



**TOGETHER WE CAN
KEEP NH HEALTHY**

#KeepNewHampshireHealthy



CAMPAIGN LAUNCH DATE: Monday, July 20, 2020

CAMPAIGN TIMELINE

Continuing through Summer into Fall 2020

CAMPAIGN GOAL

The goal of this campaign toolkit is to help hospitals and health care systems, business leaders and community organizations reach populations to augment current COVID-19 prevention messaging. As various businesses reopen and communities see larger gatherings, paired with the relaxation of safety guidelines, there is a need to underscore the importance of continuing necessary precautions and to emphasize the fact that the pandemic is not over. The virus is still very present and communities should not begin adopting an attitude of complacency – it's vitally important to continue practicing the safety measures known to reduce the risk of exposure and spread of COVID-19 so that we can keep New Hampshire healthy and open.

HOW CAN YOU HELP?

As a member, business or organization, you can play a crucial role in providing helpful resources that educate and guide people's decisions by participating in the #MaskUpNewHampshire initiative. With the virus still present, it's important to engage as many community members as possible to help share accurate information and collaborate to expand our reach and ensure communities receive these messages.



CAMPAIGN TOOLKIT

This toolkit includes the following assets:

- **Letter to the Editor / Op-Ed template** – submit to your local media outlet
- **Press Release Template** - announce your participation & support
- **Email Template** – send to fellow colleagues, family & friends
- **Email Signatures** – place within your email signature to show support
- **Social Media Toolkit** – graphics, messaging & frames to share on your social media platforms
- **Flyers** - local business & other organizations can download & print for use
- **Photo Campaign** – post a selfie wearing your mask and tag #MaskUpNewHampshire

SUGGESTED HASHTAGS

#MaskUpNH	#MaskUpNewHampshire	#WearingIsCaring	#SocialDistancing
#SlowtheSpread	#StoptheSpread	#COVID19	#BeatCOVID19
#YourHealth	#YourHealthMatters	#YourHealthIsEssential	
#YourActionsSaveLives			

OTHER WAYS TO SUPPORT

- Follow and tag #MaskUpNewHampshire on social media: [Twitter](#) [Facebook](#) [Instagram](#)
- Re-share content directly from our social media accounts
- Share our campaign images and hashtags on your social media platforms

CAMPAIGN ASSETS

#MaskUpNewHampshire



Letter to the Editor

#MaskUpNewHampshire

Immediate Release: July 16, 2020
Contact: Vanessa Stafford, New Hampshire Hospital Association
vstafford@nhha.org / (603) 545-1885



New Hampshire Hospitals Partner in Statewide Initiative to Keep New Hampshire Healthy *Initiative Focuses on Reducing the Community Transmission of COVID-19*



Initiative effort to limit the spread of COVID-19 across the state and keep New Hampshire Hospital Association is partnering with business and organizations not to encourage the use of face masks in public and work settings. The initiative aims to strengthen the efforts led by the Common Man family and the Rotary Clubs of New Hampshire by helping to raise awareness around the importance of wearing masks, and measures like handwashing, practicing social distancing and staying home when community transmission of COVID-19.

About COVID-19 and its transmission, what is known is that wearing a mask is one of the things that can keep the virus from spreading. It's also a visible way to help protect others and an important way that everyone can help. "All of us have a responsibility to ensure we know will keep not only our state but our surrounding neighbors, healthy and safe," said Steve Ahnen.

The Centers for Disease Control and Prevention, New Hampshire Department of Health and public health officials recommend cloth face coverings whenever in public to help reduce the spread of COVID-19. According to a [recent study](#) from global investment firm BlackRock, every American could save the U.S. economy from a 5% drop in GDP, or \$1.5 trillion in economic spending.

By wearing a mask, both residents and visitors that wearing a mask can make a significant difference in exposure and stop the spread of COVID-19. By wearing a mask regularly, New Hampshire residents and visitors can help slow the spread and keep the state healthy and our economy open.

To learn more about the statewide initiative to keep New Hampshire healthy, please visit [Stafford, NHHA Vice President of Communications, at vstafford@nhha.org or nhha.com.](#)

Initiative effort to limit the spread of COVID-19 across the state and keep New Hampshire Hospital Association is partnering with business and organizations not to encourage the use of face masks in public and work settings. The initiative aims to strengthen the efforts led by the Common Man family and the Rotary Clubs of New Hampshire by helping to raise awareness around the importance of wearing masks, and measures like handwashing, practicing social distancing and staying home when community transmission of COVID-19.

About COVID-19 and its transmission, what is known is that wearing a mask is one of the things that can keep the virus from spreading. It's also a visible way to help protect others and an important way that everyone can help. "All of us have a responsibility to ensure we know will keep not only our state but our surrounding neighbors, healthy and safe," said Steve Ahnen.

The Centers for Disease Control and Prevention, New Hampshire Department of Health and public health officials recommend cloth face coverings whenever in public to help reduce the spread of COVID-19. According to a [recent study](#) from global investment firm BlackRock, every American could save the U.S. economy from a 5% drop in GDP, or \$1.5 trillion in economic spending.

By wearing a mask, both residents and visitors that wearing a mask can make a significant difference in exposure and stop the spread of COVID-19. By wearing a mask regularly, New Hampshire residents and visitors can help slow the spread and keep the state healthy and our economy open.

To learn more about the statewide initiative to keep New Hampshire healthy, please visit [Stafford, NHHA Vice President of Communications, at vstafford@nhha.org or nhha.com.](#)

#MaskUpNewHampshire

Email Template

Date

[FIRST NAME]

As part of a collaborative effort to limit the spread of COVID-19 across the state and keep New Hampshire healthy, we are joining together in a grassroots movement to encourage the use of face masks in public and work settings. The initiative, #MaskUpNewHampshire, will strengthen the efforts led by the Common Man family and the Rotary Clubs of New Hampshire by helping to raise awareness around the importance of wearing masks, and how doing so along with other measures like handwashing, practicing social distancing and staying home when we are sick, can reduce the community transmission of COVID-19.

I encourage you to help do all we can to keep our state healthy and open, we would like to encourage you to do all you can to stay safe while out in the community.

Together, we can take steps to ensure the safety of ourselves and others by:

- Avoiding close contact and practicing social distancing.
- Staying home.
- Washing your hands often and for 20+ seconds.
- Disinfecting frequently touched surfaces.
- Wearing a mask or cloth covering when in public.

If we all wear our mask regularly when out in public or at work, we can slow the spread, protect our vulnerable loved ones and keep New Hampshire healthy, safe and open. Our economy depends on it, our communities depend on it, and our families and loved ones depend on it.

We must all remain vigilant and continue taking steps to mitigate the spread of the virus to protect each other and our loved ones. There is only one way we will get through this – together.

Yours in health,

John Smith

MaskUpNH.com



#MaskUpNewHampshire

CAMPAIGN ASSETS

Email Signatures



CAMPAIGN ASSETS

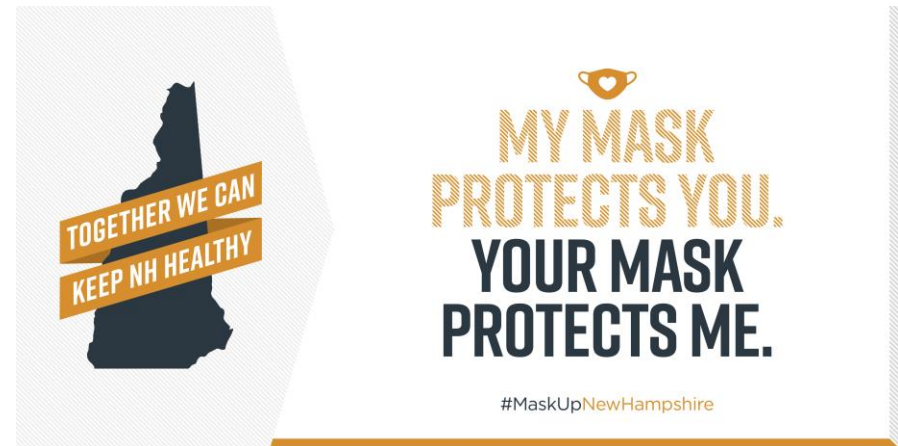
Facebook Frames

For instructions on how to apply frames on Facebook, click [here](#).



CAMPAIGN ASSETS

Social Media Graphics



CAMPAIGN ASSETS

Social Media Graphics



CAMPAIGN ASSETS

Social Media Graphics



HELP KEEP NH HEALTHY. STAY 6 FEET APART.

PLEASE PRACTICE

← **SOCIAL** →

DISTANCING

HampshireHealthy



HELP STOP THE SPREAD.

STAY

← **6 FEET** →

AWAY

epNewHampshireHealthy



KEEP YOUR DISTANCE. STAY HEALTHY.

STAY

← **6 FEET** →

APART

#KeepNewHampshireHealthy

CAMPAIGN ASSETS

Social Media Graphics



HELP KEEP NEW HAMPSHIRE HEALTHY.
**IF YOU ARE
SICK PLEASE
STAY HOME**



#KeepNHHealthy



**SICK?
STAY HOME.**
STOP THE SPREAD.



#KeepNewHampshireHealthy

SAMPLE POSTS

- We're excited to launch / join #MaskUpNewHampshire, an initiative to remind residents & visitors to wear a mask when in public so that we can keep #NH healthy and open!
- According to the CDC, 35% of people with COVID-19 have NO symptoms. You could spread the virus to others without even knowing you have it! Even if you're healthy, please protect others by wearing a mask and staying 6 ft apart. We're all in this together – let's keep each other healthy.
- It's easy to forget the response to COVID isn't "just" masks. There is a lot we can be doing to help keep each other healthy and protect those who are more vulnerable and made more vulnerable through their work. Wearing a mask keeps New Hampshire open.
- If you're enjoying the great outdoors, be sure to keep a 6-foot distance from others who are not in your immediate household – everyone needs to do their part to keep #NH healthy.
- To slow the spread of coronavirus, each of us must continue to take personal responsibility to protect ourselves and our loved ones. By doing just a few simple things, like wearing a face covering, we can make a big difference. For more information on when and how to use cloth face coverings visit: <https://bit.ly/3OJQ1Gb>

SAMPLE MESSAGING

- Social distancing & wearing face masks in public can have a big impact in lowering the spread of #COVID19. It's up to each one of us to follow those simple rules. If we do, we can make a difference and reduce the devastating impact of COVID-19. Please, do your part!
- NH DHHS recommends wearing a cloth face covering when out in public spaces or gatherings where social distancing cannot be met. Help keep each other safe by properly using cloth face coverings when out in public. Learn more about how to properly wear and handle cloth face coverings: <https://bit.ly/30JQ1Gb>.
- Protect yourself and others from COVID-19 while camping. Wear a cloth face covering in public places like restrooms and picnic areas at campsites, and on trails. Keep at least 6 feet of physical distance between yourself and others and frequently wash your hands. Learn more: <https://bit.ly/2lZicXj>
- #DYK? Your cloth face covering should reach above your nose, below your chin, and completely cover your mouth and nostrils? It should also fit snugly against the sides of your face.
- The CDC offers guidance for wearing a mask when social distancing can't be maintained: <http://ow.ly/Hrt750An14T>
- Reminder: DHHS recommends that all Granite Staters wear cloth face coverings when you are outside and social distancing cannot be maintained, to help slow the spread of COVID19. Learn more: <http://ow.ly/MZbm5OzLufy>

Frequently Asked Questions

Why should I wear a mask? I feel fine.

Many people who are actively spreading COVID-19 may have very mild or no symptoms. Because they feel fairly well, they do not realize that they need to self-isolate. Wearing a mask while at work and in public settings will help reduce community spread.

I've seen on social media that wearing a mask doesn't make any difference.

A lot of misinformation has been spreading recently about facial masking. However, clinicians agree that both cloth masks and surgical masks block nearly all droplets coming in from outside sources, as well as droplets secreted by the wearer. These types of masks also provide some level of protection from aerosol secretions, ranging from 50-90% depending upon the material of the mask. N95 masks used in medical and industrial settings provide an even higher level of protection.

How do I wear a mask?

Start by placing your mask over your mouth and nose with clean hands, then tie it behind your head or loop behind your ears, making sure it fits snugly. Make sure to cover your nose and your mouth. Once in place, avoid touching your mask. Remove your mask by untying or lifting from the ear loops, avoiding touching the front of the mask or your face. Wash your hands immediately after removing. You can find more information [here](#).

What kind of mask should I be wearing?

All masks offer some level of protection. You don't need a N95 mask to make a difference. In fact, save N95s for healthcare workers. Surgical masks and a variety of cloth masks are readily available.

I don't have a mask. Where can I get one?

Look for an upcoming mask distribution event at MaskUpNH.com or contact info@nhha.org

CAMPAIGN FLYERS



#MaskUpNewHampshire

PHOTO CAMPAIGN



Business and Industry Association of New Hampshire

...

Wearing masks will help keep New Hampshire healthy and open – let's do our part and wear our masks

#MaskUpNewHampshire



603



Business and Industry Association of New Hampshire

...

DHHS recommends that all Granite Staters wear cloth face coverings when you are outside and social distancing cannot be maintained, to help slow the spread of COVID19. Learn more: <http://ow.ly/MZ> #maskupnewhampshire



603



#MaskUpNewHampshire

For more information or to participate in #MaskUpNewHampshire, please email

INFO@MASKUPNEWHAMPSHIRE.COM

To follow the #MaskUpNewHampshire movement, please visit
MaskUpNewHampshire.com



#MASKUPNEWHAMPSHIRE