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PRESS RELEASE

Baker-Polito Administration, Mass League of Community Health Centers to Launch Public Awareness Campaign

FOR IMMEDIATE RELEASE:

5/08/2020

Office of Governor Charlie Baker and Lt. Governor Karyn Polito

Governor's Press Office

Department of Public Health

Executive Office of Health and Human Services

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BOSTON — In partnership with the Mass League of Community Health Centers, the Baker-Polito Administration today announced an upcoming new COVID-19 public awareness campaign, **"New Tools, New Rules – Same Great Care."** (/doc/community-health-centers-public-awareness-campaign-poster/download)

Community Health Centers throughout the Commonwealth are open and accepting patients, and this campaign encourages residents to continue to seek care for their medical conditions and reminds individuals not to delay treatment as a result of the COVID-19 public health emergency.

In additional to implementing additional, onsite safety protocols, many Community Health Centers have introduced and expanded telehealth care options. Furthermore, MassHealth contracts with three telehealth providers to offer additional support for members with questions about symptoms that might be related to COVID-19.

Featuring diverse patients with common conditions such as asthma, diabetes and pregnancy, these ads will run for free on WCVB in the Greater Boston area and on WWLP-22News and The CW Springfield in Western Massachusetts.

Digital video advertisements on Facebook will be in English, Spanish and other languages, and will specifically target regions with the highest populations of families in need of services.

Last week, the Baker-Polito Administration **announced an expansion** (/news/baker-polito-administration-orders-use-of-mask-or-face-covering-in-public-announces-increased) of its **initiative** (/news/baker-polito-administration-announces-increased-community-health-center-covid-19-testing) to boost testing in community health centers across the Commonwealth.

The Baker-Polito Administration will continue to update the public on developments related to COVID-19. Residents can visit **www.mass.gov/covid19** (/covid19) for the latest information, call 2-1-1 with questions, and subscribe to text-alerts by texting "COVIDMA" or "COVIDMAESP" (for Spanish alerts) to 888-777.

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Governor Charlie Baker, Lt. Governor Karyn Polito and the Baker-Polito Administration are working to respond to the ongoing COVID-19 outbreak and keep Massachusetts residents safe and healthy.

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Department of Public Health (/orgs/department-of-public-health)

DPH promotes the health and well-being of all residents by ensuring access to high-quality public health and healthcare services, and by focusing on prevention, wellness, and health equity in all people.

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Executive Office of Health and Human Services

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The Executive Office of Health and Human Services is the largest secretariat in state government and is comprised of 12 agencies, in addition to 2 soldiers' homes and the MassHealth program. Our efforts are focused on the health, resilience, and independence of the one in four residents of the Commonwealth we serve. Our public health programs touch every community in the Commonwealth.

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