



Long-Term Care Staff Vaccine Outreach and Education

Campaign
Update

the
power
of **care**

Portraits of Power Immunization Campaign

In early October, the Maine Long-Term Care Ombudsman Program (LTCOP), in partnership with Ethos, launched the “Portraits of Power: Immunization Campaign.” The objective of the campaign is to increase vaccination rates among direct care staff of Long-Term Care and Home Health facilities.

Specific Campaign Goals include:

- Increase vaccination rates among direct care staff of Long-Term Care Facilities.
- Develop education and outreach materials to communicate the benefits of vaccination against communicable diseases, including influenza and COVID-19.
- Normalize COVID19 vaccination as a standard immunization.

Portraits of Power Immunization Campaign

Initial campaign Elements include:

- Brochure and business cards for in-person communication (attached)
- Facebook posts [facebook.com/MainePowerofCare](https://www.facebook.com/MainePowerofCare)
- Instagram posts <https://www.instagram.com/mainepowerofcare?igshid=NjZiMG14OTY=>
- YouTube videos <https://www.youtube.com/channel/UCi2oKP5iZMf-M92XKU05H2Q>
- Landing page <https://www.mainepowerofcare.com>

Portraits of Power Immunization Campaign

Social and Digital Ad Campaigns

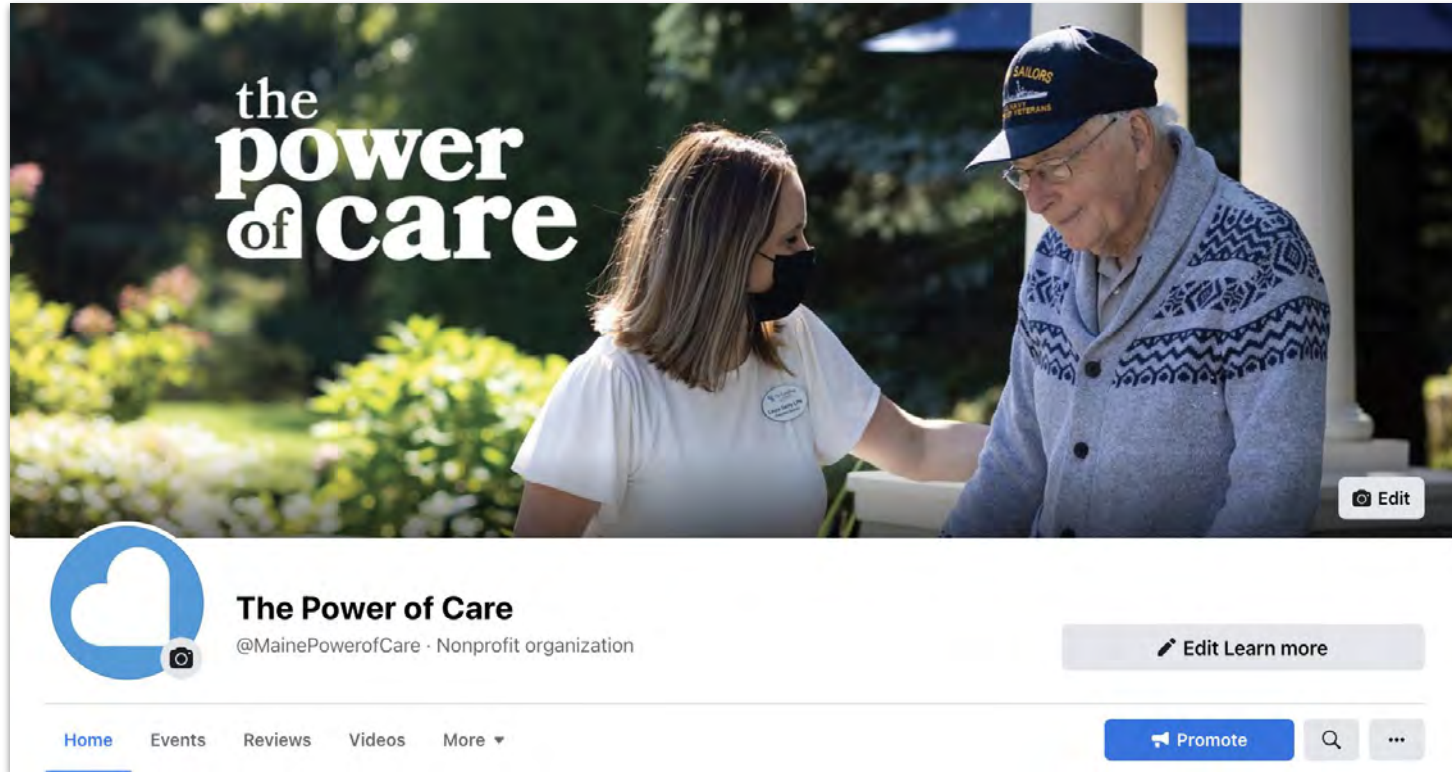
Social media and digital advertising are being used to reach our target demographic as effectively as possible, within the limitations of the available platforms. The intention is to encourage our audience to visit mainepowerofcare.com and to take one of a number of steps (see [landing page](#)) towards updating immunizations for influenza and Covid-19

- Promoted Facebook and Instagram Posts
- Digital display ads on Google and Basis (to reach networks outside of Google)
- YouTube pre-roll ads featuring “The Power of Connection” and “A Passion of Care” videos located on the [YouTube](#) channel

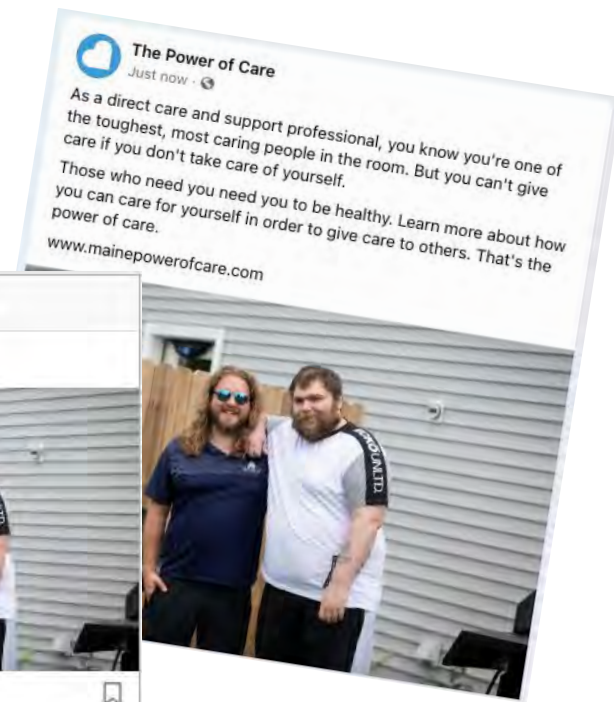
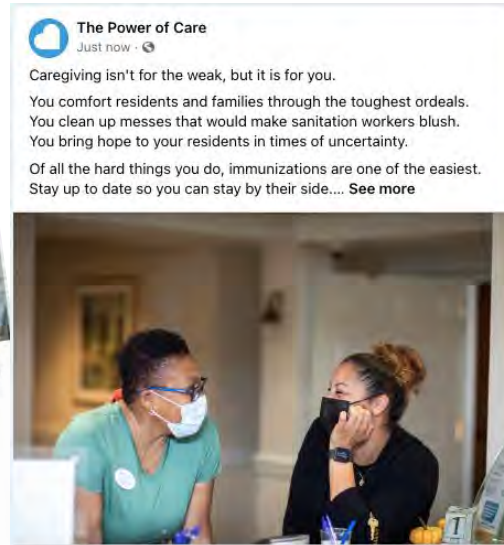
Campaign results are being tracked and are to be reported on a monthly basis.

Sample Creative



Facebook Page: The Power of Care




Social Posts: The Power of Care



Social Ads: The Power of Care

 **The Power of Care**
Sponsored · 

Those who need you, need you to be healthy. Stay up to date on your immunizations.



the power of care

MAINEPOWEROF CARE.COM

Take care of you first
If not for you, for them.

[Learn more](#)

 **The Power of Care**
Sponsored · 

Protect your residents with immunizations against the flu, covid-19, and other diseases.



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Banner Ads: The Power of Care



**Take care
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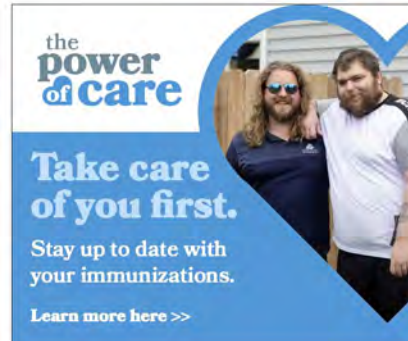
If not for you, for them.

Protect the ones you care for from the flu
and COVID-19. [Learn more here >>](#)



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Landing Page:

The Power of Care



6:03 PM
(207) 203-7629
CARE


Ready to take the next step?

Text **CARE** to **(207) 203-7629** to chat with a real person about scheduling an immunization, getting started as a caregiver, or returning to work.

**You're right to ask questions.
And we're here to help.**

Why are immunizations important? +

How do immunizations work? +




the power of care

Those who **need you**,
need you to **be healthy**.

Caregiver. The word alone means so much. Giver of care, comfort, trust, companionship. More than just a profession – for many, caregiving is a calling. And for the people you care for and their families—it's a lifeline. Staying up to date on certifications and immunizations is just another way that you offer the best, safest and most compassionate care possible. **Do it for you. Do it for them. Do it because you are the one who gives care.**

[Find an immunization site near you](#)



Brochure & Business Card



Scan here to learn more. Staying up to date with your immunizations keeps you, your family, and those you provide care for in the healthiest place.



“

I knew going into work every day that I was protecting the residents I care for.”

- Taylor

the
power
of **care**

Learn more at MainePowerofCare.com



the
power
of **care**

**If not for
you, for them.**

It's time to get up to date
on your immunizations.

Those who **need you,**
need you to be **healthy.**

You're up before the sun rises. And head home after the sun sets. It's day-in, day-out, 100% hands on. Some people do a job; you have a calling. And the people who depend on your special kind of care count on you to be there. The best way to protect yourself and those you care for against the flu and the COVID-19 virus is to get regular immunizations.



FAQs

Why are immunizations important?

The more people who are immunized, the fewer people who will be infected, and the less widely a disease can spread. Even if you're not worried about getting sick yourself, being immunized makes you less likely to spread disease to the more vulnerable people you care for. Simply put, immunizations save lives.

How do immunizations work?

Basically, an immunization is a way to train your body. Once your body detects an immunization, it learns how to attack and defend itself, so that it's ready to fight off the real virus.

How do I get immunized?

You can get immunized at your doctor's office, most drugstores and pharmacies, or at immunization clinics across the state. You can find an immunization site by scanning the QR code on this brochure or you can text CARE to 12345 and a representative will help you schedule an appointment.

Are the immunizations free?

Yes. For people covered by Medicare, Medicaid, and most commercial insurance plans, the vaccines will be covered with no out-of-pocket cost. If you don't have insurance, any administrative fees charged by participating providers will be paid for by the federal Provider Relief Fund—so you don't have to pay anything for your immunizations.

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