

Wear A Mask Campaign

Across the nation, communities are reopening and returning to pre-coronavirus operations, however, COVID-19 is still a major health risk. We are encouraging people across the country to continue to practice safe measures to mitigate the spread of COVID-19. This campaign aims to offer resources on proper mask-wearing and care practices in addition to advice from health leaders to better equip our nation with the information they need to keep themselves, their family, and their communities safe.

Assets:

- [One-pager on proper mask wearing & facts](#)
- [FacemaskFriday Profile Picture](#)
- Mask emoji (to use in posts and/or include in the campaign hashtag):
- Hashtags:
 - o #WearAMask
 - o #MaskUp
 - o #MaskOn
 - o #WearYourMask
 - o #FaceMaskFriday
- [PSA with the American Medical Association & the American Nurses Association](#)
 - o 30-second version (English)
 - o 30-second version (Spanish)
 - o 15-second version (English)
 - o 15-second version (Spanish)
 - o 15-second version (formatted for Facebook/Instagram stories) (English)
 - o 15-second version (formatted for Facebook/Instagram stories) (Spanish)
- [Radio PSA](#)
 - o English version
 - o Spanish version
- [2nd PSA with the American Medical Association & the American Nurses Association \(leadership\)](#)
 - o 30-second version (English)
 - o 30-second version (English subtitles)
 - o 30-second version (Spanish subtitles)
 - o 15-second version (English)
- [PSA with AHA Board Chair Mindy Estes](#)
 - o 15-second version

General Messages

- Wearing a mask is still necessary to stop the spread of #COVID19. #WearAMask to protect yourself and loved ones from #COVID. <https://www.aha.org/wearamask>
- Masks are still critical to stop the spread of #COVID19. When you leave your home, #MaskUp. · Learn more: <https://www.aha.org/wearamask>
- From grocery stores to the office, you should #WearAMask when in public or in areas where it's difficult to maintain social distance. Protect yourself and others against #COVID19 and wear your mask. <https://www.aha.org/wearamask>

- #MaskUp whenever you leave your home to reduce the spread of #COVID19
- Wearing a mask helps prevent your respiratory droplets from traveling to other people AND it protects you against respiratory droplets from others. #WearAMask
<https://www.aha.org/wearamask>
- DYK: studies have shown that cloth face coverings reduce the spread of respiratory droplets, which helps to stop the spread of #COVID19. Find more info from @cdcgov here:
<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/cloth-face-cover-guidance.html#recent-studies> #WearAMask
- You (yes you!) have the power to stop the spread of #COVID19 in three simple steps: #WearAMask. Keep 6 feet apart. Wash your hands for at least 20 seconds.
<https://www.youtube.com/watch?v=ePrJXoqzgm8&feature=youtu.be>
- When we let science guide our decisions, we will get that much closer to getting back to what we love to do. The science is clear -- #WearAMask. Save lives. <https://www.aha.org/wearamask>
- The science is clear – to defeat #COVID19, we must #WearAMask, practice social distancing and wash our hands for at least 20 seconds. <https://www.aha.org/wearamask>
- Physicians, nurses and health care leaders want YOU to #MaskUp, maintain social distancing and wash your hands. Together, we can defeat #COVID19.
<https://www.youtube.com/watch?v=ePrJXoqzgm8&feature=youtu.be>
- Containing the #COVID19 pandemic is like striking out a batter – it just takes three pitches: #WearAMask. Maintain social distancing. Wash your hands for at least 20 seconds. Together, we will get through this and return to the things we love.
- We are not powerless to stop #COVID19. If we listen to science, #WearAMask, wash our hands for at least 20 seconds and maintain social distancing, we can ease the strain on our clinicians and hospitals and start getting back to normal.
<https://www.youtube.com/watch?v=ePrJXoqzgm8&feature=youtu.be>
- When you #WearAMask, you are protecting your friends, your neighbors, your loved ones and yourself. #MaskUp
- Science and evidence must shape our actions. #WearAMask
<https://www.youtube.com/watch?v=C5fHfHs-k4M>
- Do you know a nurse, a physician, or someone who works at a hospital? While they work to keep our communities safe and healthy during #COVID19, we can help them by wearing a mask. #MaskUp

#FaceMaskFriday Messages


- Show off how you #MaskUp! Snap a pic of your mask and tag us for a chance to be included on our site: <https://www.aha.org/wearamask> #FaceMaskFriday
- It's #FaceMaskFriday! DYK: wearing a face mask helps reduce the spread of germs and protects you and the people you come in contact with against #COVID19. Show us how you #WearAMask

Graphics:


Facebook/Instagram




Wearing a mask helps prevent your respiratory droplets from traveling into the air and onto other people AND it protects you against respiratory droplets from others.




COVID-19 is still a major health concern, even as communities begin to reopen.
Continue to wear a mask whenever you leave your home.




As our communities reopen, wearing a mask is still necessary to help mitigate the spread of COVID-19.
Wear a mask. Save lives.



We have the power to stop the spread of COVID-19.
Wear a mask. Save lives.



Masks are still critical to mitigating the spread of COVID-19.
When you leave your home, wear a mask.




From grocery stores to the office, you should wear a mask when in public or in areas where it's difficult to maintain social distance.
Protect yourself and others and wear a mask.

Twitter/LinkedIn



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