

Washington State Department of Health and Color

Antiviral Treatment Program Marketing Resource Kit

Congratulations on kicking off your antiviral treatment program with Color! Please feel free to use the below assets and templates for outreach directly to constituents or community partners.

Here, we've provided email templates, flyers, sample social media posts, and more to help you share the news and engage your community.

What's included:

- [Email templates](#)
- [Sample social media posts](#)
- [Informational flyer](#)
- [Postcard mailer](#)
- [QR code to program page](#)

Email Templates

What are these?

These email templates can be used to share information about the antiviral treatment program with your constituents.

How should I use these?

Upon official launch of this program, email constituents, local boards of health and cities, and any other community groups who may benefit from access to antiviral treatments to let them know this program is live.

Any tips?

We recommend attaching your official press release.

Templates

Please note this is just suggested email copy.

Email #1: Antiviral Treatment Program announcement

Audience: End-users/patients

Subject line: Announcing the Washington State Department of Health COVID-19 Treatment Program

Body copy:

Hi [first name],

The Washington State Department of Health in partnership with Color Health is excited to announce its free COVID-19 treatment program.

If you test positive for COVID-19, follow the below steps to see whether treatment may be right for you.

Here's how it works:

Step 1: If you'd like to begin the process online, go to color.com/covid-19-treatment-wa and tell us about your symptoms.

Step 2: Join the video or phone call.

Step 3: Pick up your prescription at a local pharmacy or choose home delivery.

To learn more about the Washington State Department of Health COVID-19 treatment program, [visit the state treatment page](#).

Thank you,
Washington State Department of Health

[CONSULT LEGAL RE: INCLUDING AN UNSUBSCRIBE LINK AT BOTTOM OF EMAIL]

Email #2: Antiviral Treatment Program reminder

Audience: End-users/patients

Subject line: Test positive for COVID-19? Find out whether treatment may be right for you.

Body copy:

Hi [first name],

The Washington State Department of Health in partnership with Color Health recently announced its free statewide COVID-19 treatment program.

If you test positive for COVID-19, you may be eligible for treatment. You can find out by starting a free telehealth visit [here](#). If the doctor prescribes treatment, you can pick it up at a nearby pharmacy or have it delivered to your home.

To learn more about the program, [visit the state treatment page](#).

Thank you,
Washington State Department of Health

[CONSULT LEGAL RE: INCLUDING AN UNSUBSCRIBE LINK AT BOTTOM OF EMAIL]

Email #3: Antiviral Treatment Program announcement

Audience: Partners/community groups

Subject line: Announcing the Washington State Department of Health COVID-19 Treatment Program

Body copy:

Hi [first name],

The Washington State Department of Health in partnership with Color Health is excited to announce its free COVID-19 treatment program. This means that if you or your community members test positive for COVID-19, you may be eligible to receive treatment.

Here's how it works:

Step 1: If you'd like to begin the process online, go to color.com/covid-19-treatment-wa and tell us about your symptoms.

Step 2: Join the video or phone call with a clinician.

Step 3: Pick up your prescription or get home delivery.

Feel free to use the attached flyer and mailer to alert your community that this program is live. We'd also be happy to schedule a live walk through of the online, telehealth experience with our partner, Color Health.

To learn more about the Washington State Department of Health COVID-19 treatment program, [visit the state treatment page](#).

Thank you,

Washington State Department of Health

[CONSULT LEGAL RE: INCLUDING AN UNSUBSCRIBE LINK AT BOTTOM OF EMAIL]

Sample Social Posts

What are these?

These sample social posts can be used to alert constituents the antiviral treatment program is available to them.

How should I use these?

Post across your social channels on the day of your program launch and following the launch. When posting, please include the provided links. On Twitter, when you type the URL, an associated image will pop up; please “x” out the image preview and attach the image we’ve provided (see below).

Any tips?

We recommend posting to Facebook and Twitter at minimum.

Image for posts

[Direct link to image](#)

Sample Copy

Please note this is just suggested social copy.

Post #1

“In partnership with @Color, @WADeptHealth is excited to announce its free statewide COVID-19 therapeutics program. Learn more here: <https://doh.wa.gov/Covid19Telehealth> ”

Post #2

“Test positive for COVID-19? You could be eligible to receive treatment through the @WADeptHealth and @Color COVID-19 telehealth program. Learn more here: <https://doh.wa.gov/Covid19Telehealth> ”

Informational Flyer

What is this?

This is a one-pager, printable document that briefly explains to constituents how the antiviral treatment program works.

How should I use it?

Print and have available anywhere your constituents might be.

Any tips?

Have on hand at health centers, testing, or vaccination sites. Use the QR code to drive constituents to the Washington State Department of Health treatment page.

For Print Designs

[Sample flyer](#)

Postcard Mailer

What is this?

This is a physical postcard to alert constituents about the availability of the antiviral treatment program.

How should I use it?

Mail this postcard following the official launch to key municipalities or contacts to increase interest in and awareness of the program.

Any tips?

Consider mailing this to areas with high rates of COVID-19 cases or large high-risk populations (e.g. senior communities).

For Print Designs

[Sample postcard](#)

QR Code

What is this?

A QR code participants can scan with their smartphone camera to go directly to the program URL:
color.com/covid-19-treatment-wa

How should I use it?

Use this wherever you want to provide easy access to the program website.

Any tips?

Add to flyers or any other for print materials, at the end of a presentation, or even emails.

QR Code

[QR code to program experience](#)