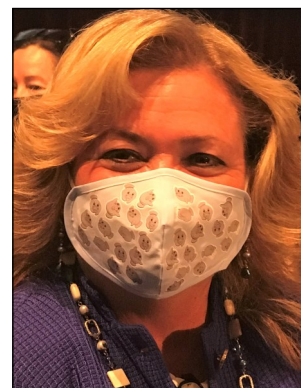


MASK UP Manatee!

#maskupmanatee

August 24-28, 2020

Coalition, campaign unite Manatee County leaders



LEFT: Schools Superintendent Cynthia Saunders and Health Officer Dr. Jennifer Bencie, pictured with Roselyn Avila (UnidosNow), center, wear custom-made face masks bearing the Manatee Schools and Mask Up Manatee! brands. CENTER: Community leaders prepare to launch the campaign. RIGHT: Administrator Cheri Coryea models the campaign mask for kids. The coalition plans to distribute masks to Manatee schools students, teachers and staff during the first weeks of school.

Community leaders representing a wide cross-section of agencies and organizations serving Manatee County came together Aug. 5 to launch a united effort in the fight against COVID-19.

Mask Up Manatee! is the name of the coalition and campaign that targets Manatee residents and visitors with messaging and activities that encourage each and every one of us to take steps to prevent the spread of this deadly virus throughout the community.

Schools Superintendent Cynthia Saunders, Health Officer Dr. Jennifer Bencie and Administrator Cheri

Coryea identified the need for a unified campaign during a virtual meeting in mid-July.

Since then, staff have developed campaign materials bearing the *Mask Up Manatee!* brand.

Coalition partners are already sharing messaging via social media and broadcast outlets, including Facebook, Twitter and Manatee Schools TV.

Messaging promotes, among other things, the importance of wearing face coverings in public, social distancing, washing hands properly and frequently and wiping down high-touch surfaces.

Mask Up Manatee! Partners:

Our social media posting party for the week of Aug. 24-28 focuses on the importance of adults and children staying home from work and school if they are feeling ill and/or have tested positive for COVID.

Please check the campaign media hub for social media designs and post to your social media accounts throughout the week.

If you do not have access to the hub, please email Nick Azzara at Nicholas.Azzara@mymanatee.org. Thanks!

Youth introduced to coalition messaging in person, online



CLOCKWISE FROM LEFT: Multicultural Health Institute volunteers mask up to unpack 13,000 pounds of food to be distributed at a back-to-school event in Manatee. High School Junior Denny Lu and more than a dozen teen scholars and tutors mask up for a virtual COVID-19 training offered through Your Advance and UnidosNow. Braden River High School cafeteria staff set the mask up example for Manatee students and staff. Mask Up Manatee! campaign materials appear in Haitian Creole on the media hub, courtesy of Manatee Healthy Teens Coalition Activist and Editor Dilan Desire. (Photo credits: Nick Azzara, Denny Lu, Jason Francey and Damon May.)



SIGN OF THE TIMES



Manatee Medical Society offers video



HUGE thanks to Valerie Vale and the team at the Manatee Medical Society for compiling a COVID prevention video as part of the Mask Up Manatee! campaign.

Check it out!

www.Manateemed.org