

FOR IMMEDIATE RELEASE

Media Contact:

Beth Fox, Associate VP of Communications
(217) 541-7313
bfox@iphca.org

IPHCA Vaccination Multi-Media Campaign Wins Emmy Award

SPRINGFIELD, Ill., November 7, 2024 – The Illinois Primary Health Care Association (IPHCA) is pleased to announce its campaign to promote vaccinations was awarded a Midwest/Chicago Region Emmy Award at the annual ceremony held on November 2, 2024 in Chicago.

In advancement of IPHCA’s Pandemic Health Navigator grant, the Association worked with Impact Networking, a digital media company, on a multi-media campaign promoting vaccines. This campaign was based around a menacingly lovable infector colloquially known as Gergy. The commercial [Disease Handbook - How to Infect](#) won in the category of Public Service Announcement – Single Spot/Campaign. The commercial was one of two winners in the category with 16 total entries.

In addition to winning an Emmy, the commercial recently won a MarCom award in the Advertising/Marketing Ads category. These awards help showcase the impactful work that IPHCA and Impact Networking did with the intention of promoting vaccines before the start of a new school year.

About Illinois Primary Health Care Association (IPHCA) – IPHCA is a non-profit trade association that represents community health centers throughout the state. Illinois’ 55 community health centers provide comprehensive, integrated primary care including medical, behavioral, and oral health care to roughly 1.5 million patients annually across more than 450 service sites in underserved rural, urban, and suburban communities. www.ipcha.org

###