



Coronavirus
COVID-19
Public Health
Advice

**‘We can do this’
#ForUsAll**



**Partner pack
June 2021**



Rialtas na hÉireann
Government of Ireland

We can do this

June 2021

The COVID-19 vaccine programme is well underway and vaccines are helping to protect us from COVID-19.

However, the virus is still with us. It is still spreading, infecting unvaccinated people and causing illness. For now, we all need to keep taking steps to protect ourselves and those around us.



‘We can do this’ first launched in March 2021. It encourages us to continue to keep our distance, wear face coverings, keep our hands clean and get a COVID-19 test as soon as we notice any symptoms.

This new ‘We can do this’ campaign is more hopeful and upbeat, reflecting the mood of a nation that is getting back to friends and family and enjoying the benefits of our collective efforts to slow the spread of the virus.

Because we can do this, for our friends, our families, our communities - #ForUsAll.

Campaign assets

TV, video on demand and radio will run for a two week burst starting on 23 June and then again from 12-26 July.

You can view and share the 30 second TV ad at this link:

<https://youtu.be/iU5EgeM5g2U>



A 15 second cutdown is available to view and share at this link

<https://youtu.be/wd43dcYoxmY>



You can listen to the radio ad [here](#)

We have ongoing digital and social media promotion of the campaign messages.



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How you can help

Share the campaign assets

Share the TV ad and social media images with your own message or post it to your social media channels using #ForUsAll #StaySafe and tagging @HSELive

Facebook Page: facebook.com/HSElive

Instagram: instagram.com/irishhealthservice

Hashtags: #ForUsAll #StaySafe

Twitter handle: @HSELive

Sample social media messages

- COVID-19 can still spread and infect unvaccinated people. We need to keep protecting each other. We can do this #ForUsAll #StaySafe
- As we see our friends and family more, it's important to keep doing the things which keep us safe. Wear a face covering, get a COVID-19 test as soon as you notice any symptoms, keep your hands clean and keep your distance. We can do this #ForUsAll #StaySafe
- Vaccines are making a big difference but COVID-19 can still spread and infect people who aren't vaccinated. #StaySafe #ForUsAll

Social media images



Thanks for supporting the campaign. We can do this.
#ForUsAll