



# COMMUNICATIONS TOOLKIT

Version 2.0 | December 11, 2023

### **PURPOSE**

This toolkit is a resource for members to help enhance the effectiveness of advocacy efforts by:

- Providing a clear, consistent message, and
- Offering a compilation of templates for social media engagement





### "ELEVATOR PITCH"



Hi. My name is [Insert Your Name] and I am with CIAN, the Canadian Immunocompromised Advocacy Network.

Our mandate is to unite and amplify the diverse voices of all immunocompromised Canadians to increase awareness of their continued challenges and to advocate for broader, faster and more equitable access to life saving and life-altering prophylactics and therapeutics. By protecting more Canadians we will improve quality of life and significantly reduce hospitalizations for vulnerable populations.

I am happy to send you the CIAN website and position paper for your review.





### EMAIL TEMPLATE

#### Dear [Insert Name]:

On behalf of the <u>Canadian Immunocompromised Advocacy Network</u> (<u>CIAN</u>)\_I am excited to share with you our <u>position paper</u>. This work outlines call to actions that unify and amplify diverse voices of all immunocompromised Canadians to increase awareness of our continued challenges and advocate for broader, faster and more equitable access to lifesaving prophylactics and therapeutics.

We understand that support comes in various forms and we value each one:

- 1. Join CIAN: If you or someone you know is interested in joining CIAN as a group or particle delighted to hear from you.

  Click Here for
- Lause without furt. Full Version wish to support our itment. We warmly

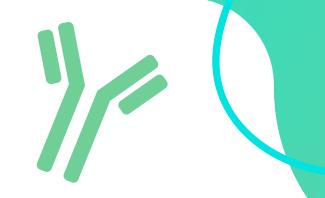




### NEWSLETTER BLURB







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### SOCIAL MEDIA POSTS









Located on the Collab Hub



## **QUICK LINKS**

Website:

immunocompromised.ca

Position Paper:

immunocompromised.ca/#positionpaper





