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Voices of Long COVID

Missouri's Department of Health and Senior Services is collaborating with Resolve to Save Lives, an initiative of the global health organization Vital Strategies, to launch their "Voices of Long COVID" campaign throughout Missouri to increase public awareness of the impact of and unknowns associated with Long COVID. The end goal is to encourage vaccine uptake, particularly among people ages 18-29, so fewer Missourians struggle with the devastating effects of Long COVID.

The "[Voices of Long COVID](#)" campaign features testimonials from a diverse group of people ages 18-29 who are suffering from long-term complications of COVID-19 infection. The initiative follows Resolve to Save Lives' recent [national survey](#), which found that nearly a third of American adults are unaware of Long COVID, and that long-hauler stories can motivate 40% of unvaccinated people to consider getting a COVID-19 vaccine.

The campaign shows the real-life stories of three COVID long-haulers who have been battling debilitating health problems over the past year believed to be caused by their original COVID-19 infection.

Missouri's Long COVID webpage is at MOStopsCovid.com/LongHaul. Campaign materials (in both English and Spanish) can also be [downloaded at this link](#). Included are:

- Web banners in various sizes
- Radio ads in both 15- and 30-second spots
- Videos
 - 15-second videos formatted for YouTube and Tremor
 - 15- and 30-second stories formatted for Facebook, Instagram and Snapchat