

**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.