



NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

GET BEHIND THE MASK **TOOLKIT OVERVIEW**

NCDHHS COVID-19 Communications

Last Updated: November 2, 2020

GET BEHIND THE MASK TOOLKIT





Get Behind the Mask Toolkit Purpose

This toolkit provides businesses with communications tools and templates (in English and Spanish) to amplify messages to slow the spread of COVID-19.

The toolkit includes important information about **prevention, testing, contact tracing, and quarantine and isolation supports** that businesses can share with employees, customers, and community members.

HOW TO ACCESS THE *GET* *BEHIND THE MASK* TOOLKIT



How to Access Materials



- **NCDHHS recognizes the important role businesses play as leaders in our communities and workforce. We need your help to get the word out with your employees, customers, and members of your community about how they can help slow the spread of the virus.**
- **This presentation includes a list of actions to consider to help protect our communities and slow the spread of COVID-19.**
- **Click on the resource links throughout the presentation.**
- **Follow the steps on how to access, download, personalize, print, and share each resource.**

How to Access Materials



- **You can access additional communications resources including:**
 - **Business & Employer COVID-19 Resources**
 - <https://www.nc.gov/covid-19/business-employer-covid-19-resources>
 - **“Whatever Your Reason”** campaign materials that urge every North Carolinian to "Get Behind the Mask"
 - English (ncdhhs.gov/WhateverYourReason)
 - Spanish (ncdhhs.gov/CualEsTuRazon)
 - **Prevent & Protect Toolkit** materials that were designed to inform and educate North Carolinians about testing, contact tracing, and preventative measures they can take to protect themselves and their loved ones and help slow the spread of COVID-19.
 - covid19.ncdhhs.gov/PreventAndProtect

GET BEHIND THE MASK TOOLKIT: ACTION ITEMS AND RESOURCES



3 Actions Businesses Can Take to Help Slow the Spread

- 1 Follow the guidance for your business.
- 2 Be a role model and *Get Behind the Mask* and the 3Ws. Post flyers, amplify on social media, and share videos.
- 3 Use **SlowCOVIDNC**, North Carolina's exposure notification app. Encourage employees and customers to download and use the SlowCOVIDNC mobile app.

Want to do more?

Encourage employees, customers, and your community to:

- 4 Get tested if they have symptoms of COVID-19 or think they have been exposed to COVID-19.
- 5 Participate in contact tracing.
- 6 Get support if they need help to safely isolate or quarantine.

1

Follow NCDHHS guidance for businesses to protect your community.

- **COVID-19 Guidance**
 - Review the COVID-19 [Guidance for Businesses](#) for important information on how to protect your employees, customers and community.
- **Phase 3 Resources**
 - Review the [Phase 3 FAQs](#) and [Phase 3 guidance](#) for businesses for an overview of restrictions and guidelines under Phase 3.
- **Guidance and Resources for Restaurants and Bars**
 - Refer to information from NCDHHS for [restaurants and bars](#). These resources provide capacity, distancing and cleaning requirements.

How to Use:

- **Access** the resources at the links under "Guidance"
- **Review and/or Download** the files
- **Print** the guidance resources
- **Share** the current guidance with your employees and your local business community

Be a role model and *Get Behind the Mask and the 3Ws.*

- **Posters & Flyers**
 - Post these flyers and posters reminding customers to wear a mask before entering your business.
- **Social Media Resources**
 - Share the 3 Ws graphics on your social media channels to encourage people to "Know the 3Ws" and "Recuerda las 3 Ms".
 - Share *Get Behind the Mask* social media graphics available in English and Spanish.
 - Visit facebook.com/ncdhhs and **add the "Whatever Your Reason" social frame** to your business Facebook page, letting customers know that your business encourages mask wearing among its staff and patrons.
 - Share the *Get Behind the Mask* PSA, available in English and Spanish.
 - Share the *Whatever Your Reason* radio ads.

Want to learn more? Visit the "Whatever Your Reason, Get Behind the Mask" campaign page to access additional resources.

How to Use the Flyers & Posters:

- **Access** the files at the links provided on this slide
- **Download** the files
- **Print** the flyer/poster files either in-house or by sending to your local print shop (We recommend printing the flyers/posters in color)
- **Share and hang the posters** in visible areas at your business. You can also **share** the flyers as graphics on your business social media account(s).

How to Use the Social Media Resources:

- **Download** the graphics and sample posts to your computer by clicking on the links on this slide
- **Personalize** the posts to make them relevant for your business
- Share the post on our business social media platforms and include the provided graphics in your post
- You can also reshare posts directly from NCDHHS social media accounts by going to @NCDHHS (Facebook, Twitter, or Instagram)

Use SlowCOVIDNC, North Carolina's exposure notification app.

- Encourage your employees and customers to download and use [SlowCOVIDNC](#) with [this flyer option 1](#) and [flyer option 2](#). The anonymous exposure notification application for your smart phone can alert you if you have recently come into contact with another SlowCOVIDNC user who has tested positive.



How to Use:

- Access** the files at the links under "SlowCOVIDNC"
- Download** the files
- Print** the flyer/poster either in-house or by sending to your local print shop (We recommend printing the flyers/posters in color)
- Share and hang** the posters in visible areas at your business. You can also **share** the flyers as graphics on your business social media account(s).

Want to learn more? Watch the [SlowCOVIDNC Demonstration Video](#) to learn more about how the application works.

**YOU COMPLETED
THE TOP ACTIONS!**

WANT TO DO MORE?

**Here are additional resources to
help protect your community.**

Encourage your employees, customers, and community to get tested if they are experiencing symptoms or think they have been exposed to COVID-19.

- **Get the Word Out with Social Media Graphics**
 - **Find My Testing Place.** Help your employees and customers find a local testing place near them by sharing the NCDHHS Find My Testing Place tool with these [social media graphics](#).
- **Find My Testing Place**
 - Inform your employees, customers and community about using [Find My Testing Place](#) to locate a nearby testing site. It's a great resource for North Carolinians to find their local testing sites.
- **Testing Radio PSA**
 - Download and share the 30-second testing ads at the link below. They are available in [English and Spanish](#). These are great to include on any podcasts you may produce or ask your local radio station to play the PSA and help get the word out.

Want to learn more? Access the [Partner COVID-19 Testing Toolkit](#) and testing event flyers in [English & Spanish](#), if you're interested in hosting a testing event at your business or in your community.

How to Use the Graphics:

- **Download** the graphics and sample posts to your computer by clicking on the links on this slide
- **Personalize** the posts to make them relevant for your business
- **Share the posts** on your business social media platforms and include the provided graphics in your post
- You can also reshare posts directly from NCDHHS social media accounts by going to @NCDHHS (Facebook, Twitter, or Instagram)

How to Use the PSAs:

- Access the ads at the links provided. The files will download when you click on the link.
- Share the ad with employees, customers and your community via an email, your website, or social media.

5

Encourage your employees, customers and community to participate in contact tracing.

Contact tracing is an important way to reach out to people who have been near someone who has tested positive for COVID-19. Everyone can be part of the solution by answering the call when the COVID-19 Community Team reaches out for contact tracing.

- **Get the Word Out with Contact Tracing Social Media Graphics**

- **Answer the Call.** Encourage your employees, customers and community to answer the phone if a member of the COVID-19 Community Team or Local Health Department reaches out by promoting [these social media graphics](#).



How to Use:

- **Download** the graphics and sample posts to your computer by clicking on the links on this slide
- **Personalize** the posts to make them relevant for your community
- **Share** the posts on your business social media platforms and include the provided graphics in your posts.
- You can also **reshare posts directly** from NCDHHS social media accounts by going to @NCDHHS (Facebook, Twitter, or Instagram)

Encourage your employees, customers and community to get support if they need help to safely isolate or quarantine.

- **Help is available!**
 - If people are asked to quarantine due to COVID-19, there is [support](#). Let your employees and community members know that they can get the support they need with this [poster](#) and [brochure](#).
- **Get the Word Out with Social Media Graphics**
 - Help your employees and community members know that no-cost supports may be available for eligible people who test positive or are exposed to COVID-19 by sharing these [graphics and posts](#) on your social accounts.

Want to share more? Use sample [newsletter copy](#) or sample [talking points](#) to inform your employees about prevention, testing, contact tracing, and quarantine and isolation supports.

If your business is in one of the 20 counties where support is currently available, access the files at the links provided

How to Use the Poster & Brochure:

- **Download** the files and print the poster and brochure either in-house or by sending to your local print shop (We recommend printing the resources in color)
- **Share and hang the posters** in visible areas at your business

How to Use the Social Media Graphics:

- **Personalize** the posts to make them relevant for your business
- **Share** the social media post copy on your business social media platforms and include the provided graphics in your post
- You can also **reshare** posts directly from NCDHHS social media accounts by going to @NCDHHS (Facebook, Twitter, or Instagram)