



BUG WEEK

2019

MILITARY HEALTH SYSTEM

COMMUNICATIONS TOOLKIT



WHAT'S ALL THE BUZZ ABOUT?

MILITARY HEALTH SYSTEM | BUG WEEK 2019



BACKGROUND:

The Military Health System (MHS) will host the second annual “Bug Week” campaign from **July 27–August 2, 2019**. The campaign will educate TRICARE® beneficiaries about the role of bugs in their health and safety, including prevention of bug-borne illnesses and treatment options, through a number of events, articles, and fun social media content.

PURPOSE:

We know the early bird catches the worm, so we’re giving you content in advance of Bug Week. This toolkit is full of materials to use throughout the campaign including: Facebook/Twitter banners, posters, screensavers, infographics, templates, and even coloring pages! Bug-borne illnesses are no joke, but Bug Week is an opportunity to engage with all of MHS’ beneficiaries and stakeholders in a fun and creative way.

SOCIAL MEDIA:

Don’t miss the buzz on Bug Week! Follow along on [@MilitaryHealth](#) and [@TRICARE](#) for some sweeter- than-honey content to share on your platforms throughout the week. Chirp in on the conversation or create your own content with the templates provided in this toolkit. Be sure to use the hashtag [#BugWeek2019](#) in your posts.

f [Military Health System Facebook](#)

t [Military Health System Twitter](#)

f [TRICARE Facebook](#)

t [TRICARE Twitter](#)

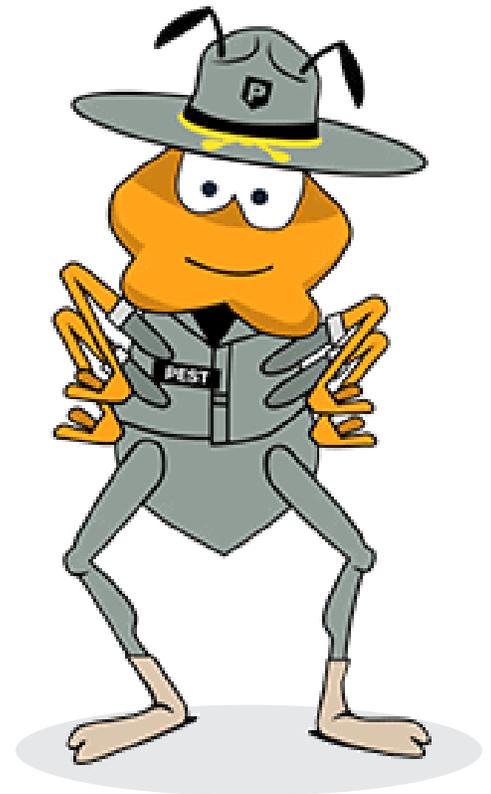
For downloadable Bug Week content such as videos and infographics, visit our Bug Week page: health.mil/BugWeek

TO GET UPDATES:

We don’t have a bug in your ear, so follow [@MilitaryHealth](#) and [@TRICARE](#) on social media for updates. You can also sign up to get e-mail updates about Bug Week, including when new content is posted. Register here on GovDelivery, and select “Bug Week” from the MHS News category.

MORE INFORMATION:

For questions regarding the Military Health System’s “2019 Bug Week” communications campaign or if you have problems accessing any of the materials please contact Jess Meyle at jessica.l.meyle.civ@mail.mil or Evie Unsworth at evangeline.c.unsworth.ctr@mail.mil



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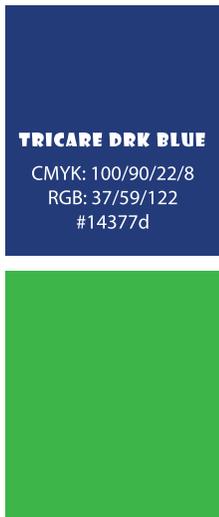
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LOOK BOOK:

This is a “look and feel” for the Bug Week 2019 theme. It’s a playful aesthetic to take the heebie-jeebies out of bugs. All the graphics use the established colors, fonts, and bug illustrations to give our products a unified appearance. If you choose to create your own Bug Week products, **please follow the provided color, font, and logo guidelines**. If you have questions about any of the graphics, please contact Jess Meyle at jessica.l.meyle.civ@mail.mil or Ellen Herring at ellen.d.herring.ctr@mail.mil

Bug Week 2019 – Color Palette



Bug Week 2019 – Fonts

SHOWCARD GOTHIC

With ITC Franklin Gothic Book Condensed

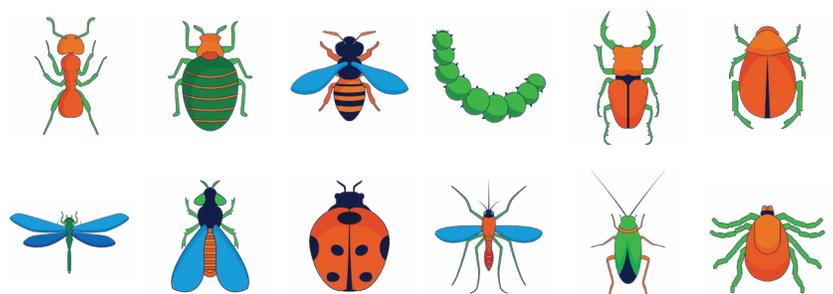
ITC Franklin Gothic Demi Condensed

With ITC Franklin Gothic Book Condensed

ITC Franklin Gothic Medium Condensed

With ITC Franklin Gothic Book Condensed

Bug Week 2019 – Bug Illustrations



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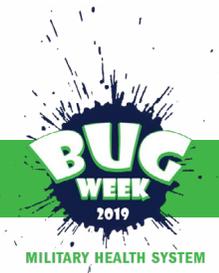
LOGO:

The Bug Week logo for the year 2019 was newly redesigned to be more kid-friendly and family oriented. We established a signature splat with fun bright colors that are visually appealing for all age groups. The fonts are playful and attention grabbing. This logo can be used in your Bug Week related materials. **Please maintain brand integrity and use the provided logo as is;** don't bug us by making any alterations!

Primary Bug Week 2019 Logo



Secondary Bug Week 2019 Logos



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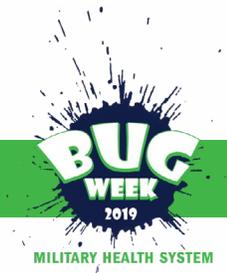


POSTER:

This is the official Bug Week poster. It can be shared on social media or printed out and posted throughout your facility. We ANT-icipate it will help spread the word! The finished dimensions are 24x36" with a .125" bleed and the crop marks are included in the file.



DOWNLOAD



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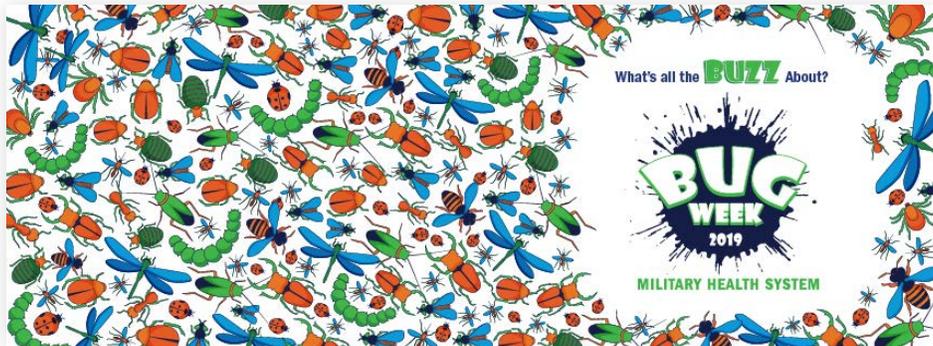
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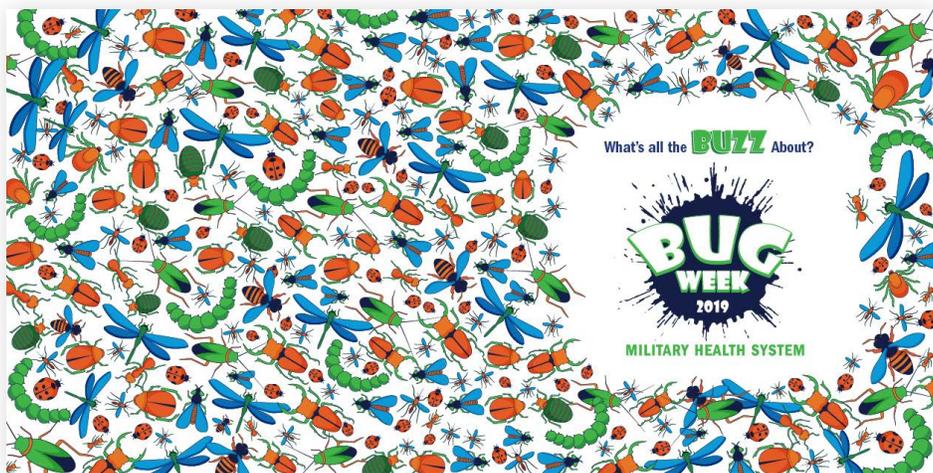
FACEBOOK AND TWITTER BANNERS:

Don't be a fly on the wall! Post these banners on your social media pages during Bug Week. Remember to tag [@MilitaryHealth](#) and [@TRICARE](#) and to use the hashtag [#BugWeek2019](#).

Facebook Cover Photo: 851x315 px



Twitter Header: 1252x626 px

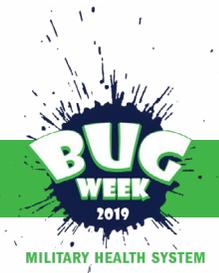


Facebook Cover Photo:

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Twitter Header:

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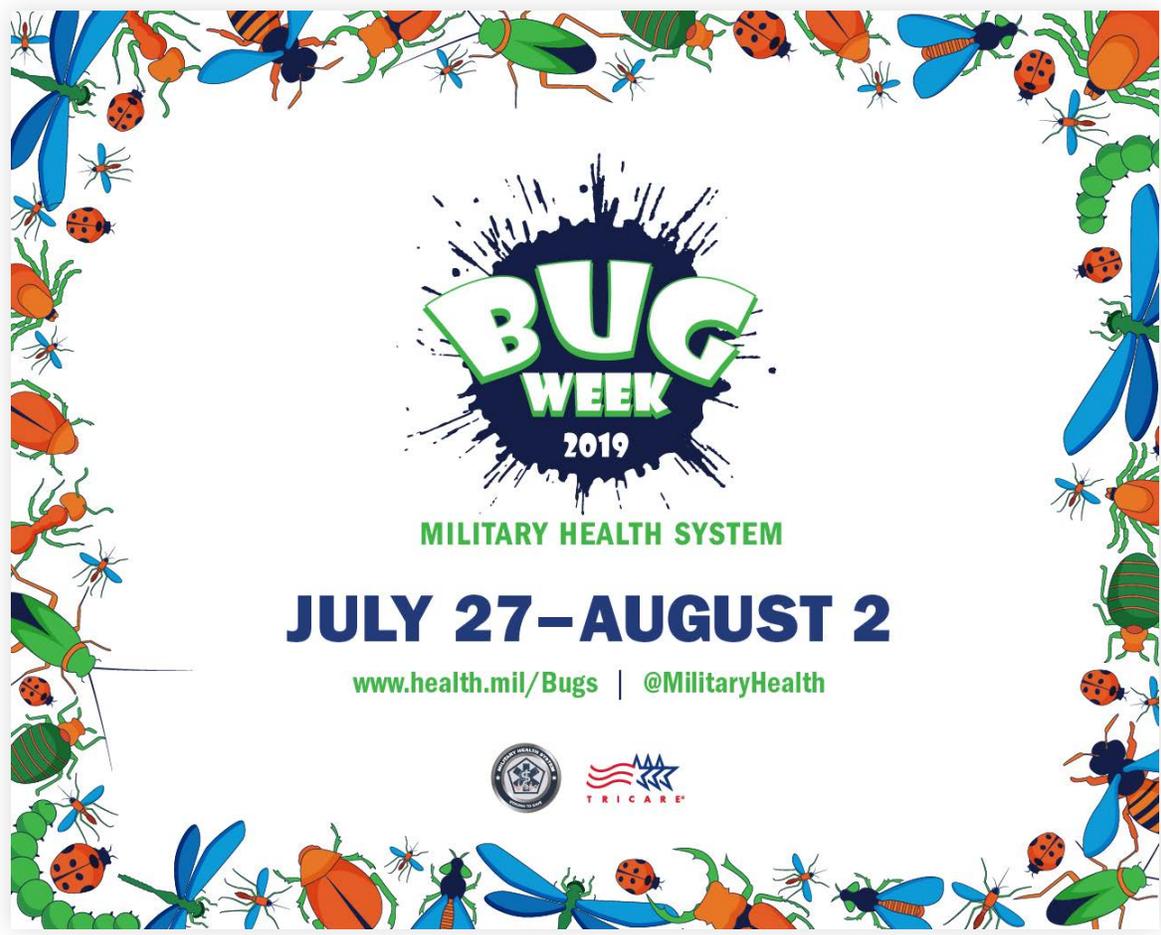
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SCREENSAVER:

This screensaver can run on your facility's computer and/or television screens during the week. Contact your local IT department to ask how to include it in the rotation. Unlike a bug - it won't fly away.



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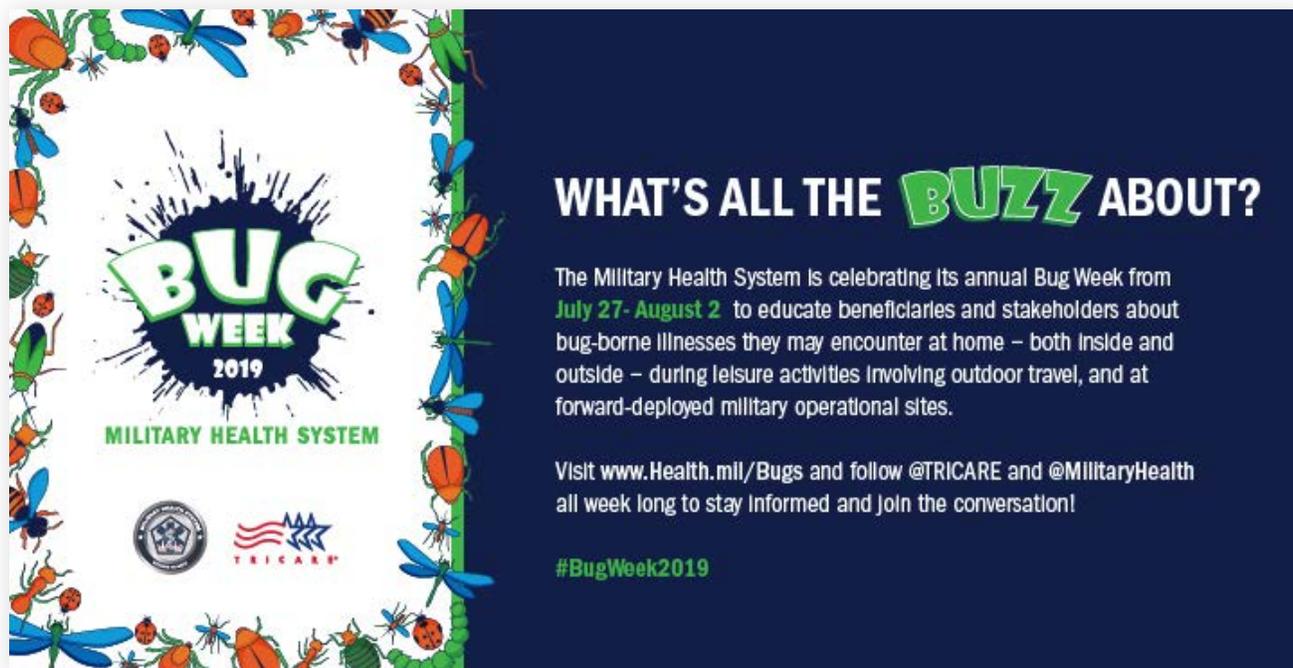
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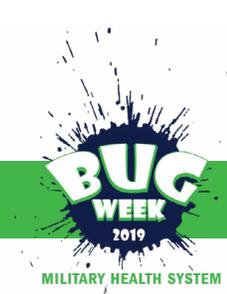


SOCIAL MEDIA PROMOTIONAL GRAPHIC:

Use this in advance of Bug Week to let your fans know it's coming.



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CAN YOU BEE-LIEVE IT TEMPLATE:

People will bug out when they see this fun “Can you BEE-lieve It” template. Add your bug fun facts in this editable PDF to share information with your followers about how to prevent bug-borne illnesses and the medical uses of some bugs. To use this template:

- 1** Add in your fun fact
- 2** Save the PDF file as a .PNG file
- 3** Post on your social media platforms



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INFOGRAPHICS:

These infographics provide information about how to protect yourself from all kinds of creepy crawlers and identify and treat bug bites and stings. Feel free to print to use as handouts or share them on social media.

How to Prevent Allergic Reactions From BUG BITES AND STINGS

IMPORTANT!: Anaphylaxis is the most severe allergic reaction.

SYMPTOMS INCLUDE:

- Hives (red, raised, itchy bumps)
- Swelling of the lips, tongue, or face
- Difficulty breathing
- Swelling of the throat
- Low blood pressure
- Loss of consciousness

ANAPHYLACTIC SHOCK: How to get people help. Call 911 right away!

To learn more, visit www.health.mil/Bugs #BugWeek2019

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Key Central Message: Mosquito-borne illnesses like ZIKA, DENGUE, AND CHIKUNGUNYA

Protect Yourself, Your Family, and Your Community from MOSQUITOES

To learn more, visit www.health.mil/Bugs #BugWeek2019

DOWNLOAD

HOW TO PREVENT BUG-BORNE ILLNESSES

PREVENT BUG BITES

To learn more, visit www.health.mil/Bugs #BugWeek2019

DOWNLOAD

MOSQUITO BITE PREVENTION

STEPS YOU CAN TAKE TO REDUCE YOUR CHANCE OF GETTING BITTEN:

- Wash your hands.
- Use insect repellent.
- Wear long-sleeved shirts and pants.
- Stay in places with air conditioning and window and door screens to keep mosquitoes outside.
- Use Environmental Protection Agency (EPA) registered insect repellents. Always follow the product label instructions.
- Empty, change, and clean your water.

To learn more, visit www.health.mil/Bugs #BugWeek2019

DOWNLOAD

PLANNING A TRIP?

BEFORE TRAVELING:

- Check for health advisories.
- Get a health care provider's advice.

WHILE TRAVELING:

- Use insect repellent.
- Wear long pants and long-sleeved shirts.
- Stay in air-conditioned or screened-in areas.

AFTER TRAVELING:

To learn more, visit www.health.mil/Bugs #BugWeek2019

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Pregnancy and Sexual Transmission ZIKA VIRUS

THE ZIKA VIRUS CAN BE SEXUALLY TRANSMITTED.

PREVENTION

PREGNANT OR THINKING ABOUT GETTING PREGNANT?

To learn more, visit www.health.mil/Bugs #BugWeek2019

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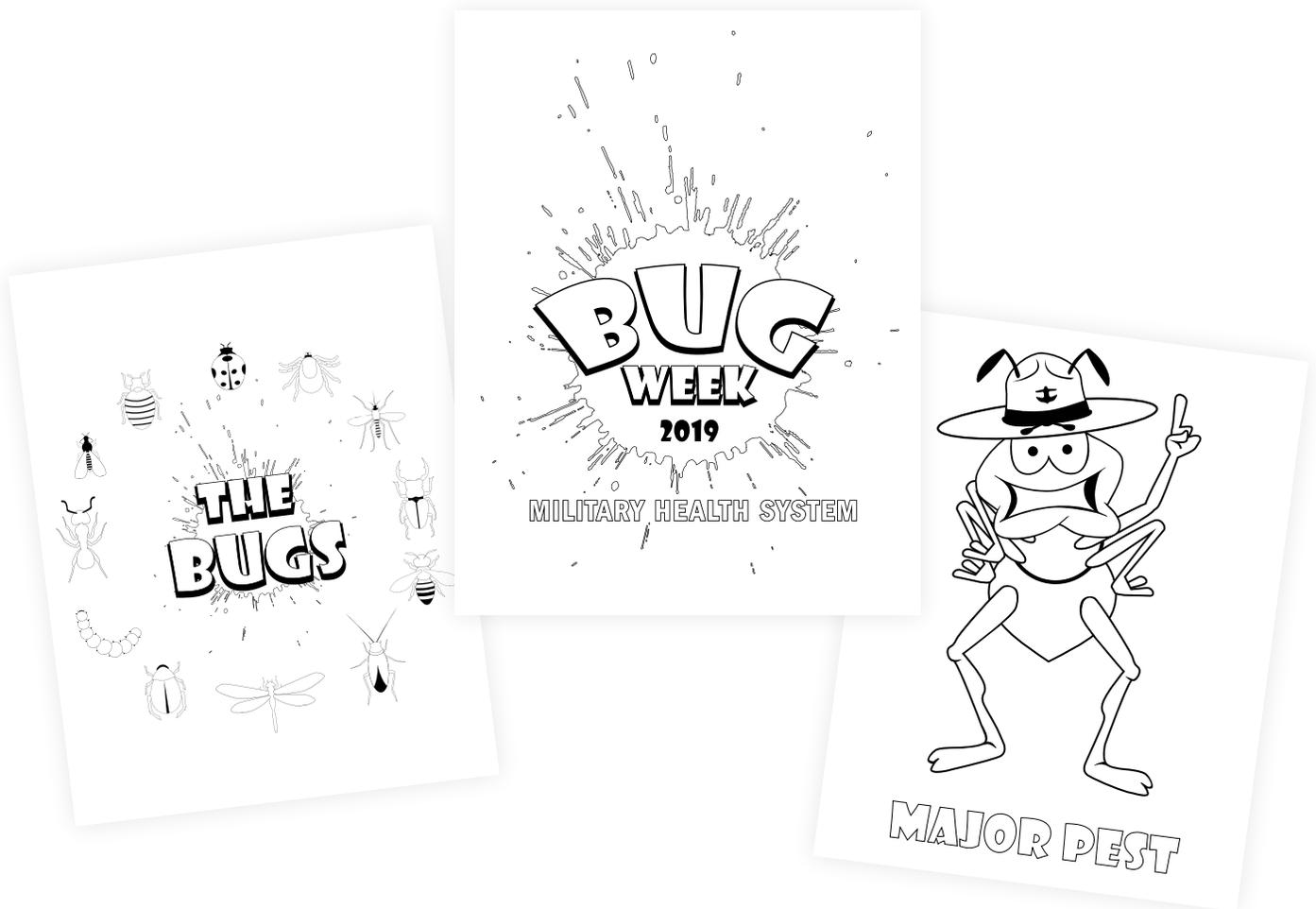
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COLORING PAGES:

Do you have a cool event planned during Bug Week? Keep kids away from real bugs this summer by printing out these coloring pages to keep them busy as bees.



Three options to choose from!

[DOWNLOAD](#)

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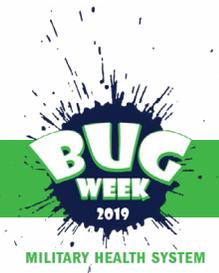
- BACKGROUND
- LOOKBOOK
- LOGO
- POSTER
- BANNERS
- SCREENSAVERS
- SOCIAL MEDIA PROMOTION
- CAN YOU BELIEVE IT?!
- INFOGRAPHICS
- COLORING PAGES
- STICKERS
- THE BUGS

STICKERS:

These crawlers don't bite! Print these stickers and hand them out to kids during your Blood Drives or bug-themed events. They use Avery Label 22830 (2-1/2" round), which you can purchase online. If you can't purchase the labels just print, cut out by hand, and use tape.



DOWNLOAD



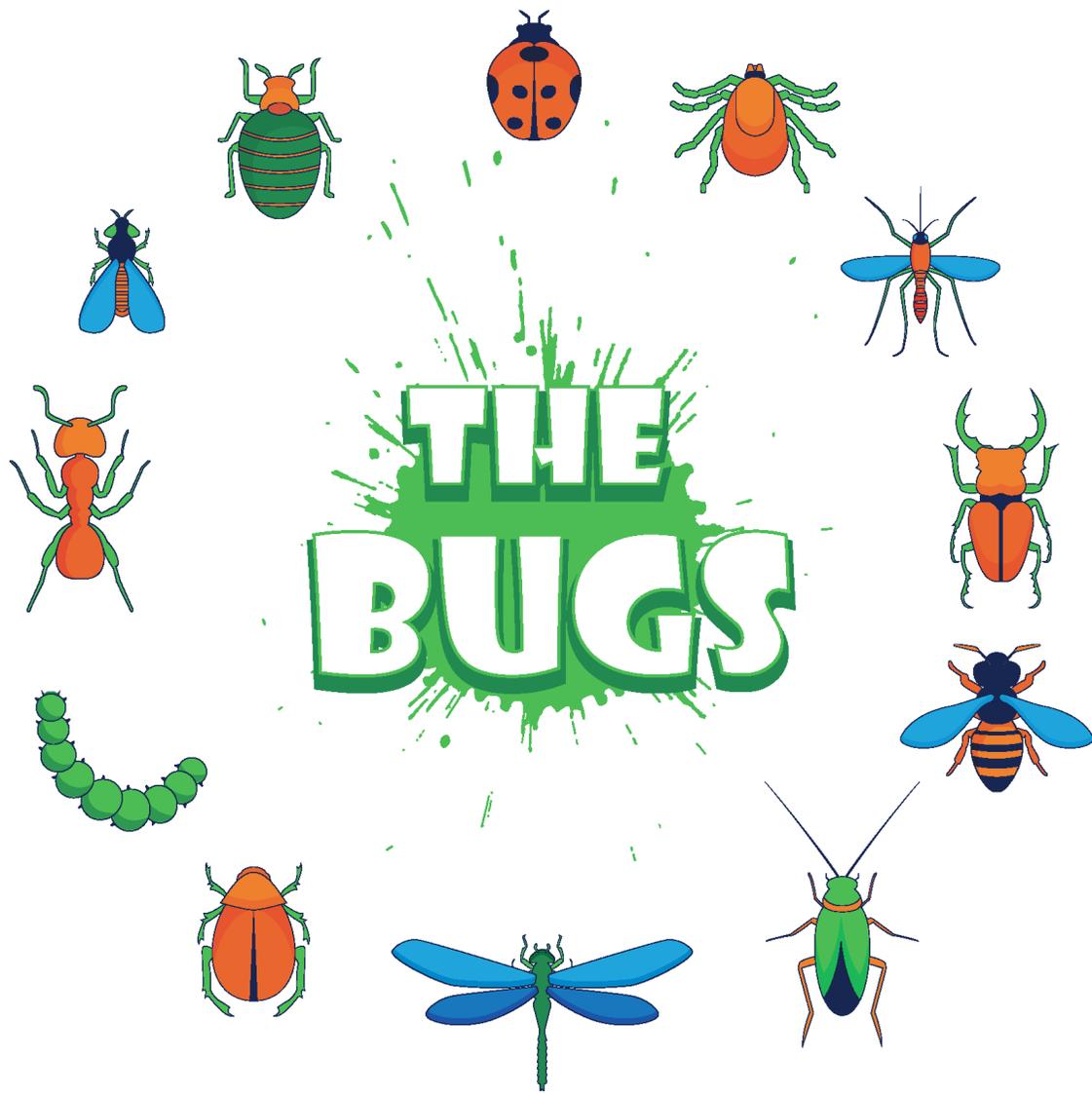
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THE BUGS:



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