NCDHHS Launches New Advertisement to Urge North Carolinians to Wear A Mask When With Close Friends and Family

Raleigh

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As North Carolinians look towards the holidays and begin to plan celebratory gatherings, the North Carolina Department of Health and Human Services launches a new advertisement as part of the statewide "Whatever Your Reason" campaign. This newest television commercial reminds everyone the decision to wear a mask is not about “who you know, or how well you know them.”

The commercial urges everyone to ask themselves one simple question when deciding when to wear a mask: "Will I be with anyone I don’t live with?" affirming, "If the answer is yes, get behind the mask."

"As we head into cooler months, we do not want to see our case counts continue to rise," said NCDHHS Secretary Mandy K. Cohen, M.D. "The most effective thing we can all do to slow the spread of COVID-19 is to get behind the mask. Whenever North Carolinians are gathering with family or friends — or anyone they don’t live with — it's critical that everyone do their part and wear a mask."

This new advertisement will air statewide and compliment current radio announcements, online and social media advertisements and out-of-home advertisements at bus stops, convenience stores and gas stations. The "Whatever Your Reason" campaign was informed by University of North Carolina at Chapel Hill researchers and statewide online focus groups, which showed that North Carolinians have personal reasons for wearing a mask, including avoiding the spread of COVID-19 (77%), wanting to protect their community (72%) and families (71%) and feeling a sense of responsibility (72%).

In addition, NCDHHS has issued guidance for get-togethers (https://urldefense.com/v3/__https:/ncdhhs.us4.list-manage.com/track/click?u=58ec19aaea4630b1baad0e5e4&id=4752d896c8&e=827cc8bdd1__;!!HYmSToo!JiBnJW_WXPay27oHpItww37ZuBj1D81TwfV6boF3DnNgTDsJNOI4U to help organizers and attendees minimize the risk for COVID-19 transmission. Even in small groups of close friends or extended family, it is critical all North Carolinians wear a mask whenever they are in close contact with anyone outside their immediate household.

As options for outdoor gatherings are limited as the weather changes, it is more important than ever North Carolinians use the tools we have (https://urldefense.com/v3/__https:/ncdhhs.us4.list-manage.com/track/click?u=58ec19aaea4630b1baad0e5e4&id=4348478c14&e=827cc8bdd1__;!!HYmSToo!JiBnJW_WXPay27oHpItww37ZuBj1D81TwfV6boF3DnNgTDsJNOI4U slow the spread of the virus: wearing a face covering over your nose and mouth, waiting at least 6 feet from others and washing your hands often.

The “Whatever Your Reason” campaign works with North Carolina photographers to photograph real North Carolina people, places and lives, reflecting the strength and diversity of North Carolina. The campaign will run in Spanish and English language media.

To access campaign resources in English, visit: ncdhhs.gov/WhateverYourReason (https://urldefense.com/v3/__https:/ncdhhs.us4.list-manage.com/track/click?u=58ec19aaea4630b1baad0e5e4&id=347bdfeb33&e=827cc8bdd1__;!!HYmSToo!JiBnJW_WXPay27oHpItww37ZuBj1D81TwfV6boF3DnNgTDsJNOI4U

To access campaign resources in Spanish, visit: ncdhhs.gov/CualEsTuRazon (https://urldefense.com/v3/__https:/ncdhhs.us4.list-manage.com/track/click?u=58ec19aaea4630b1baad0e5e4&id=55d4e65ce3&e=827cc8bdd1__;!!HYmSToo!JiBnJW_WXPay27oHpItww37ZuBj1D81TwfV6boF3DnNgTDsJNOI4U

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