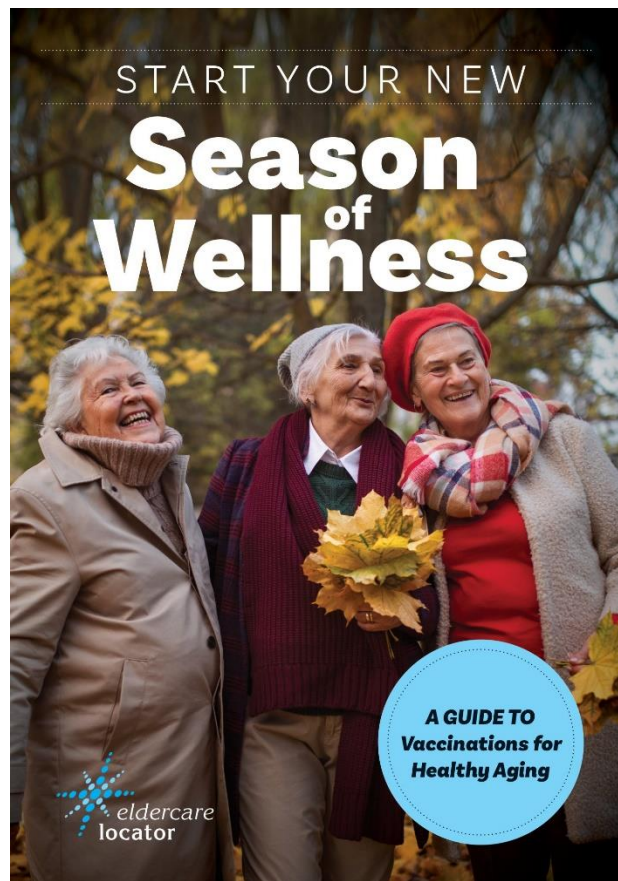


## 2023 Home for the Holidays Campaign

### Aging Network Toolkit

#### *Start Your New Season of Wellness: A Guide to Vaccinations for Healthy Aging*



## About Home for the Holidays Campaign

Tied to the holiday season, the annual Eldercare Locator campaign shines a light on an important topic affecting the health and wellness of older adults. The Eldercare Locator is funded by the U.S. Administration for Community Living and administered by USAging.

## About This Toolkit

USAging has developed this toolkit to help Area Agencies on Aging, Title VI Native American Aging Programs and other organizations in the Aging Network share information on connecting older adults, caregivers and families with vaccines and local resources to help make getting vaccinated easy. Organizations can customize and use these materials, which include sample social media posts, a newsletter article and a press release template, to participate in the 2023 Home for the Holidays campaign and share information about their own resources for vaccinations. For more information about the campaign, to order the brochure and to view other materials, visit [www.usaging.org/h4h2023](http://www.usaging.org/h4h2023).

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- Sample Newsletter Article
- Sample Press Release

## Sample Social Media Posts

### X (Formerly Twitter)

- The @EldercareLoc & @theUSAging have launched the 2023 #HomeForTheHolidays campaign! This year's campaign connects #OlderAdults and #caregivers with information on vaccines and resources that can help make getting vaccinated easy. [www.usaging.org/h4h2023](http://www.usaging.org/h4h2023) #H4H2023 @ACLGov
- We're excited to participate in #HomeForTheHolidays, a campaign led by the @EldercareLoc and @theUSAging! This year's campaign connects #OlderAdults with information on vaccines and resources that can help make getting vaccinated easy. [www.usaging.org/h4h2023](http://www.usaging.org/h4h2023) #H4H2023 @ACLGov
- You know why you should #GetVaccinated, but you may not know where and how. The @EldercareLoc can help! Find local resources in your area and protect yourself by getting your annual #vaccines. [www.usaging.org/h4h2023](http://www.usaging.org/h4h2023) @ACLGov
- Stay healthy, safe and connected this holiday season by keeping up to date with #vaccines. The @EldercareLoc can help you find, schedule and get to your appointment. Call 1-800-677-1116 or visit [eldercare.acl.gov](http://eldercare.acl.gov) to get started. #HomeForTheHolidays #GetVaccinated @ACLGov
- Do you or a loved one need help getting #vaccinated? [Agency Name] can help! Call [Phone Number] or visit [website URL] to learn more. #HomeForTheHolidays #GetVaccinated

### Facebook

- The @eldercarelocator, @ACLGov and @theUSAging have launched the 2023 Home for the Holidays campaign! This year's campaign connects older adults, caregivers and families with information on vaccines and local resources that can help make getting vaccinated easy. [www.usaging.org/h4h2023](http://www.usaging.org/h4h2023)
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- You know why you should get vaccinated, but you may not know where and how. The @eldercarelocator can help! Find local resources in and around your area and protect yourself by getting your annual vaccines. [www.usaging.org/h4h2023](http://www.usaging.org/h4h2023)

- Stay healthy, safe and connected this holiday season by staying up to date with vaccines. The @eldercarelocator can help you find, schedule and get to your appointment. Call 1-800-677-1116 or visit [eldercare.acl.gov](http://eldercare.acl.gov) to get started.
- Do you or a loved one need help getting vaccinated? [Agency Name] can help! Call [Phone Number] or visit [website URL] to learn more.

## Instagram

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## Sample Newsletter Article

### **Prioritize Your Health This Holiday Season** **[Agency Name] Can Help You Get Vaccinated**

If you're age 60 and older, protect yourself and your loved ones this holiday season. Add annual vaccines to your to-do list and we'll help you check it off.

[Agency Name] is participating in this year's Home for the Holidays campaign, a national campaign led by USAging and the Eldercare Locator. The campaign features a brochure, *Start Your New Season of Wellness: A Guide to Vaccinations for Healthy Aging*, and vaccine fact sheet, which highlight the important and potentially life-saving role vaccines play in helping older adults stay healthy and connected to local, community-based resources they can use to access vaccines.

Do you need help getting vaccinated? [Agency Name] can help! Call [Phone Number] or visit [website URL] to learn more.

## Sample Press Release

Agency Logo

**FOR IMMEDIATE RELEASE**

**November/December XX, 2023**

**CONTACT:** Staff media contact name and title  
Direct dial and/or cell phone / Staff email address

### **[Agency Name] Joins National Campaign to Encourage Older Adults To Get Vaccinated**

**City, State**— To help older adults stay healthy this winter season, [Agency Name] is participating in Home for the Holidays, a national campaign led by the Eldercare Locator and USAging. This year’s campaign connects older adults, caregivers and families with information on vaccinations.

Staying up to date on vaccinations is a vital part of healthy aging. Vaccines serve as a safe and reliable defense against serious illness, protecting the health of individuals, their loved ones and others in their community. This is especially true for adults age 60 and older, as aging gradually weakens immune systems and makes older adults increasingly vulnerable to numerous illnesses.

A new Home for the Holidays brochure, *Start Your New Season of Wellness: A Guide to Vaccinations for Healthy Aging*, and a vaccine fact sheet, highlight the important and potentially life-saving role vaccines play in helping older adults stay healthy. And they connect older adults to local, community-based resources that can help them get vaccinated.

“This is a time of year when many people gather with family or friends. To stay healthy, it’s important for older adults to get vaccinated against the flu and other diseases.. [Agency Name] can share information about vaccines older adults may need and help find services, such as free vaccine clinics, transportation if needed, in-home vaccinations and onsite consultations with health care professional. For older adults, finding a vaccination appointment can be as simple as giving us a call or visiting our website at [Agency Phone Number and Agency URL],” says [AAA Director/Staff Name/Title].

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