



Tennessee Hospital Association

MASKING CAMPAIGN COMMUNICATIONS TOOLKIT

ADDENDUM – NOVEMBER 20, 2020

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Letter to Employees #2 – Thanksgiving week

To: All Employees
From: [INSERT HOSPITAL CEO]
Date: November [], 2020
Re: Your Role is Key to Curbing COVID-19 This Holiday Season

Earlier this month, we shared that [Hospital] is teaming up with the Tennessee Hospital Association in a statewide *Masking Makes a Difference* campaign to encourage more people to wear masks in our communities. With the holidays approaching, we are urging you to remain vigilant. As a caregiver you are a role model in our community. You have influence over large groups of people – your patients, family, friends, neighbors and even local government officials and businesses.

They will look to you to lead the way in sharing these important messages:

- COVID-19 cases are rising in Tennessee.
- We know that masking makes a difference, and the data shows that areas where most people wear masks in public have lower hospitalization rates.
- COVID-fatigue is real, but so is COVID-19 and its dangerous impact. We need to pull together as a community and recommit to wearing masks and avoid large indoor gatherings.

As a healthcare employee, you can make a difference by:

- **Sharing our Masking Makes a Difference campaign messaging** on your own social channels (use the hashtag #maskingmakesadifference).
- **Wearing a mask or face covering** when you leave the house. Be sure to keep one in your car in the event you forget. Encourage your friends and family to do the same.
- **Keeping 6 feet of distance** in public, while also wearing a mask or face covering.
- Continuing to **disinfect high-touch surfaces**. Remember to wipe down your cell phone, doorknobs, remote controls and other frequently used objects.
- **Washing your hands regularly throughout the day**. Wash your hands for 20 seconds and use hand sanitizer if water and soap are unavailable.

As for holiday gatherings, the CDC recommends these lower-risk options:

- **Celebrating only with members within your household** or family members/friends with which you are already in close contact.
- **Forgoing or limiting travel** to visit friends and family
- **Hosting a virtual gathering** or a hybrid in-person and virtual gathering to include those who are high risk or with whom you are not already in close contact with.
- **Holding a small gathering outside** with plenty of room to social distance
- **At indoor gatherings** with people outside your current circle of contacts, **wear masks and limit food handling**.

Thank you for your continued commitment to curbing our numbers, controlling the spread of the virus and, ultimately, improving the health of our community.

Letter to Employees #3 – December

To: All Employees
From: [INSERT HOSPITAL CEO]
Date: December [], 2020
Re: The Holidays and COVID-19 – Five Tips to Safety

As we continue our vital work to curb the transmission of COVID-19 in our community, we must keep our guard up especially during the holidays. Please remember your critical role as a caregiver at [HOSPITAL]. You are a role model in our community and influence your family, friends and neighbors.

When preparing holiday plans and deciding who will host dinner or what you'll bring, consider these **five tips to help you stay safe** and avoid an uninvited guest – COVID-19 – at your dinner table or other festive events.

1. **Host a small dinner party with only the people who live in your household** or limit the guest list so you can keep a safe distance **from** one another. Remind those who have been invited to stay home if they have any symptoms, have been exposed to COVID-19 or have been in close contact with a person who has the virus in the last 14 days.
2. **Limit the number of people handling food.** Try to reduce the number of people in the kitchen and consider having one person serve all the food so that several people are not touching the utensils and serving dishes.
3. **Consider hosting a virtual dinner** and sharing recipes with friends and family. With this option, you can enjoy holiday festivities with friends and relatives out of the state or country.
4. **Avoid shopping in crowded stores.** Instead, shop online and take advantage of free pick-up, delivery and shipping offers.
5. **Watch tree-lighting events, parades, holiday performances on TV and movies from home.** The key here is to avoid large gatherings with people from outside your household.

Staying home is the best way to protect yourself, your family, and others, but if you decide to go out remember these precautions:

- **Wear a mask or face covering** around others. Be sure to keep a mask in your car in the event you forget. Encourage your friends and family to do the same.
- **Keep a distance of at least 6 feet** in public, while also wearing a mask or face covering.
- Continue to **disinfect high-touch surfaces.** Remember to wipe down your cell phone, doorknobs, remote controls and other frequently used objects.
- **Wash your hands regularly throughout the day.** Wash your hands for 20 seconds and use hand sanitizer if water and soap are unavailable.

Stay tuned to THA's social media sites and share the Masking Makes a Difference campaign on your social channels with family and friends (use the hashtag #maskingmakesadifference). Thank you for your continued dedication to improving the health of our community.

Intranet or Blog Copy

The Uninvited Holiday Guest

As you prepare your holiday plans, deciding who will host dinner and what you'll bring, consider these five tips to help you stay safe and avoid the uninvited guest – COVID-19 – at the dinner table or other festive events.

1. **Host a small dinner party** with only the people who live in your household or limit the guest list so you can keep a safe distance **from** one another. Remind those who have been invited to stay home if they have any symptoms, have been exposed to COVID-19 or have been in close contact with a person who has the virus in the last 14 days.
2. **Limit the number of people handling food.** Try to reduce the number of people in the kitchen and consider having one person serve all the food so that several people are not touching the utensils and serving dishes.
3. **Consider hosting a virtual dinner** and sharing recipes with friends and family. With this option, you can enjoy holiday festivities with friends and relatives out of the state or country.
4. **Avoid shopping in crowded stores before and after the holiday.** Instead, shop online and take advantage of free pick-up, delivery and shipping offers.
5. **Watch tree-lighting events, parades, holiday performances on TV and movies from home.** The key here is to avoid large gatherings with people from outside your household.

Staying home is the best way to protect yourself, your family, and others, but if you do decide to go out remember these precautions:

- **Wear a mask or face covering around others.** Be sure to keep a mask in your car in the event you forget. Encourage your friends and family to do the same.
- **Keep a distance of at least 6 feet** in public, while also wearing a mask or face covering.
- Continue to **disinfect high-touch surfaces.** Remember to wipe down your cell phone, doorknobs, remote controls and other frequently used objects.
- **Wash your hands regularly throughout the day.** Wash your hands for 20 seconds and use hand sanitizer if water and soap are unavailable.

To learn more about the ways **[HOSPITAL]** is working to keep the community safe, visit **[WEBSITE]**.

Radio Public Service Announcement (:60)

Sample pitch script for earned placement of audio PSA:

Hi [CONTACT NAME],

As Tennessee continues to see an increase in COVID-19 cases and hospitalizations from the virus, wearing a mask in public remains the best way for people to stop the spread of COVID-19. However, many people in our community don't wear them.

In the summer, our state made good progress in the fight against the virus but that has now changed. We are at-risk for having to reverse course on our rebuilding and reopening plans.

Attached is copy of a PSA from our hospital and the Tennessee Hospital Association. We need your help to share the important message that wearing masks provide one of the greatest defenses to COVID-19. They help protect each other and our vulnerable communities.

Will you help us deliver this important public health message by sharing the attached PSA on-air?

Thank you,

[CONTACT NAME]

VO1: We're all tired. To say that 2020 has been exhausting is an understatement.

Tennesseans have fought COVID-19 head-on because we all want to rebuild our economy and reopen our schools.

But, something has changed in the last few weeks. COVID-19 is spreading faster than before and hospitalizing more of our friends and neighbors.

We are going in the wrong direction and we are all vulnerable.

The ones we value most are in danger. Our healthcare workers, our first responders, and most of all – our family members.

We can protect each other by simply wearing a mask in public.

We must come together to stop the spread of COVID-19.

Masking makes a difference, and so do you.

VO2: This message is brought to you by [HOSPITAL] OR the Tennessee Hospital Association.

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TV Public Service Announcement (:60)

Audio	Visual
<p>VO1: We're all tired. To say 2020 has been exhausting is an understatement.</p> <p>Tennesseans have fought COVID-19 head-on because we all want to rebuild our economy and reopen our schools.</p> <p>But, something has changed in the last few weeks. COVID-19 is spreading faster than before and hospitalizing more of our friends and neighbors.</p> <p>We are going in the wrong direction and we are all vulnerable.</p> <p>The ones we value most are in danger. Our healthcare workers, our first responders, and most of all – our family members.</p> <p>We can protect each other by simply wearing a mask in public.</p> <p>We must come together to stop the spread of COVID-19.</p> <p>Masking makes a difference, and so do you.</p>	<p>[Close-up: Healthcare provider walking out of patient room or nurses' station, clearly exhausted and doffing PPE]</p> <p>[Close-up of local Health provider (Voice 1) speaking]</p> <p>Dissolve to: [b-roll of busy local streets, businesses and schools and images of ambulances taking patients to the hospital]</p> <p>Dissolve to: [b-roll of police, firefighters, teachers, etc.]</p> <p>Cut to: [image of elderly couple sitting alone outside house, wearing masks]</p> <p>Dissolve to: [Close-up of (Voice 1) speaking]</p> <p>Cut to: [Large Masking Makes a Difference graphic with local hospital and/or THA logo small and below; Small text at bottom: This message is brought to you by [HOSPITAL] OR the Tennessee Hospital Association.]</p>
<p>VO2: This message is brought to you by [HOSPITAL] OR the Tennessee Hospital Association.</p> <p style="text-align: center;">###</p>	<p style="text-align: center;">###</p> <p>Note: Masking Makes A Difference logo watermarked on bottom right of screen throughout.</p>

Social Media Content – 11/23/20 – 1/4/20

**These graphics are for reference only. Please download the full resolution graphics from the THA website.*

Date	Topic	Copy	Link	Graphic
Week of 11/23	Masking	<p>COVID-19 hospitalization rates in our area have increased by [percent]. Your best defense is wearing a mask – it acts as a barrier to limit droplets from traveling into the air to other people, reducing the chance of spreading COVID-19. Masks should cover the nose and mouth and not have vents or valves. Make a difference in our community and wear a mask!</p> <p>#MaskingMakesADifference #WearingIsCaring</p>		 <p>#MaskingMakesADifference</p> 
Week of 11/23	Masking	<p>Remember to keep your mask clean by storing it properly and washing it regularly.</p> <p>#MaskingMakesADifference #WearingIsCaring</p>	<p>https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/how-to-wash-cloth-face-coverings.html</p>	 <p>Remember to Wash Your Mask Regularly</p> <p>#MaskingMakesADifference</p> 
Week of 11/23	Handwashing	<p>What does your favorite song and good hand hygiene have in common? Together, they help stop the spread of COVID-19. Check out this fun site. It will change the way you wash your hands forever!</p>	<p>https://washyourlyrics.com/</p>	
Week of 11/23	COVID-19 Thanksgiving	<p>This Thanksgiving remember to maintain a</p>	<p>https://www.cdc.gov/coronavirus/2019-</p>	

distance of at least 6 feet or more from and wear a mask around people you don't live with. You may even consider making it easier to maintain distance by gathering outdoors or virtually.
#MaskingMakesADifference
#CelebrateSafely

[ncov/daily-life-coping/holidays.html](https://www.tnha.org/ncov/daily-life-coping/holidays.html)

How are you celebrating Thanksgiving differently this year? Comment below and share some of the ways you have decided to #CelebrateSafely this holiday season!



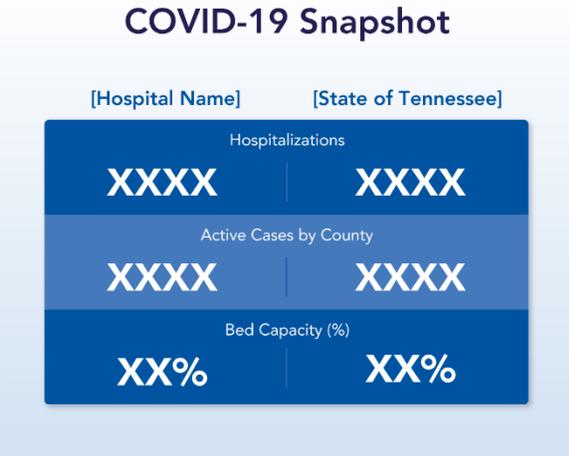
#MaskingMakesADifference



#MaskingMakesADifference



<p>Week of 11/23</p>	<p>COVID-19 Thanksgiving</p>	<p>Don't have an uninvited guest – COVID-19 – at your Thanksgiving dinner table this year. Consider limiting the number of people as much as possible. #MaskingMakesADifference #CelebrateSafely</p>	<p>Link to <i>The Uninvited Guest</i> blog</p>	
<p>Week of 11/30</p>	<p>Social Distancing</p>	<p>Practice social distancing while you are outside of your home. Stay at least 6 feet from other people who are not from your household in both indoor and outdoor spaces.</p>		

<p>Week of 11/30</p>	<p>Tennessee Data</p>	<p>According to [source], our community has seen an increase in COVID-19 hospitalizations. We need you to do what we know works best – avoid large gatherings, wear a mask and social distance from people outside of your household. #MaskingMakesADifference #WearingIsCaring</p> <p>According to [source], our community has seen a decrease in COVID-19 hospitalizations. Thank you for continuing to do what we know works best – avoiding large gatherings, wearing a mask and social distancing from people outside of your household. #MaskingMakesADifference #WearingIsCaring</p>		 <p>COVID-19 Snapshot</p> <p>[Hospital Name] [State of Tennessee]</p> <p>Hospitalizations XXXX XXXX</p> <p>Active Cases by County XXXX XXXX</p> <p>Bed Capacity (%) XX% XX%</p> <p>#MaskingMakesADifference  </p>
<p>Week of 11/30</p>	<p>Curbside</p>	<p>Help our community stay safe by limiting your in-person store visits. The more closely you interact with others and the longer your interaction, the higher the risk of COVID-19 spread. Check with our local stores to see if pre-order or drive-up options are available. #MaskingMakesADifference #WearingIsCaring</p>	<p>https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/essential-goods-services.html</p>	 <p>Research Curbside Options to Limit In-person Interactions</p> <p>#MaskingMakesADifference  </p>

		<p>Shop safe! This holiday season, consider ordering gifts online or avoiding stores during their busy hours. When shopping in person, always remember to keep 6 feet away from others and wear a mask! #Maskingmakesadifference #Celebratesafely</p>		 <p>#MaskingMakesADifference</p> 
Week of 12/6	Long-haulers	<p>COVID-19 can have lasting effects on your body. According to [physician/patient] COVID-19 has shown lasting damage to the heart muscle, even in people who experienced only mild COVID-19 symptoms.</p>	N/A	<p>THA member – we recommend creating a video or article that features a physician who knows about the long-term effects or have a patient who can tell their story.</p>
Week of 12/6	Economy	<p>Keep our businesses and schools open by wearing a mask in public, social distancing and wash your hands frequently. We need our economy back. #MaskingMakesADifference #WearingIsCaring</p>		 <p>Keep Businesses Open by Wearing a Mask in Public</p> <p>#MaskingMakesADifference</p> 

<p>Week of 12/13</p>	<p>Traveling</p>	<p>If you are traveling this holiday season remember to wear a mask to keep your nose and mouth covered when in public settings, stay at least 6 feet apart and wash your hands often. #MaskingMakesADifference #CelebrateSafely</p>	<p>https://www.cdc.gov/coronavirus/2019-ncov/travelers/travel-during-covid19.html</p>	 <p>#MaskingMakesADifference</p> 
<p>Week of 12/20</p>	<p>COVID-19 Holiday</p>	<p>As you prepare your holiday plans, consider celebrating with people within your household only. Limit your interactions this year so no one is missing next year. #CelebrateSafely</p>		 <p>#MaskingMakesADifference</p> 

<p>Week of 12/20</p>	<p>Masking</p>	<p>Give the gift of protection this holiday season. If you plan on visiting with family or friends outside of your household stay six feet apart and wear a mask #MaskingMakesADifference #CelebrateSafely</p>	<p>https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/about-face-coverings.html</p>	<div style="text-align: center;"> <h2>Choose masks that:</h2>  <p>Have two or more layers of washable, breathable fabric</p>  <p>Completely cover your nose and mouth</p>  <p>Fit snugly against the sides of your face with no gaps</p> </div> <p>#MaskingMakesADifference  </p>												
<p>Week of 12/27</p>	<p>Tennessee Data</p>	<p>According to [source], our community has seen an increase in COVID-19 hospitalizations. We need you to do what we know works best – avoid large gatherings, wear a mask and social distance from people outside of your household. #MaskingMakesADifference #WearingIsCaring</p> <p>According to [source], our community has seen a decrease in COVID-19 hospitalizations. Thank you for continuing to do what we know works best – avoiding large gatherings, wearing a mask and social distancing from people outside of your household. #MaskingMakesADifference #WearingIsCaring</p>		<div style="text-align: center;"> <h2>COVID-19 Snapshot</h2> <p>[Hospital Name] [State of Tennessee]</p> <table border="1" style="width: 100%; background-color: #0056b3; color: white;"> <tr> <td colspan="2" style="text-align: center;">Hospitalizations</td> </tr> <tr> <td style="text-align: center; font-size: 24px;">XXXX</td> <td style="text-align: center; font-size: 24px;">XXXX</td> </tr> <tr> <td colspan="2" style="text-align: center;">Active Cases by County</td> </tr> <tr> <td style="text-align: center; font-size: 24px;">XXXX</td> <td style="text-align: center; font-size: 24px;">XXXX</td> </tr> <tr> <td colspan="2" style="text-align: center;">Bed Capacity (%)</td> </tr> <tr> <td style="text-align: center; font-size: 24px;">XX%</td> <td style="text-align: center; font-size: 24px;">XX%</td> </tr> </table> </div> <p>#MaskingMakesADifference  </p>	Hospitalizations		XXXX	XXXX	Active Cases by County		XXXX	XXXX	Bed Capacity (%)		XX%	XX%
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Bed Capacity (%)																
XX%	XX%															

<p>Week of 12/27</p>	<p>Caution-Fatigue</p>	<p>In the new year, we all want to get back to attending social events and traveling to our favorite destinations, but this pandemic is not over. We need you to keep up the fight against COVID-19 to protect our family, friends and neighbors of [community name].</p> <p>#MaskingMakesADifference #CelebrateSafely</p>		 <p>#MaskingMakesADifference</p> 
<p>Week of 1/4/21</p>	<p>New Year's Resolution</p>	<p>We made it through 2020. For 2021, [hospital's] New Year's resolution is to ensure our patients stay healthy. What's your New Year's resolution for 2021?</p> <p>#MaskingMakesADifference #WearingIsCaring</p>		 <p>What's your 2021 New Year's resolution?</p> <p>#MaskingMakesADifference</p> 

<p>Week of 1/4/21</p>	<p>Reflection Post</p>	<p>At [hospital] we challenge you to reflect on the past year. What behaviors, skills or activities do you want to keep, and which would you like to change as we move into 2021? Here are some tips to start your new year, with less stress [insert coping, stress from CDC].</p>		<div style="text-align: center;"> <h2>Take Care Tips</h2>  Eat well.  Stay active.  Talk it out. </div> <div style="display: flex; justify-content: space-between; align-items: center; margin-top: 10px;"> #MaskingMakesADifference   </div>
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