

## **“Moving Healthy Ahead” Campaign Checklist and Instructions**

IHA is pleased to provide you with the communications tools below for use in your local market. Your participation in IHA’s “Moving Healthy Ahead” campaign will help spread the word to patients and communities across the state that Illinois hospitals are safe places to receive needed care.

- Print ads;
- Digital ads;
- Posters;
- Social media posts;
- Billboards;
- Radio script; and
- Press release.

These tools allow you flexibility in communicating with your local audiences, while reinforcing key messages statewide in this collaborative public awareness campaign. You can customize these materials with your own logo and call-to-action.

### **Print and Digital Ads**

- We have two versions of each print and digital ad—high-resolution files for you to add your hospital or health system logo and low-resolution files with our generic “Anytown Hospital” logo for you to see what each customized ad looks like.
- There are four print ads and four digital ads for you to choose among.
- Local publications, printers and/or your in-house design team can add your hospital logo and desired call-to-action in the space provided.

### **Posters**

- We are offering two poster designs to prominently display the campaign’s messages in your hospital and in community locations visible to the public.
- You can customize the high-resolution files with your hospital or health system logo. These 24-by-36-inch posters are intended for professional printing.
- The low-resolution files show you how each poster looks with our generic “Anytown Hospital” logo.

### **Social media posts**

- We are providing four campaign images with suggested copy suitable for all social media platforms.
- You can customize the copy and include a link to your hospital's or health system's website. See a [preview](#) of how the images will appear on Facebook.
- IHA will also share these message on our social media channels.

### **Billboards**

- We have three billboard sizes for hospitals and health systems to choose among: 14 feet by 48 feet, 10-feet-6-inches by 36 feet and 10 feet by 40 feet.
- You can customize each billboard with your logo. We included a 14-by-48 sample file to show you how the billboards look with our generic "Anytown Hospital" logo.
- We encourage you to place billboards in prominent locations to reach your community.

### **Radio Script**

- We are supplying a script for 20 seconds of a 30-second radio spot, leaving you 10 seconds to identify your hospital or health system and include a call-to-action for your community.
- You can work with your local radio stations to produce this radio spot or you can ask the station to provide you with a live on-air read of the script.

### **Press Release**

- Our press release template is set up for you to customize.
- By adding your hospital's or health system's logo and leadership quotes your customized press release will have more traction with your local media contacts.

Please join IHA in this important initiative. The patients and communities you serve need to know that your hospital is safe and ready to provide needed care during the pandemic. Together, let's move healthy ahead!

If you have questions, please contact Valerie Culver, Assistant Vice President, Corporate Communications and Marketing Strategies, at [vculver@team-iha.org](mailto:vculver@team-iha.org) or at 630- 276-5526