

FIGHT THE BITE CAMPAIGN

CREATIVE TOOLKIT



Facebook Static Ads	<u>Slide 3-5</u>
Facebook Video Ads	<u>Slide 6-7</u>
Digital Billboards	<u>Slide 8</u>
YouTube Video	<u>Slide 9</u>
Additional Resources	<u>Slide 10</u>

English



Spanish



English



Spanish

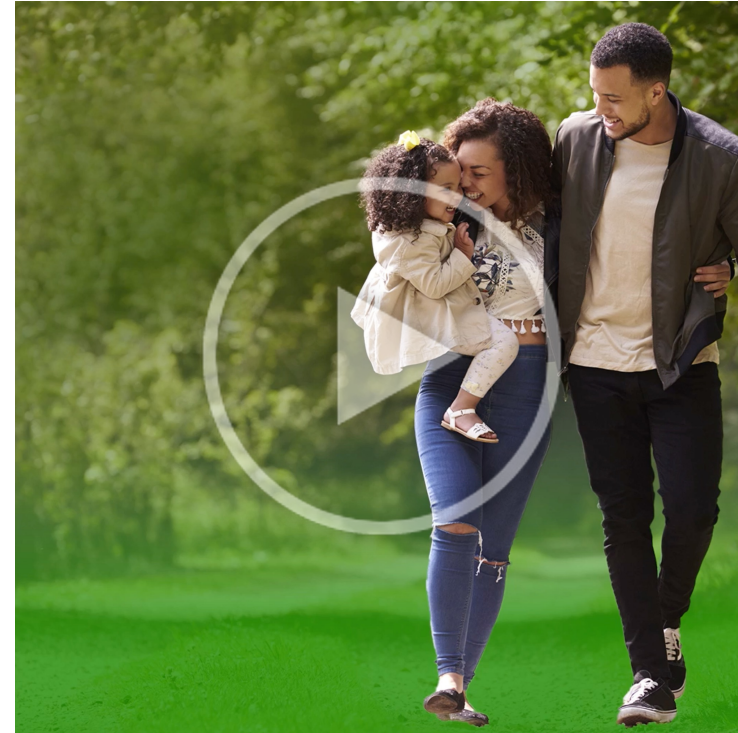


English



Spanish







Family



**PROTECT YOURSELF FROM
MOSQUITOES AND TICKS
— HOME AND AWAY!**

FightTheBite.nj.gov 

This digital billboard features a family of four—a man, a woman, and two children—taking a selfie in front of a white SUV. The background is a scenic landscape with mountains under a sunset sky. A large red prohibition sign is overlaid on the image, containing white silhouettes of a mosquito and a tick. The text is in white and yellow, and the bottom section has a green background.

Hiker



**PROTECT YOURSELF
AGAINST MOSQUITOES
AND TICKS!**

FightTheBite.nj.gov 

This digital billboard features a young man with a beard and a plaid shirt, wearing a large backpack, smiling. The background is a rocky, outdoor setting. A large red prohibition sign is overlaid on the image, containing white silhouettes of a mosquito and a tick. The text is in yellow and white, and the bottom section has a green background.



For additional resources, please visit
the NJ Department of Health website.

FightTheBite.nj.gov