

BE SAFE
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IDD COVID-19 Vaccination
Social Media Campaign

TOOLKIT

Introduction

Kansas IDD service providers have reported that alarming numbers of IDD direct support professionals still have not chosen to receive COVID-19 vaccinations (providers have reported that as much as 40% of their direct care workforce remains unvaccinated). In addition, a significant number of Kansans with IDD still have not chosen to receive a vaccine (Sunflower Health Plan of Kansas recently surveyed its plan members and found unvaccinated percentages above 20% among persons with IDD).

In order to promote the health and wellness of Kansans with IDD and the professionals who serve them, a social media campaign will launch on September 20th, 2021 and will be active for the months of September, October and November 2021. This campaign will utilize messaging and content to be shared via social media platforms such as Facebook and Twitter. Interested participants across the state of Kansas will be encouraged to use and share materials created by the campaign.

The “face” of this campaign will be Kansans with IDD, who will be featured in all campaign elements. These Kansans will urge that persons choose to receive covid vaccinations. The campaign’s tone will be upbeat and fun. Doctor Lee Norman, Secretary of the Kansas Department of Health and Environment, will participate and share his expertise as well.

A series of short social media-friendly videos have been produced, as well as a 2-to-3-minute centerpiece video, for this campaign. Other graphic elements also featuring Kansans with IDD will round out the social media materials to be utilized by this campaign.

The title of this campaign, *“Be Safe With Me”*, emphasizes the hope that IDD direct support professionals who remain unvaccinated will consider receiving a COVID vaccine as furtherance of the mission they identify so strongly with—to support persons with IDD in maintaining healthy and safe lives in the community.

Please help spread the messages of this campaign on your social media accounts!

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Campaign Sponsors



Sunflower Health Plan of Kansas

Sunflower Health Plan, a subsidiary of Centene Corporation, has a commitment to deliver results for the people we serve. We partner with physicians, specialists, hospitals, and other providers to ensure each member receives the right care, at the right time, in the right setting.

<https://www.sunflowerhealthplan.com/>

Kansas Council on Developmental Disabilities

The Council's mission is to empower individuals with IDD and their families to lead systems changes, build capacity, and advocate for inclusive, integrated, accessible communities where everyone belongs and thrives. KCDD serves people with intellectual and developmental disabilities through advocacy, public policy, and education.



<https://kcdd.org/>



InterHab

For more than 50 years, InterHab has worked to improve the lives of Kansans with IDD. We continue to educate lawmakers and communities about the benefits of community inclusivity. Our 40+ member organizations have long been the vanguard of innovation for community-based services and employment opportunities for Kansans with IDD.

<https://interhab.org/>

This project was supported, in part by grant number 2001KSSCDD-02, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects with government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official ACL policy.



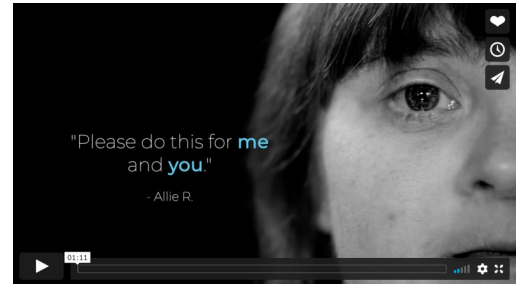
Materials

Video Content

“Meet Allie” - 01:11

Upbeat and encouraging introduction to Allie, who urges people to get vaccinated for themselves and their loved ones.

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“Meet Carol” - 00:52

Carol is playful, but to the point in her message to those who are unvaccinated... “What are you waiting for?”

[SHARE THIS VIDEO](#)



“Meet John” - 01:15

John delivers a heart-felt plea to those on the fence regarding vaccinations.

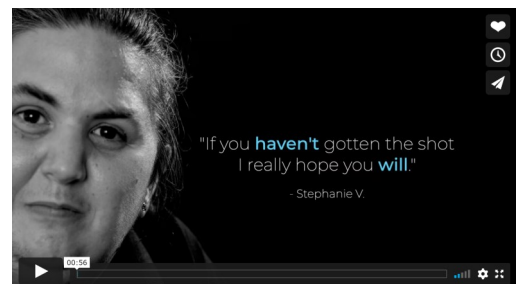
[SHARE THIS VIDEO](#)



“Meet Stephanie” - 00:56

Stephanie cheerfully challenges the unvaccinated in this compelling video... “I did it, can you?”

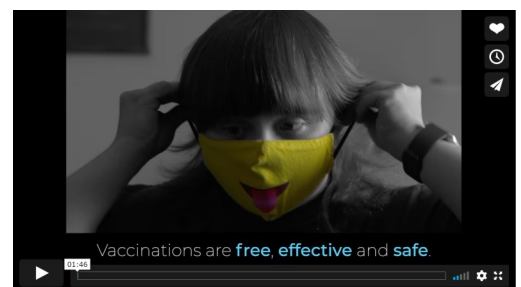
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“Be Safe With Me” - 1:46

Overview video for the campaign. Allie, Carol, John and Stephanie address the reasons why people should receive the COVID vaccination.

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Materials

Static Images



“Be a Hero”

Social media image with a superhero theme.

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“Get Vaccinated”

Social media image promoting the vaccines as safe, effective and free.

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“Protect Your Community”

Social media image encouraging unvaccinated individuals to think about their role in protecting others.

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Get Vaccinated Today

“Protect Those Who Depend on You”

Social media image encouraging DSPs to consider their mission to the persons they support.

[SHARE THIS IMAGE](#)



Materials

Logos/Graphics

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[LINK FOR LOGO](#)

Vaccinations are **free**, **effective** and **safe**.

[LINK FOR TAG GRAPHIC](#)

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All campaign materials
are available at:

<https://interhab.org/besafewithme/>

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