**Take Care WA | Updated Booster Facebook/Instagram Ad Copy**

**GENERAL AD**

**Body Copy:**

The updated COVID booster is designed to maximize your protection from Omicron and reduce the spread of COVID this fall and winter 💉 💪 🚀 If it’s been over 2 months since your last booster or dose of COVID-19 vaccine, book your appointment now.

**Ad Image Copy:**

**Headline:**

**NOT SO FAST, OMICRON**

<image: rocket booster vials>

**Subhead:**

Updated Boosters Available Now

|  |  |
| --- | --- |
| **English** | **Spanish** |
| **PARENTS AD** | |
| **Post copy:**  The updated COVID Booster can help protect children from serious symptoms including Long COVID. Help stop the spread this winter 💉 💪 🚀 Book your family’s boosters now. | **Post copy:**  El nuevo refuerzo contra el COVID puede ayudar a proteger a tus hijos de síntomas serios como el COVID prolongado. Ayuda a detener el contagio este invierno 💉 💪 🚀 Haz una cita para los refuerzos de tu familia hoy mismo. |