Long-Term Care Staff Vaccine Outreach and Education

Campaign Update
the power of care
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
- Instagram posts https://instagram.com/mainepowerofcare?igshid=NjZiMGl4OTY=
- 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

Caregiving isn’t for the weak, but it is for you. You comfort residents and families through the toughest ordeals. You clean up messes that would make sanitation workers blush. You bring hope to your residents in times of uncertainty. Of all the hard things you do, immunizations are one of the easiest. Stay up to date so you can stay by their side... See more

As a direct care and support professional, you know you’re one of the toughest, most caring people in the room. But you can’t give care if you don’t take care of yourself. Those who need you need you to be healthy. Learn more about how you can care for yourself in order to give care to others. That’s the power of care.

#PowerOfCare #ManePowerOfCare #ManeDirectCare #HealthcareHeroes #DirectCareWorkers
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**
  - **Sponsored**
  - Protect your residents with immunizations against the flu, covid-19, and other diseases.

*Source: [MAINEPOWEROF CARE.COM](http://MAINEPOWEROF CARE.COM)*
Banner Ads: The Power of Care
Landing Page:
The Power of 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? +

Those who need you, need you to be healthy.

Caregivers. 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 lifetime. 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
If not for you, for them.

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

Learn more at MainePowerofCare.com
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.

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### 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.
Those who need you, need you to be healthy.
Get up to date with your immunizations.

Scan here to learn more.