

# Well Care Visit Marketing Campaign

As part of our ongoing commitment and partnership during the COVID-19 pandemic and recommendations from the AAP about the critical importance of continued well-child care and immunizations during this time, Children's Hospital Colorado has put together language and marketing materials to support well-child care that you can customize and brand for your own practice. It is our goal to ensure the health and safety of the more than 2 million children and adolescents in our region.

## Background:

- Parents believe it is unsafe to bring their children to well care visits.
- Because well care visits have decreased, vaccine rates are down across the country.
- *There are serious risks to delaying preventative care for kids*

## Assessment:

We have created materials to help get the word out. The content was reviewed by your peers, explains the importance of well visits and vaccinations, and highlights that it is safe to visit clinics and hospitals to receive necessary healthcare, even during the COVID-19 pandemic. The materials are drafted to fit the most popular communication channels to connect with your patients and families.

- Website image: re-sizeable
- Facebook image: 1200 x 630, and 1200 pixels square
- Instagram image: 1200 pixels square
- LinkedIn image: 1200 x 27
- Twitter image: 1200 x 628
- MyChart image (if a PedsConnect user)
- Printable PDF digital flyer -Push this out through email or link to this it
- General messaging you can repurpose as needed - aka copy, wording.

## Recommendations:

- *Distribute well care visit marketing materials as soon as possible to help increase well care visits and persuade parents/patients that your clinic is safe.*
- *Parents prefer different ways of connecting. Push these materials in all your communication channels.*
- *Share these additional resources to support this campaign internally and externally as you see fit.*
  - [Children's Colorado article: "The Many Benefits of Well-Care Visits"](#)
  - [New York Times article about the impact of children falling behind on their well child visits](#)
  - [Lancet article about delayed care in Italy resulting from fear of COVID-19](#)
  - [AAP guidance to ensure continued care for children during pandemic.](#)
  - [Denver Post article: "Colorado pediatricians get creative to provide regular care for kids"](#)

If you have questions, please reach out to your Physician Relations Representative, Lauren Galloway Coates, Stacy Fox or Johnie Bernstein, [physicianrelations@childrenscolorado.org](mailto:physicianrelations@childrenscolorado.org)