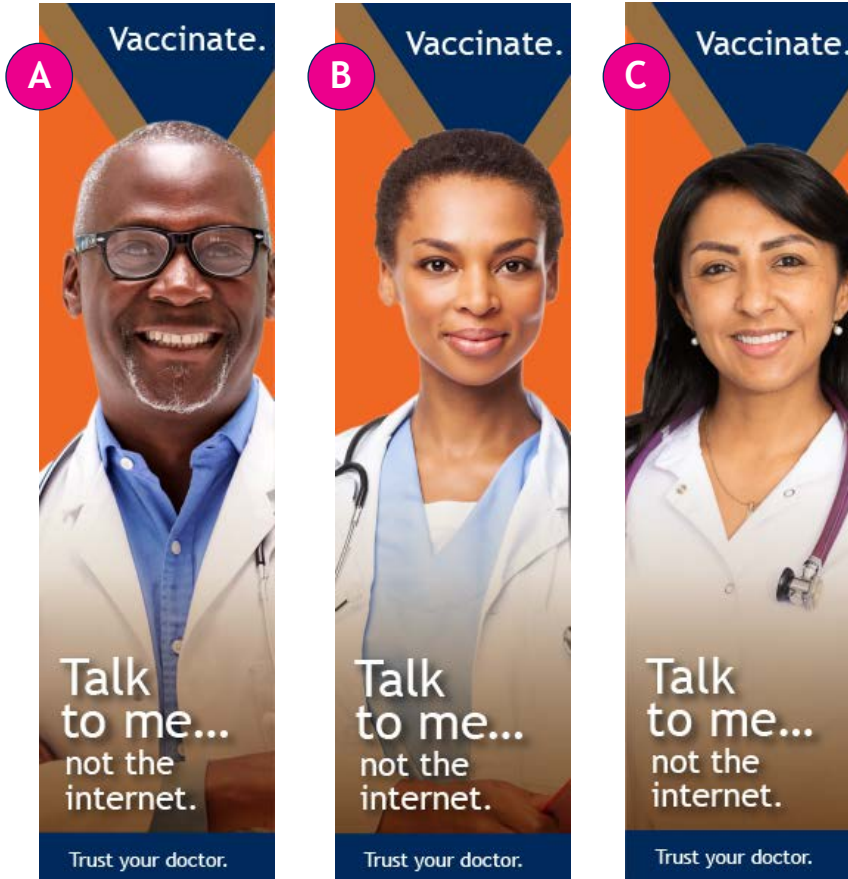
D File name:
[Email-Banner-02B-English.png](#)



Allegheny County Health Department Vaccine Awareness Toolkit

Display Ads

160-pixel x 600-pixel
static JPEGs



A File name:
[ACHD-display-160x600-1frame-English-01.png](#)

B File name:
[ACHD-display-160x600-1frame-English-02.png](#)

C File name:
[ACHD-display-160x600-1frame-English-03.png](#)