

BE YOUR CHILD'S
HERO



2023 Media Toolkit

Many kids in Austin-Travis County are getting sick with upper respiratory infections, including COVID-19 and flu.

Young children run a high risk of getting seriously ill. Some children are even hospitalized due to COVID-19 or flu. Local health officials say that getting both infections at the same time can be very dangerous, especially for children.

Parent and caregivers want to do everything they can to protect their children. They want their children to enjoy activities like going to school, daycare, playing with friends and participating in sports. They want to protect them from flu and COVID-19, and avoid illnesses and hospitalizations.



austintexas.gov/BeYourChildsHero



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Get them up to date with COVID-19 vaccines

COVID-19 continues to affect our community. Children are just as likely as adults to get COVID-19, with some children getting so sick that they need to be hospitalized or placed on a machine to help them breathe. No parent wants their child to get sick. However, many children continue to be unprotected from COVID-19 because they have not yet been vaccinated. COVID-19 vaccines are safe and effective for everyone 6 months and older.



Proven safety

Before COVID-19 vaccines are approved, they are carefully studied to show that they are safe for everyone 6 months and older. Find more safety information at [cdc.gov](https://www.cdc.gov).



Continuous safety monitoring

After approval, COVID-19 vaccines are carefully monitored to make sure they're safe for children and teens. If scientists identify concerns, they rapidly share the information and use the data they collect to update COVID-19 vaccination recommendations.



Fewer chances of severe infection

COVID-19 vaccines continue to help millions of kids fight off severe infections, keeping them out of hospitals and emergency rooms. COVID-19 vaccines protect children from becoming seriously ill.



Smaller vaccine dose

Children receive a smaller dose of the COVID-19 vaccine than is given to adults. Their dose is just strong enough to protect them.



Better protection

The updated bivalent COVID-19 vaccine gives children added protection. Bivalent vaccines currently protect against the original COVID-19 strain as well as omicron subvariants.

Don't wait. Vaccinate your child today.


There's still time to vaccinate children against flu

Flu is a very contagious respiratory illness that affects millions of children every flu season. Any child can get sick with flu, but the following groups run a high risk of having serious flu complications:


- Children younger than 5 years old, and especially those under 2.
- Those with certain medical conditions, like asthma and diabetes.

A yearly flu vaccine is the best way to protect children from flu and its potentially serious complications. Anyone 6 months and older can get a flu vaccine.







Some of the benefits of flu vaccines are:




- They reduce the risk of flu illness and hospitalization.




- They have been shown to be lifesaving for children.



- They reduce your child's chances of getting flu and missing school or child care, and they reduce your own chances of having to miss work.



- If your child gets flu, vaccines can make the illness less severe.



- They help prevent spreading flu to family and friends, including babies younger than 6 months who are too young to get a flu vaccine.

Prevent infection

Parents can teach children how to protect themselves, their family and their community against respiratory infections. Help children follow these hygiene practices:



- Stay home if sick.



- Cough and sneeze into your inner elbow or a tissue.



- Avoid close contact with people who are feeling sick.



- Avoid touching eyes, nose and mouth.



- Wash hands often with soap and water.



Keep children home if they're sick and follow basic hygiene practices to minimize the spread of viruses. Let's make sure children are up to date with flu and COVID-19 vaccines. Visit [vaccines.gov](https://www.vaccines.gov) to find vaccine providers near you.

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Social Media Messages

Getting up to date with flu and COVID-19 is the best way to protect your kids from getting very sick with COVID-19 and flu. Use this toolkit to help parents and caregivers take this important step to protect their kids. Austin Public Health encourages you to use these messages on your social media platforms to reach out to English and Spanish speaking audiences.

Download social media graphics in [English](#) and [Spanish](#)

English Platforms



COVID-19 and flu have teamed up this season. #BeYourChildsHero and provide some vaccination armor for the highest level of protection! Vaccinate your kids and keep them safe. AustinTexas.gov/BeYourChildsHero



Kids look up to parents for protection and security. #BeYourChildsHero when you vaccinate them against COVID-19 and flu. Let kids be kids! Help them be in school and enjoy playground and social activities. Vaccinate them today! AustinTexas.gov/BeYourChildsHero



Our powerful scientist sidekicks have been working hard to study the science of protection. They created safe COVID-19 and flu vaccines for everyone 6 months and older. Gear up our young ones to fight flu and COVID-19. Vaccinate them today. AustinTexas.gov/BeYourChildsHero #BeYourChildsHero



It's game time! Nobody likes to be sick, especially our young ones. They have so much to do!

- Playdates
 - Playing sports
 - Playground time
 - Happy times with friends and family
- #BeYourChildsHero by keeping them healthy. Vaccinate them against flu and COVID-19. AustinTexas.gov/BeYourChildsHero



Hey, parents. With great power comes great responsibility! COVID-19 and flu vaccines have been shown to keep kids out of emergency rooms and hospitals and can be lifesaving. #BeYourChildsHero Vaccinate them today!
AustinTexas.gov/BeYourChildsHero



Superheroes, unite! There's a surge in flu infections in Austin and Travis County. Parents and caregivers, you still have time to vaccinate your children and protect them from the flu. #BeYourChildsHero vaccinate them today!
AustinTexas.gov/BeYourChildsHero



If your "Spidey-Sense" is tingling, there's a good reason. COVID-19 and flu are making children very sick and sometimes even sending them to hospitals. Protect your children with COVID-19 and flu vaccines. AustinTexas.gov/BeYourChildsHero #BeYourChildsHero



A lot of children have been sick with upper respiratory illnesses this season. Take control now. Vaccinate your children against flu and COVID-19 to prevent serious illness and hospitalization. Both vaccines are available for children 6 months and older. AustinTexas.gov/BeYourChildsHero #BeYourChildsHero



Our young sidekicks, especially those 2 years old and younger, are at risk of serious COVID-19 and flu infections. Help protect them with flu and COVID-19 vaccines. Both are recommended for children 6 months and older. #BeYourChildsHero keep them safe, happy and protected. [AustinTexas.gov/BeYourChildsHero](https://www.austintexas.gov/BeYourChildsHero)



The villains, COVID-19 and flu, can be stopped from causing serious illness and long visits to the hospital this year. Let's keep kids in school and in social activities! Vaccinate your children against COVID-19 and flu today. [AustinTexas.gov/BeYourChildsHero](https://www.austintexas.gov/BeYourChildsHero) #BeYourChildsHero

Spanish Platforms



El COVID-19 y la gripe se han aliado esta temporada. ¡Luche por su niño o niña y provéale la mejor protección! Vacune a su niño o niña para cuidar su salud. [AustinTexas.gov/SeaSuSuperheroe](https://www.austintexas.gov/SeaSuSuperheroe) #SeaSuSuperhéroe



Los niños y las niñas dependen de sus padres para su protección y seguridad. #SeaSuSuperhéroe vacunándoles contra el COVID-19 y la gripe para que no pierdan días de escuela, puedan divertirse en el recreo y asistir a las actividades sociales. ¡Proteja su niñez! ¡Vacune a su hijo o hija hoy! [AustinTexas.gov/SeaSuSuperheroe](https://www.austintexas.gov/SeaSuSuperheroe)



Los expertos en la ciencia de la protección han estudiado y formulado vacunas seguras contra el COVID-19 y la gripe para todas las personas de 6 meses de edad en adelante. Proteja a su hijo o hija del COVID-19 y la gripe. ¡Vacúnele hoy y #SeaSuSuperhéroe! [AustinTexas.gov/SeaSuSuperheroe](https://www.austintexas.gov/SeaSuSuperheroe)



¡El parque está listo! Nadie quiere enfermarse, especialmente los niños y las niñas. ¡Tienen tanto qué hacer!

- Reunirse con amistades
- Jugar deportes
- Disfrutar el recreo
- Divertirse con amigos y familiares

#SeaSuSuperhéroe y manténgales saludables. Vacúneles contra la gripe y el COVID-19. [AustinTexas.gov/SeaSuSuperheroe](https://www.austintexas.gov/SeaSuSuperheroe)



¡Un gran poder conlleva una gran responsabilidad! Se ha demostrado que las vacunas contra COVID-19 y la gripe ayudan a mantener a los niños y las niñas fuera de salas de urgencia y hospitales. De hecho, pueden salvarles la vida. #SeaSuSuperhéroe y vacune a su hijo o hija hoy! [AustinTexas.gov/SeaSuSuperheroe](https://www.austintexas.gov/SeaSuSuperheroe)



¡Superhéroes, únense! Hay un brote de infecciones de gripe en Austin y el Condado de Travis. Padres y proveedores de cuidado —aún tienen tiempo para vacunar a sus niños y niñas y protegerles de la gripe. #SeaSuSuperhéroe y vacúneles hoy! [AustinTexas.gov/SeaSuSuperheroe](https://www.austintexas.gov/SeaSuSuperheroe)



Si su súper poder de protección se ha activado, hay una buena razón. El COVID-19 y la gripe están enfermado a muchos niños y niñas y en ocasiones, enviándoles al hospital. Proteja a su hijo o hija con la vacuna contra el COVID-19 y la gripe. [AustinTexas.gov/SeaSuSuperhero](https://www.austintexas.gov/SeaSuSuperhero) #SeaSuSuperhéroe



Esta temporada muchos niños y niñas están enfermándose con infecciones de vías respiratorias superiores. ¡Tome el control ya! Vacune a su hijo o hija contra la gripe y el COVID-19 y evite visitas al hospital. Ambas vacunas son para personas de 6 meses de edad en adelante. [AustinTexas.gov/SeaSuSuperhero](https://www.austintexas.gov/SeaSuSuperhero) #SeaSuSuperhéroe



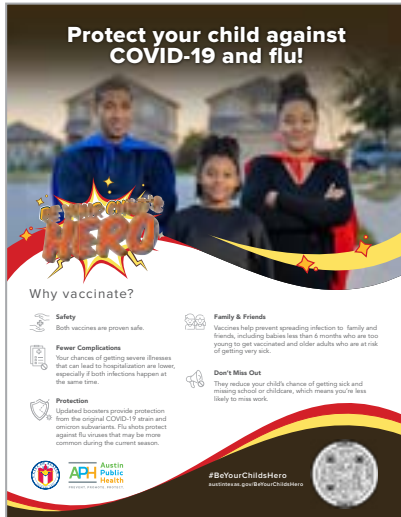
Nuestros pequeñines, especialmente los menores de 2 años están en riesgo de infecciones graves de COVID-19 y gripe. Protéjalas con vacunas contra COVID-19 y la gripe. Ambas están disponibles para niños y niñas que tienen al menos 6 meses de edad. #SeaSuSuperhéroe por su seguridad, felicidad y protección. [AustinTexas.gov/SeaSuSuperhero](https://www.austintexas.gov/SeaSuSuperhero)



Detenga a los villanos COVID-19 y gripe —prevenga las enfermedades graves y hospitalizaciones este año. ¡Mantengamos a los niños y a las niñas en la escuela, permitiéndoles participar en actividades escolares y sociales! Vacúneles contra COVID y la gripe hoy. [AustinTexas.gov/SeaSuSuperhero](https://www.austintexas.gov/SeaSuSuperhero) #SeaSuSuperhéroe

Other Tools and Resources

Flyers

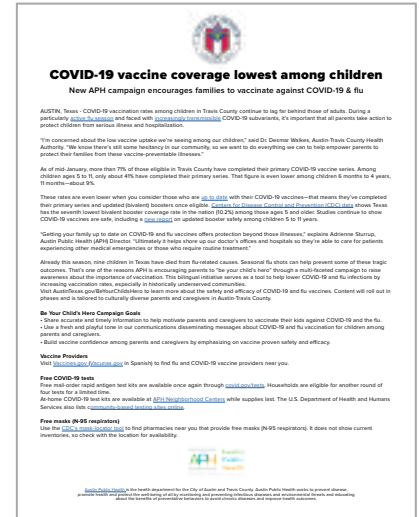


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Press Release



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Videos



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On-Air Broadcasting



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