EMERGENCY ALERTS

Coronavirus Update

COVID-19 Vaccine: Safe, effective, free. Get the vaccine today: *Jun. 2nd, 2021, 9:25 am* Read more

COVID-19 Updates and Information: All restrictions lifted effective May 29 *Jun. 3rd, 2021, 12:01 am* Read more

HIDE ALERTS

Mass.gov

PRESS RELEASE

Baker-Polito Administration Launches Latest Statewide Campaign Calling for Continued Vigilance, Safety on COVID-19 to "Get Back Mass"

Administration Also Announces $650K in Community Grants to Support COVID-19 Response, New Testing Resources for Long-Term Care Facilities

FOR IMMEDIATE RELEASE:

11/23/2020

Executive Office of Health and Human Services

Office of Governor Charlie Baker and Lt. Governor Karyn Polito

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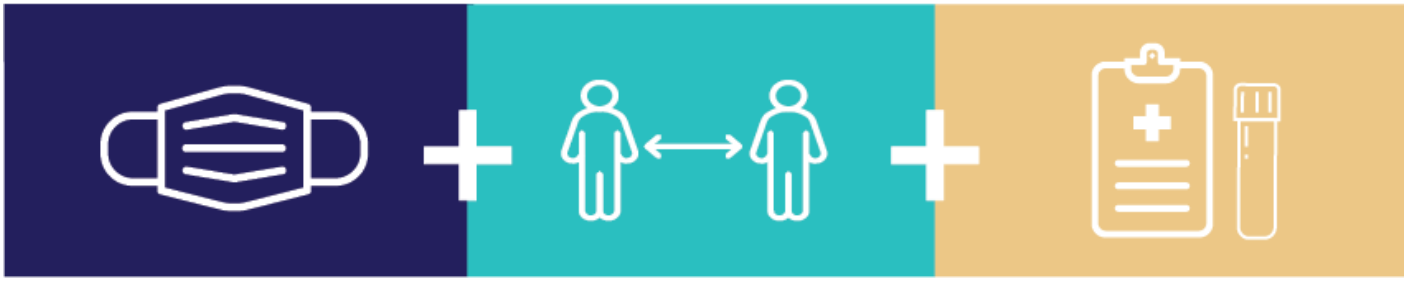
#GetBackMass



BOSTON — The Baker-Polito Administration today launched a new public awareness effort to encourage residents to continue to stay safe and remain vigilant. The statewide campaign "Get Back Mass" highlights the critical steps everyone should take – wearing a mask and practicing good hygiene, keeping a safe distance, and getting tested – to protect themselves and their loved ones. The multilingual campaign will run on several platforms including television and digital ads.

The campaign features residents from across the Commonwealth who, in their own words, draw the connection between taking precautions so that they can "get back" to the activities, people, and experiences they enjoy – like attending live sporting events or concerts, throwing their child a birthday party, going out dancing with friends, or going on a "real" date. The campaign underscores the importance of taking precautions like wearing a mask so the Commonwealth can slow the spread of the virus and keep our communities safe while COVID-19 remains with us.

The Get Back Mass campaign launched with social media messages that highlight safety tips, digital animated videos in English, Spanish, Portuguese, Haitian Creole, Chinese (simplified and traditional) and Vietnamese, and information posters that will be displayed in convenience stores. Television advertisements in English and Spanish will run on broadcast and digital channels, continuing through February. All campaign components lead to a landing page, **mass.gov/GetBack** (/GetBack), which highlights the three key behaviors it takes to **#GetBackMass**:

- **Wear a mask.** Wear a mask or face covering in public to slow the spread of COVID-19.
- **Keep your distance.** No matter what, six feet or more is best. **Learn about ways to lower your risk when you are around others.** (/info-details/covid-19-prevention-and-treatment#social-distancing-)

- **Get tested**. **Find out when and where to get a COVID-19 test.** (/covid-19-testing)

The Get Back Mass campaign is the latest in a series of public awareness efforts the Commonwealth has taken to curb the spread of COVID-19, including the **September launch** (/news/baker-polito-administration-launches-additional-intervention-initiatives-for-communities-with) of **mass.gov/stopCOVID19** (/stopCOVID19) following the Administration's establishment of the COVID-19 Enforcement and Intervention Team (CEIT), awareness for the "**Stop the Spread** (/news/baker-polito-administration-launches-targeted-free-covid-19-testing-sites)" testing initiative, and **#MaskUpMA** (/news/baker-polito-administration-launches-maskupma-reminding-residents-to-wear-face-coverings-to), a continuous campaign that reminds residents to wear face coverings to stop COVID-19 spread.

The Baker-Polito Administration also made other announcements related to efforts to battle COVID-19:

COVID-19 Community Grants: Today the Administration announced the awarding of $650,000 in grant funding to community-based and faith-based organizations to help prevent and reduce the spread of COVID-19 among communities of color in the cities and towns hardest hit by COVID. The COVID-19 Community Grant Program was **previously announced** (/news/baker-polito-administration-announces-new-grant-program-to-help-stop-the-spread-of-covid-19-in) by the Administration in September and supports non-profit, community-based and faith-based organizations in raising awareness of COVID best practices in marginalized communities across the commonwealth. Twenty organizations are receiving grant awards ranging from $10,000 to $50,000. Each receiving organization demonstrated deep engagement with their communities and understanding their needs, and a readiness to quickly implement their proposed projects. Awardees will engage in culturally appropriate community outreach, communication, and education, in the languages spoken in the communities they serve. Strategies include engaging youth peer leaders, trusted community leaders, and those with shared lived experience to increase the understanding of the impact of COVID 19 in their community. A full list of awardees is available below.

Abbot BinaxNOW Testing Program for Long-Term Care Facilities: Today the Administration also announced the expansion of the Abbott BinaxNOW testing program to include Massachusetts Long Term Care facilities. This expansion builds on last week's **announcement of this program for K-12 schools** (/news/baker-polito-administration-announces-higher-education-holiday-travel-guidance-first-round-of). Under the program, Abbott BinaxNOW test kits can be used in Long Term Care facilities for the purpose of testing individuals entering the facility who are not regularly reporting staff. Those who test negative may be allowed to enter the LTC facility, provided, that they meet the screening criteria (e.g. are not exhibiting any COVID-19 like symptoms) and comply with other in-person visitation requirements such as wearing a mask and distancing.

Thursday's COVID-19 Dashboards: The Department of Public Health's Daily and Weekly COVID-19 Dashboards will not be published on Thanksgiving, Thursday, November 26. The Weekly Dashboard will be published on Wednesday, November 25, except for the city and town breakdown, which will be posted on Friday, November 27. Friday's Daily Dashboard will include two days (11/26 and 11/27) of COVID-19 data.

COVID-19 Community Grant Awardees:

Organization Name, Location	Impacted Cities/Towns	Funding Amount

1.	African Community Education Program, Worcester	Worcester	$21,400
2.	Association of Islamic Charitable Projects, Revere	Revere	$10,000
3.	Cambodian Mutual Assistance Association of Greater Lowell, Lowell	Lowell	$50,000
4.	Chelsea Collaborative/La Colaborativa, Chelsea	Chelsea	$50,000
5.	Chica Project, Boston	Boston, Lawrence, Lynn	$28,869
6.	Everett Haitian Community Center, Everett	Everett, Boston, Chelsea, Lynn, Malden, Revere	$40,000
7.	Greater Lawrence Community Action Council, Lawrence	Lawrence, Methuen	$49,900
8.	GreenRoots, Chelsea	Chelsea	$49,840
9.	LEO, Inc., Lynn	Lynn	$31,200
10.	Massachusetts Alliance of Portuguese Speakers, Cambridge	Cambridge, Boston, Everett, Framingham, Lawrence, Lowell, Lynn, Malden, Methuen, Revere	$27,792
11.	MissionSafe, Boston	Roxbury	$20,000
12.	New American Association of Massachusetts, Lynn	Lynn, Lowell, Malden, Methuen, Revere, Salem	$12,498
13.	New North Citizens Council, Springfield	Springfield	$50,000
14.	One Holyoke CDC, Holyoke	Holyoke	$30,000
15.	Pinnacle Partnerships Corp, Brockton	Brockton	$50,000
16.	Somali Parents Advocacy Center for Education (SPACE), Everett	Everett, Boston	$15,000

17.	The Boston Project Ministries, Boston	Dorchester, Mattapan	$11,000
18.	The Center for Hope and Healing, Lowell	Lowell	$15,000
19.	Who's Got Morale, Boston	Roxbury, Mattapan, Dorchester	$42,500
20.	Worcester Interfaith, Worcester	Worcester	$45,000

Total: $650,000

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Executive Office of Health and Human Services

(/orgs/executive-office-of-health-and-human-services)

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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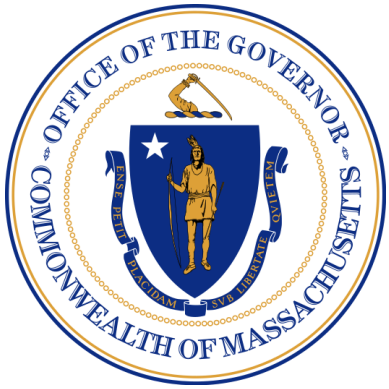

Office of Governor Charlie Baker and Lt. Governor Karyn Polito

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Governor Charlie Baker, Lt. Governor Karyn Polito and the Baker-Polito Administration are committed to serving the people of Massachusetts and making the Commonwealth a great place to live, work

and raise a family.

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