MDHHS campaign emphasizes the need for mask-wearing even after receiving safe and effective COVID-19 vaccine

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LANSING, Mich. – The Michigan Department of Health and Human Services (MDHHS) is expanding its statewide paid media campaign to remind all Michiganders, including those who have already received the vaccine, to continue wearing masks as the safe and effective COVID-19 vaccine is administered throughout the state.

“We are making great progress towards our goal of vaccinating 70% of Michiganders as quickly as possible, but it is important people remain vigilant in preventing spread of COVID-19 even after receiving a vaccine,” said Dr. Joneigh Khaldun, chief medical executive and chief deputy for health. “Wear the right mask and wear it properly over your mouth and nose every time you will be around someone outside of your household. Masks, social distancing and washing hands are still very important in slowing the spread of COVID-19 and ending this pandemic.”

The $1 million mask campaign runs through April and includes television, connected TV, radio, audio streaming, digital media, search, print in minority publications and social media. Digital ads with specific messaging and targeting parameters were also developed to connect with minority populations.

MDHHS reminds Michiganders to follow these tips when wearing a mask:

1. **Make sure your mask fits snugly against your face.** Gaps can let air with respiratory droplets leak in and out around the edges of the mask.
2. **Pick a mask with layers to keep your respiratory droplets in and others’ out.** A mask with layers will stop more respiratory droplets getting inside your mask or escaping from your mask if you are sick.

Please see the graphic below, to help make the best choices when selecting a face mask.

In addition, the CDC has recently recommended wearing two masks to increase protection against COVID-19. Double masking is an easy way to improve fit, which also improves protection. The more particles that are blocked, the better you are protected against getting COVID-19. Other options to improve fit include wearing a mask fitter or wearing a nylon covering (like a gaiter) over a mask.

One cloth or medical mask	40% of particles blocked
A cloth mask worn over a medical mask	85% of particles blocked

Two medical masks worn or a medical mask knotted and tucked properly	95% of particles blocked

Data Source: Maximizing Fit for Cloth and Medical Procedure Masks to Improve Performance and Reduce SARS-CoV-2 Transmission and Exposure, 2021

Those in need of a free mask can contact their local Community Action Agency or local DHHS office.

Information around this outbreak is changing rapidly. The latest information is available at Michigan.gov/Coronavirus and CDC.gov/Coronavirus. To learn more about the COVID-19 vaccine, visit Michigan.gov/COVIDVaccine.

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Watch the video ad, MDHHS has released:

Path Back

Coronavirus Disease 2019

Online Services

- Child Welfare Licensing Online Complaint Form
- Report Welfare Fraud
- Report WIC Fraud
- MDHHS Policy Manuals
- Child Support
- MI Bridges: Apply for Assistance & Manage Your Account
- Submit a FOIA Request
- Birth, Death, Marriage, Divorce Certificates
- E-license - Renew Health Professional License Online!
- Medicaid Provider Manual
- Verify Health Professional License
- Prescription Drug & Opioid Abuse Prevention

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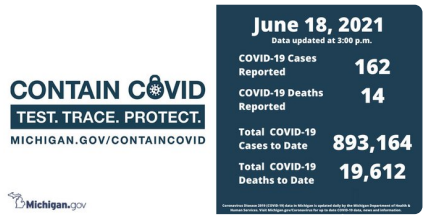
Stay Smart. Stay Safe. @MichiganHHS reports today, June 18, 2021, 162 new COVID-19 cases & 14 deaths. Michigan's total cases are now 893,164 & 19,612 deaths. Find the latest data & #COVID19 news at Michigan.gov/Coronavirus.



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