

Client: Dallas County

Department: Health and Human Services

Job Name: DC21115- Covid-19 Booster Efforts - Phase 3

Dallas County Vaccine Phase III: Concept 1

Headline: Give presence for the holidays.

Subhead: The CDC reports that it is safe to get both a flu vaccine and a COVID-19 vaccine at the same visit.

CTA: Vaccinate yourself

Graphic idea: Photo of happy family eating together around a table. (Similar to [this photo](#).)

Social copy: Don't miss out on quality time with family and friends due to COVID-19 or the flu. Schedule your free vaccines today.

Dallas County Vaccine Phase III: Concept 2

Headline: Don't let sickness ruin your holidays.

Subhead: Currently, nearly 1 in 10 deaths nationwide are due to pneumonia, influenza or Covid-19.

CTA: Get Vaccinated

Source: [CDC index as of November 26](#)

Graphic idea: Photo someone sick looking out a window or sitting sad and alone. (Similar to [this photo](#) or [this one](#).)

Social copy: Don't miss out on quality time with family and friends due to COVID-19 or the flu. Schedule your free vaccines today.

Dallas County Vaccine Phase III: Concept 3

Headline: Hugs aren't the only way to boost your immunity. (Or switch to "Hugs are welcome when you're vaccinated" and use "Hugs aren't the only way..." in the social copy.)

Subhead: Reduce the risk of seasonal flu and COVID-19 by getting vaccinated for both.

CTA: Let's get boosted.

Graphic idea: Photo of an elderly person and child hugging. (Similar to [the photo on this page](#) or [this one](#).)

Social copy: Hugs are welcome when you're vaccinated. Schedule your free vaccines today.

Dallas County Vaccine Phase III: Concept 4

Headline: Germs are not for sharing.

Subhead: The CDC reports that it is safe to get both a flu vaccine and a COVID-19 booster at the same visit, even for children over 5 years.

CTA: Let's get vaccinated.

Graphic idea: Photo of two kids playing together and one's sick, family is sick or kid playing doctor. (Similar to [this photo](#) or [this one](#) or [this one](#).)

Social copy: Keep everyone safe from COVID-19 and the flu this holiday season. Schedule your free vaccines today.

Dallas County Vaccine Phase III: Concept 5

Headline: Don't stay home alone during the holidays.

Subhead: Keep germs away by getting boosted and vaccinated against the flu and COVID-19.

CTA: Vaccinate yourself

Graphic idea: Photo of adult or child with "Home Alone" gesture or other photos of being home sick. (Photo ideas: [this photo](#), [this one](#), [this one](#) or [this one](#).)

Social copy: Don't miss out on quality time with family and friends due to COVID-19 or the flu. Schedule your free vaccines today.

Dallas County Vaccine Phase III: Concept 6

Headline: Winter means getting cozy with those you love.

Subhead: The flu and COVID-19 vaccines greatly reduce your risk of getting sick.

CTA: Let's get boosted.

Graphic idea: Photo or video of miserable sick people. (Ideas: [this photo](#) or [video](#))

Social copy: Love is... getting vaccinated against the flu or COVID. Schedule your free vaccines today.

Dallas County Vaccine Phase III: Concept 7

Headline: To them, you mean everything.

Subhead: Take care of yourself by getting a flu vaccine and a COVID-19 booster this winter.

CTA: Vaccinate yourself

Graphic idea: Photo of friends or family. (Ideas: [this photo](#) or [this one](#) or [this one](#).)

Social copy: Spend time with those you love. Get vaccinated against COVID-19 and the flu this holiday season. Schedule your free vaccines today.

Dallas County Vaccine Phase III: Concept 8

Headline: Start your healthy new year's resolution now.

Subhead: Reduce the risk of seasonal flu and COVID-19 by getting vaccinated for both.

CTA: Vaccinate yourself

Graphic idea: Photo of friends or family celebrating new year or new year's resolutions. (Ideas: [this photo](#) or [this one](#) or [this one](#) or [this one](#) or [this one](#).)

Social copy: Get vaccinated against COVID-19 and the flu for a healthier, happier new year. Schedule your free vaccines today.