



RSV Messaging

GRAPHIC 1:



CAPTION: Learn about RSV (respiratory syncytial virus) infection, if you are at high risk for serious illness, and how to protect yourself and your family. health.ny.gov/RSV

GRAPHIC 2:



CAPTION: Typical symptoms of RSV infection resemble the common cold: runny nose, coughing, sneezing, fever, wheezing, and decreased appetite. However, the infection can also result in pneumonia for those who are vulnerable. health.ny.gov/RSV

GRAPHIC 3:



Public Health Toolkit Social Media



THIS SEASON PROTECT AGAINST RSV

It's important to take the same precautions against RSV as you would other respiratory illnesses that circulate during fall and winter.

health.ny.gov/RSV

NEW YORK STATE Department of Health

The graphic features a dark purple background with a family of four (a woman, a man, and two children) standing together. To their right is a large white shield with a blue cross. The background is decorated with stylized blue and white virus particles and yellow sun-like icons. The text is in white and yellow, and the New York State logo is in the bottom right corner.

CAPTION: If eligible, get vaccinated against RSV and stay up to date with other vaccinations. Reduce risk with good hand hygiene, keep social distancing and stay when sick. Learn more about protecting yourself and family. health.ny.gov/RSV