# Respiratory Virus Season

2025-2026

Social Media Toolkit for the Statewide Vaccine Access Initiative



#### Introduction

This toolkit is designed to support state agencies, local health departments, community partners, and healthcare organizations in sharing consistent, accurate, and timely information with the public throughout respiratory virus season.

#### **How to Use This Toolkit**

Posts can be used as-is, scheduled in advance, or paired with your own photos, videos, or community-specific messages. We encourage you to share these resources across all of your active platforms to reach the widest possible audience. The goal is to ensure our communities have the knowledge and tools they need to stay healthy during the respiratory virus season.

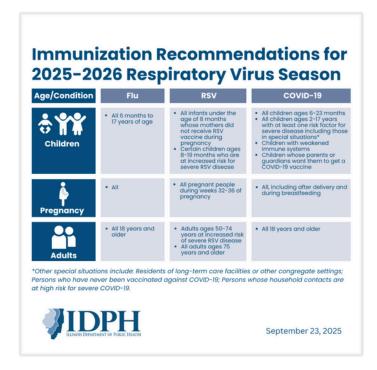
#### **Questions or Support**

If you have questions about the toolkit or need assistance adapting materials for your community, please contact:

<u>DPH.Communcations@illinois.gov</u>



#### **Vaccination Posts**



All Illinoisans deserve credible, transparent, science-based vaccine guidance. IDPH's recommendations ensure that residents can protect themselves and their family members this season.

Schedule your vaccinations today.

# Recomendaciones de vacunación para la temporada de virus respiratorios 2025–2026 Edad/condición Gripe VRS COVID-19 \* Todos los niños de 6 a 23 meses cuyas madres no recibieron la vacuna contra el VRS durante el embarazo • Todos los niños de 6 a 23 meses cuyas madres no recibieron la vacuna contra el VRS durante el embarazo • Ciertos niños de 8 a 19 ripos de padeer entermedad grave, incluidos aquellos en situaciones especiales en por VRS • Todos los niños de 6 a 23 meses cuyas madres no recibieron la vacuna contra el VRS durante el embarazo • Todos los niños de 6 a 23 meses cuyas madres no recibieron la vacuna contra el VRS durante el embarazo • Todos los niños de 6 a 23 meses cuyas madres no recibieron la vacuna de se 19 ripos de padeer entermedad grave por VRS • Todos los personas embarazodos durante la coviD-19 • Todos los 18 años y mayores entermos de congregación; personas que nunca han sido vacunadas contra la COVID-19; personas cuyas contactos domésticos tienen un alto riesgo de contraer COVID-19 grave. 23/09/2025

Todos los habitantes de Illinois información confiable, clara y basada en la ciencia sobre las vacunas. Las recomendaciones del IDPH aseguran que los residentes puedan protegerse a sí mismos y a sus familias esta temporada.

Programa tu vacunación hoy mismo. 💉

**Download graphics** 

#### **Vaccination Posts**



**Download graphic** 

The best way to protect yourself and your loved ones from serious harms from respiratory illnesses: getting vaccinated.

Vaccines are available for COVID-19, flu, and RSV and can prevent serious illness and even death.

### **Prevention Basics Posts**



**Download graphic** 

What are some of the best ways to protect yourself and others from respiratory illnesses like COVID-19, the flu, and RSV?

- Wear a mask in crowded settings
- 🤧 Cover your coughs and sneezes with a tissue
- **Stay** home if you're feeling sick
- Wash your hands often with soap and water
- Bring in fresh air or purify indoor air
- Find more information about respiratory illnesses and how to prevent them: <a href="https://dph.illinois.gov/topics-services/diseases-and-conditions/respiratory-disease.html">https://dph.illinois.gov/topics-services/diseases-and-conditions/respiratory-disease.html</a>



**Download graphic** 

¿Cuáles son algunas de las mejores formas de protegerte at ti y a los demás de enfermedades respiratorias como el COVID-19, la gripe y el VRS?

- ✓ Vacúnate
- 😷 Usa mascarilla en lugares con mucha gente
- S Cubre tu tos y estornudos con un pañuelo
- Quédate en casa si te sientes enfermo
- Lávate las manos seguido con agua y jabón
- H Abre las ventanas o purifica el aire en interiores

## **High Risk Groups (RSV) Posts**



**Download graphic** 

You already do so much to make sure your baby is safe and healthy when they're born. \*\* Why not also give them protection against severe RSV before they arrive? \*\*

RSV can be serious for babies, especially in their first month. But there are two ways to help keep them safe:

- Before birth: An RSV shot during pregnancy at 32-36 weeks helps protect your baby after they are born.
- After birth: An RSV shot for babies helps keep them safe once they arrive.

You baby's health matters most. Talk with your health care provider about which shot is best for you and your baby.



**Download graphic** 

Older adults and infants are at a higher risk for severe RSV. Immunizations can protect them.

Vaccines are recommended for:

- Adults ages 50-74 with an increased risk for severe RSV
- All adults over the age of 74

Babies can be protected from severe RSV by one of two immunization options:

- A maternal RSV vaccine given at 32-36 weeks during pregnancy
- A shot for babies younger than 8 months

Talk to your healthcare provider about whether the vaccine might be right for you.

Learn more about how to keep yourself and your loved ones safe from RSV: <a href="https://dph.illinois.gov/topics-services/diseases-and-conditions/respiratory-diseases/rsv.html">https://dph.illinois.gov/topics-services/diseases-and-conditions/respiratory-diseases/rsv.html</a>