

MAKE THE GRADE

Campaign Mission:

To reduce the spread and negative effects of highly transmissible respiratory illnesses (COVID-19, RSV, Flu A&B, etc.) in school populations across Missouri by encouraging testing, vaccinations and prevention strategies.

Introduction

The Missouri Department of Health and Senior Services (DHSS) engaged Elasticity, a St. Louis based media firm, to develop a messaging campaign to encourage students, families and school staff to practice healthy behaviors to prevent the spread of respiratory illness, such as COVID-19 and the flu. This document provides information about the campaign materials available for Missouri K-12 schools to use. **Find downloadable materials and more information at [MOMaketheGrade.com](https://www.momakethegrade.com).**

Background

The leading idea for the campaign's concept is to offer positive encouragement and reinforcement. The campaign gives the audience the answers to succeed against respiratory illnesses and then celebrates their work by giving them a positive "grade" to match the school theme.

Media Strategy

To reach the intended audiences, the campaign combines hyper-targeted online and offline material placements with messages that will remind, encourage, and educate parents, families, and educators to take preventive and protective measures against all respiratory infections.

Target Audiences

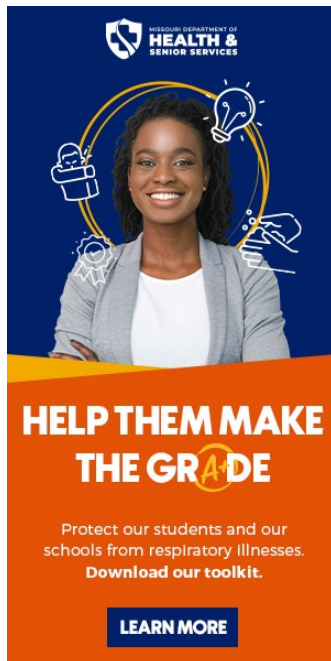
Elasticity developed campaign materials for the following audiences:

- Parents with child(ren) under 18
- Families with children under 18
- School staff, primarily teachers and administrators

Campaign Materials


Website Banners (available for download)

Place a banner on your website for easy access to materials on preventing respiratory illnesses. These images have an embedded link to MOMaketheGrade.com.



Posters

Hang these posters in schools and other places where youth frequent. They give information needed to earn great marks in sneezing, staying home or being prepared. These are available for download in 8" x 10" and 11" x 14". DHSS will also have printed posters available for order when available.




GET AN **A+** IN SNEEZING

Feel a sneeze (or cough) coming on?
Here are things you can do to not spread germs.

- Step 1:** Move away from others when you sneeze or cough
- Step 2:** Cover your nose and mouth with a tissue or your elbow
- Step 3:** After you've sneezed or coughed, wash your hands as soon as possible

Protect yourself and your school from getting sick. Visit:
MOMakeTheGrade.com



Become Head of the Class in Hand Washing

Washing your hands often is a great way to stop the spread of germs in your school. Here's how you can **Make The Grade**.

- Step 1:** Wash your hands with soap & warm water for at least 20 seconds (that's as long as singing the Happy Birthday song twice)
- Step 2:** Dry your hands with a paper towel
- Step 3:** Use the paper towel to turn off the faucet and then throw the towel away

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Know What it Takes to Make the Grade

HELP REDUCE THE SPREAD OF SICKNESS IN YOUR SCHOOL:

- 1.) Wash your hands often
- 2.) Avoid touching your face
- 3.) Keep away from sick people
- 4.) Stay home when you're sick
- 5.) Be up to date on vaccines

Find more tips, visit
MOMakeTheGrade.com



Videos—A Germ’s Life

In developing a concept for the video, one of the guiding questions the planning group wanted to answer was “How do we convince parents, caregivers, and students to move beyond what is convenient and do what’s best for ourselves and those around us?”

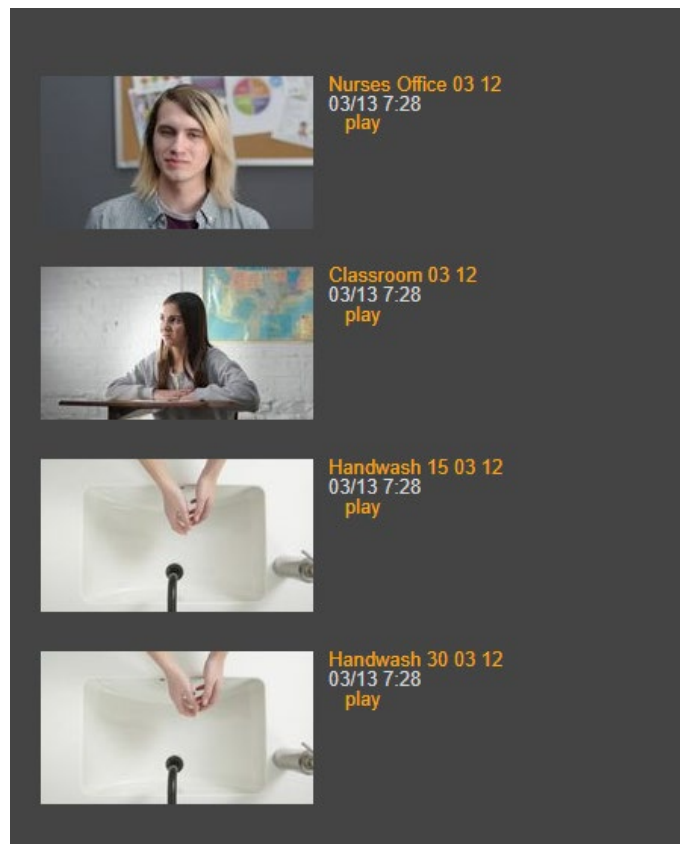
The answer?

Keep. It. Simple.

Make it easy to understand, easy to enact and easy to remember.

A germ’s world, though microscopic, is filled with havoc. The campaign depicts that havoc — and what you can do about it. Like a bad punk rock video, germs are dancing and making mayhem in the microscopic world they are in. We alter this chaotic scene with a student doing what can be done to eradicate or avoid it, such as hand washing and covering their sneeze.

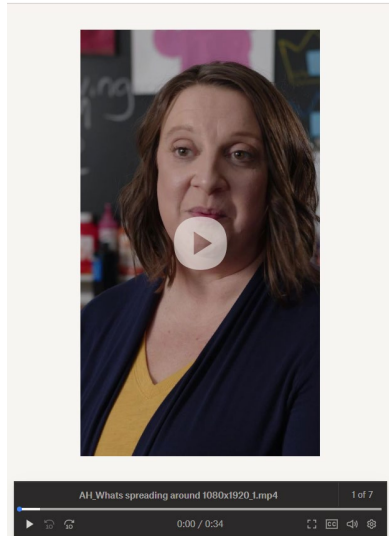
Videos are 15 or 30 seconds and will be played on social media channels.



Audio File (30 seconds) (available for download)

Our students are being tested. Not just by math and history, but also by respiratory illnesses like the flu and COVID-19. Study up on ways to reduce your risk of getting sick, like washing our hands often, avoiding touching our eyes, nose and mouth and encouraging students to stay home from school when they’re feeling ill. Only then can we make the grade and make our schools a healthier place. Learn more about respiratory illnesses and how to prevent them at M-O make the grade dot com.

Videos—Featuring Missouri School Nurses



A series of short video clips of Missouri school nurses encouraging behaviors to prevent the spread of respiratory illness.

Digital and Social Media Images (available for download)

Showing diverse sets of students across different grade levels, the materials highlight how to take the proper precautions and earn top marks in avoiding getting sick. Materials will include static images, motion graphic videos, carousel ads and stories.



Digital Images (available for download)


You can
MAKE THE GRADE
and protect our schools
from illness.

To learn more, visit
MOMakeTheGrade.com



Respiratory illnesses
are testing our students.
Help them **Make the Grade.**

To learn more, visit
MOMakeTheGrade.com



You can **Make the Grade** and
protect our schools from illness

To learn more, visit **MOMakeTheGrade.com**



GET AN **A+ IN
HAND WASHING**

Washing your hands with
soap and water for at least
20 seconds is a great way to
reduce the spread of germs.

Learn more healthy tips
at **MOMakeTheGrade.com**



EARN AN **A+
IN SNEEZING**



**MAKE THE
GR**A+**DE
TO STAY
HEALTHY**

1. Wash hands often.
2. Cough into elbow.
3. Stay home when sick.



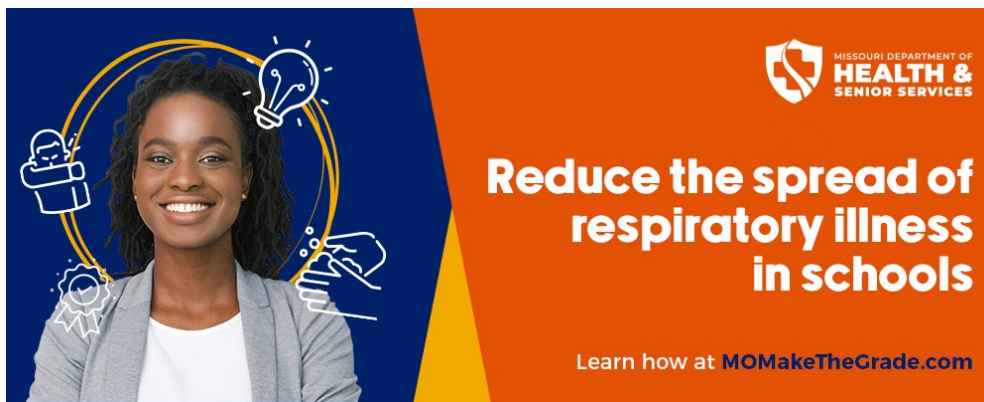
Billboards (not available for download but check them out on Missouri highways)



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**

YOU CAN MAKE THE GRADE

Prevent respiratory illness in schools at
MOMakeTheGrade.com



MISSOURI DEPARTMENT OF
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SENIOR SERVICES**

Reduce the spread of respiratory illness in schools

Learn how at MOMakeTheGrade.com



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