



Taking COVID-19 One Day at a Time

SOCIAL MEDIA KIT

“One Day at a Time,” an animation awareness video created by the [Center for Interdisciplinary Inquiry and Innovation in Sexual and Reproductive Health \(Ci3\)](#) at the University of Chicago, highlights important steps for young people to take to protect themselves and their loved ones from COVID-19, while taking care of their mental health.

With the summer upon us, the nation has seen a surge of COVID-19 infection among young people. Now more than ever, it’s critical to inform young people about why it’s important for them to practice physical distancing, wash their hands, and wear a face covering while participating in meaningful protests and socializing with friends and family.

We believe young people are vital to preventing the spread of COVID-19. As a center that helps young people have agency over their bodies and futures, their effort can make a big difference in the lives of many.

On July 21, join us on social media to drum up buzz to connect with young people and share why it’s important to help prevent the spread of COVID-19, and what they can do to take care of their own well-being. **Here is a link to the animation video for use:** https://bit.ly/Ci3_OneDayatATime

This animation campaign was funded by the Center of Healthcare Delivery Science and Innovation from the University of Chicago Medicine. If you have any questions, please contact Erin Garcia at egarcia1@bsd.uchicago.edu.

Ci3 social media channels

Facebook [@UChicagoCi3](#)

Twitter [@UChicagoCi3](#)

Instagram [@UChicagoCi3](#)

Hashtag

#OneDayAtATime and/or #UChicagoCi3

Graphics for use: <https://bit.ly/GraphicsOneDayataTime>

Social Media Messages

We believe young people should have agency over their bodies and futures, so building a healthier future starts now. Here's what young people can do to prevent the spread of #COVID19. #UChicagoCi3

It's important to take care of your health and wellbeing during #COVID19. Check out this video from @UChicagoCi3 to find out what you can do this summer. #OneDayataTime

With #COVID-19 impacting communities, building a healthier future starts now. This is what young people can do to help prevent the spread of the virus. #OneDayataTime #UChicagoCi3

It's not easy staying indoors and away from loved ones, but it's important to protect your health and wellbeing during this uncertain time. Here's what you should know about #COVID19 and how to stay safe. #OneDayataTime #UChicagoCi3

What can you do to safely distance yourself while connecting with friends or participating in meaningful gatherings? @UChicagoCi3 shares how. #OneDayataTime #COVID19

Taking COVID-19 #OneDayataTime is all we can do to help prevent the spread of the virus. Wear a mask, practice physical distancing, and wash your hands. Learn more from @UChicagoCi3.



About Ci3 at the University of Chicago

Founded in 2012 by Melissa Gilliam MD, MPH, [Ci3](#) is an award-winning research center at the University of Chicago that addresses the social and structural determinants of adolescent reproductive health and well-being. Ci3 envisions a world in which all youth emerge into adulthood with agency over their bodies and futures. As such, we are committed to empowering young people, conducting innovative research, and uncovering opportunities for policy and systemic change. Ci3 houses three labs: the Game Changer Chicago Design Lab; the Transmedia Story Lab; and the Design Thinking Lab. Through these labs, Ci3's interdisciplinary team of medical providers, public health scholars, policy researchers, designers, and artists create interventions such as games and digital narratives, with and for youth. Developed with an eye towards scaling, each of our interventions can be implemented in settings across the Chicagoland area and beyond.

About the Team



Melissa Gilliam, MD, MPH

As the project's faculty director, Dr. Gilliam oversaw and advised on the animation's content and overall design of the animation. Dr. Gilliam is Ci3's founder and director, and the Ellen H. Block Professor of Health Justice. For more information on Dr. Gilliam's work, [please visit her bio](#).



Candice Norcott, PhD

Dr. Norcott provided expertise and guidance for the animation's content. Dr. Norcott is an assistant professor of psychiatry at The University of Chicago. For more information on Dr. Norcott's work, [please visit her bio](#).



Leslie Quinlan Burrell

Quinn led the animation design, script development, and overall project management. As Ci3's resident illustrator, she was also instrumental in securing funding for this project.



Robin Cogdell, MFA

As Ci3's graphic designer and illustrator, Robin provided design support for the animation and marketing materials.



Erin Garcia, MS

Erin is leading the strategy and outreach efforts for the animation project. She is connecting with community and university affiliated partners, journalists and young influencers to help inform their young supporters online.



Ci3 Youth Advisory Council 2020

This year's cohort provided content and design feedback for the animation. They worked together to co-create the animation's campaign name, "One Day at a Time", in collaboration with the Ci3 team.