



EVERY OCTOBER · RSVAWARENESSMONTH.ORG



RSV
AWARENESS MONTH

Campaign Toolkit

For partners, clinics, pharmacies, advocates and anyone who wants to help. The messages, materials and how-tos to take part — every October.

AN INITIATIVE OF  **AHIS**
alliance for health
implementation science

One month. Five communities. Eligible to protected.

RSV is a common respiratory virus — for most people, a cold. For babies, older adults and people with chronic heart or lung conditions, it can mean the hospital. Protection now exists across the lifespan. RSV Awareness Month makes sure the people who are eligible know it, and know what to ask for.

WHEN

Every October — the start of RSV season, the moment to get protected before it peaks.

HOW

Trusted voices — clinics, pharmacies, advocates, employers — share one clear message: who's eligible, and what to say.

THE GOAL

Close the gap between people who are eligible for RSV protection and people who are protected.

WHERE IT LIVES

rsvawarenessmonth.org — a plain-language page for each community, with every recommended option and where to get it.

Five communities



Hashtags

#RSVAwarenessMonth

Use #RSVAwarenessMonth every year. Add the year tag (for example, #RSV26) — it's on the calendar insert at the back of this toolkit.

Independent by design

A disease-awareness campaign convened by the Alliance for Health Implementation Science (AHIS). Content follows CDC guidance and is written and approved by AHIS alone. Sponsors receive recognition only and do not shape content.

KEY MESSAGES

Three things everyone should hear.

01

RSV isn't just a cold.

For babies, older adults and people with chronic conditions, it's a leading cause of hospital stays.

02

Protection exists — across the lifespan.

In pregnancy, for babies, for older adults and for adults at higher risk.

03

Ask today. Know what to say.

One question at the right visit is the difference between eligible and protected.

COMMUNITY	SHORT — FOR SOCIAL	LONG — FOR NEWSLETTERS AND WEB
Infants & Families	Babies are hit hardest — and can be protected from birth.	RSV is the leading cause of hospitalization for babies in the U.S. Protection is available in pregnancy or for your baby right after birth. Before you leave the hospital, ask: “Did my baby get RSV protection?”
Pregnancy	One vaccine late in pregnancy protects your baby from day one.	An RSV vaccine late in pregnancy, during RSV season, passes protection to your baby before birth — when RSV is most dangerous. Ask your OB, midwife or pharmacist whether it's the right time for you.
Older Adults	For older adults, RSV isn't just a cold. One dose helps.	RSV sends tens of thousands of older adults to the hospital each year. Many older adults — and younger adults with certain conditions — are eligible for an RSV vaccine. It's one dose, not every year. Ask your pharmacist or provider.
Chronic Lung & Heart	Living with COPD, asthma or heart disease? RSV hits harder.	RSV can turn a manageable condition into a hospital stay. If you live with chronic lung or heart disease, ask whether an RSV vaccine is right for you — and plan ahead for RSV season.
Clinicians & Care Teams	Eligible isn't protected. A clear recommendation closes the gap.	A clear recommendation from a trusted clinician is the strongest driver of immunization. Standing orders, registry checks and birth-hospital workflows turn eligible patients into protected ones.

Keep messages about the disease and recommended protection — no product promotion. Specific ages, timing and options change with CDC guidance; link to [rsvawarenessmonth.org](https://www.rsvawarenessmonth.org) instead of repeating them, and the facts stay current.

One theme a week. Post once, or all month.

The same four-week arc runs every October. Join for one week or all four — every post helps.

WEEK 1

Launch: know your risk

Kick off with the launch message and your partner graphic.

- Post the launch message
- Add the mark with your logo
- Put up posters

WEEK 2

Older adults & chronic conditions

“One dose, not every year.” Point people to the pharmacy.

- Older adults message
- Chronic lung & heart message
- Pocket cards at the counter

WEEK 3

Pregnancy & newborns

The window in late pregnancy, and the question to ask before leaving the hospital.

- Pregnancy message
- Infants & families message
- Posters in OB and pediatric offices

WEEK 4

Ask today

What to say at the appointment. Thank your community and share what you did.

- Clinicians message
- Share your results
- Tell us what you did

The yearly calendar insert

Each year we publish a one-page insert with that October's dates, the year hashtag and key campaign dates. The current insert is the last page of this toolkit.

Clinicians, every week

Care teams carry the campaign all month: offer protection at every visit, use the quick-reference card, and put pocket cards in every eligible patient's hand.

Copy, paste, share.

LinkedIn

Lead with why your organization cares. Add a graphic and tag partners.

Facebook & Instagram

Graphic first, short caption. On Instagram, put the link in your bio.

X, Threads & Bluesky

The short message and the community link. One idea per post.

Newsletters & web

Use the long message and link the community page.

LAUNCH · EVERYONE

October is #RSVAwarenessMonth. RSV is the leading cause of infant hospitalization in the U.S. — and protection now exists for babies, during pregnancy and for older adults. Find what's right for you: rsvawarenessmonth.org

PREGNANCY

Expecting during RSV season? An RSV vaccine late in pregnancy protects your baby from day one. Ask your OB or midwife. rsvawarenessmonth.org/pregnancy #RSVAwarenessMonth

CHRONIC LUNG & HEART

Living with COPD, asthma or heart disease? RSV can hit harder. Ask whether an RSV vaccine is right for you. rsvawarenessmonth.org/chronic-lung-heart #RSVAwarenessMonth

OLDER ADULTS

Older adult, or living with a condition like COPD, heart disease or diabetes? You may be eligible for an RSV vaccine — one dose, not every year. Ask your pharmacist. rsvawarenessmonth.org/older-adults #RSVAwarenessMonth

INFANTS & FAMILIES

New baby this RSV season? Before you leave the hospital, ask: “Did my baby get RSV protection?” rsvawarenessmonth.org/infants #RSVAwarenessMonth

CLINICIANS & CARE TEAMS

Eligible isn't protected. A clear recommendation is the strongest driver of RSV immunization. Tools for care teams: rsvawarenessmonth.org/clinicians #RSVAwarenessMonth

SAMPLE LINKEDIN POST

This October, [Organization] is proud to support RSV Awareness Month. RSV is a leading cause of hospital stays for babies and older adults — and today there's protection for babies, during pregnancy, and for older adults and people living with chronic conditions.

The gap isn't science. It's awareness. Many people who are eligible don't know it, or don't know what to ask. Find your community and what to say at rsvawarenessmonth.org. #RSVAwarenessMonth

Five ways to take part.

01

Add your logo to the campaign mark

1. Download the partner logo toolkit (PowerPoint).
2. Pick a design and drop your logo into the placeholder.
3. Export as PNG and post it — two minutes, start to finish.

02

Print and post

1. Download posters and quick-reference cards.
2. Type your name in the “Brought to you by” box, or stamp it after printing.
3. Post at eye level where people wait: check-in, exam rooms, pharmacy counters, restroom doors.

03

Host an event

1. Pick a format: a clinic or pharmacy vaccine day, a lunch-and-learn, or a community talk.
2. Use the community pages as your script — who’s eligible and what to say.
3. Invite a clinician or pharmacist to answer questions.
4. Send us the details to be listed.

04

Share on social and in newsletters

1. Choose the messages that fit the people you serve.
2. Pair each with a community graphic.
3. Use #RSVAwarenessMonth and link the community page.

05

Tell us what you did

1. Email info@ahis.org: what you shared, where, and roughly how many people you reached.
2. Add photos (with permission) or a short story.
3. We include partner activity in the campaign recap.

No time? Do one thing.

Post the launch message on October 1 with your partner graphic. That’s enough to count — and it reaches people who need to hear it.

MATERIALS

Everything, in one place.

All materials are free to download at rsvawarenessmonth.org, under Materials. Each year's versions are posted by September.

 Partner logo toolkit	PowerPoint — add your logo to the campaign mark, export, share.
 Logos & social graphics	The campaign mark, community badges, social covers (SVG + PNG).
 Posters & flyers	One per community, English and Spanish, letter and 11×17, with a “Brought to you by” box.
 Quick-reference cards	A two-sided clinician card and cut-apart patient pocket cards.
 Community pages	Plain-language pages: who’s eligible, every recommended option, where to get it, what to say.
 CDC: RSV basics	The source behind every campaign fact — cdc.gov/rsv .

USING THE BRAND

Do

- Use the campaign mark and graphics as provided.
- Add your logo in the space provided — the partner toolkit and the “Brought to you by” boxes.
- Link to rsvawarenessmonth.org so people get current facts.
- Adapt the wording for your audience.
- Use the materials freely for non-commercial awareness.

Don't

- Change the mark, artwork or colors.
- Change the health facts or the eligibility details.
- Pair campaign materials with product advertising or promotion.
- Imply AHIS endorses your organization, products or services.
- Sell the materials or use them for fundraising without permission.

JOIN US

Get on the partner wall. Free.

1

Go to the partner page

rsvawarenessmonth.org/partner

2

Add your details and logo

Name, organization and website.
Upload your logo (SVG or PNG,
transparent background).

3

Submit

We review every submission and add approved partners to the wall.

Interested in sponsoring?

Sponsorship funds promotion, materials and reach for the campaign. Email info@ahis.org for the sponsor toolkit.

Questions, an event or a story?

Email info@ahis.org. We reply within one business day.

Every eligible person, protected.

Thank you for carrying RSV Awareness Month into your community.

rsvawarenessmonth.org

AN INITIATIVE OF



RSV Awareness Month 2026.

#RSVAwarenessMonth

#RSV26

WEEK 1

Oct 1–7

Launch: know your risk

THU OCT 1

Launch day — post the launch message and your partner graphic

OCT 1–7

Put up posters; pocket cards at the counter

WEEK 2

Oct 8–14

Older adults & chronic conditions

OCT 8–14

Older adults and chronic lung & heart messages

SAT OCT 10

Join the partner wall by today to be featured

WEEK 3

Oct 15–21

Pregnancy & newborns

OCT 15–21

Pregnancy and infants & families messages

THIS WEEK

Posters in OB, pediatric and birth-hospital settings

WEEK 4

Oct 22–31

Ask today

OCT 22–31

Clinicians message; what to say at the appointment

SAT OCT 31

Thank your community; send us what you did

THURSDAY, OCTOBER 1

Campaign launch. Post the launch message with your partner graphic.

SATURDAY, OCTOBER 31

Campaign closes. Send what you did to info@ahis.org.

SATURDAY, OCTOBER 10

Join the partner wall by today to be featured for the heart of the month.

NOVEMBER

Campaign recap shared with every partner.

The 2026–27 materials — posters, quick-reference cards and community pages — reflect CDC recommendations for the 2026–27 season. All at rsvawarenessmonth.org.