

August 19, 2020

AHA Releases New Resources as Part of ‘Wear A Mask’ Initiative Urging the Public to Help Stop the Spread of COVID-19

As part of AHA’s Wear A Mask initiative, the association is developing new content, collaborating to share resources for the field and amplifying key public health messages. The elements of this national campaign are available for all hospitals and health systems to adapt and use freely as our field joins together in encouraging the use of masks to stop the spread of COVID-19.

- New public service announcement (PSA) and complementary resources available that build upon the recent effort with the American Medical Association (AMA) and American Nurses Association (ANA) urging the U.S. public to take three simple steps to help stop the spread of COVID-19: wear a mask, practice physical distancing and wash hands frequently. In the [latest PSA](#), AHA Chair Melinda L. Estes, M.D., joins leaders from the AMA and ANA in promoting this important message.
- New social media resources — developed and piloted by Providence — are available that target a younger generation, with Instagram-specific content that embraces individuality, summed up by the statement: Masks work. Work your mask.
- A digital and social media toolkit created by the Ad Council and Centers for Disease Control and Prevention encouraging college students to take protective measures — whether remote or on campus — to help keep COVID-19 out of school.

All of this new content is available for hospitals and health systems to use and is accessible on [AHA’s webpage](#). AHA members can access all of AHA’s Wear A Mask resources on the page.

These are early components of what will continue as a comprehensive, evolving initiative. AHA will provide members and partner organizations with resources, including PSAs, social and digital elements, videos and ads.

Further Questions:

If you have questions, please contact the AHA at 800-424-4301.