

State communication
A message from Louisiana Department of Health

LDH COVID-19 Social Media Toolkit

Louisianans ages 5 and up can now receive the COVID-19 vaccine, following the Centers for Disease Control and Prevention's (CDC) action yesterday formally recommending the use of the Pfizer COVID-19 vaccine for this age group.

Here is the press release LDH issued in support of and formally adopting the recent CDC recommendation that children ages 5 and up get vaccinated.

Latest toolkit: Linked here is the **latest social media toolkit** from LDH's Bring Back Louisiana campaign. The toolkit is almost entirely focused on the EUA of the COVID-19 vaccine for children ages 5 and up. It includes key messages, social graphics, and sample posts, and edits are being made to a flyer and FAQ one-pager that should be added tomorrow. Please do share these key messages and assets with your team members and widely with stakeholders.

New webpage: We also now have a new subpage on our website (ldh.la.gov/kidvax) where you can find basic Q&A and the video from the technical briefing with media from today. This webpage will continue to get built out over the coming days.