

WORLD MASK WEEK
August 7-14
PARTNER TOOLKIT



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Overview

The Pandemic Action Network has been promoting face coverings (via the Masking for A Friend campaign) – along with social distancing and hand washing – to help stop the spread of COVID-19.

Now, we are rallying partners to join us in promoting mask wearing behaviors during **#WorldMaskWeek from August 7-14, 2020**.

The Purpose of World Mask Week is to:

- Build momentum to enlist more policymakers, leaders and influencers to adopt and/or reinforce pro-mask policies by bringing together multiple mask campaigns currently underway
- Provide a positive, uplifting, global platform for various partners, plus individuals around the world, to engage in pro-face mask messaging and behaviors – and demonstrate global solidarity in the fight against COVID-19

How Can You Support World Mask Week on Social Media?

- Highlight your involvement with #WorldMaskWeek
- Adapt and share content across platforms using our sample social media posts
- Follow, retweet, share or like content from the Network
- Create your own content with people across your organization who are wearing masks during World Mask Week and beyond
- If you can, tag the Pandemic Action Network in your custom posts (links outlined below) and

we will amplify with partners and through our social channels

When posting about World Mask Week on your channels, **please include the following key message points:**

1. #WearAMask in public to help stop the spread of COVID-19. #WorldMaskWeek
2. Wearing a mask in public, hand washing and maintaining social distancing help stop the spread of COVID-19. #WorldMaskWeek 7-14 August 2020
3. #WorldMaskWeek is a global movement to rally around wearing masks.
4. Until we have vaccines or medicines to fight COVID-19, mask wearing, social distancing, and hand washing are the best tools we have. #WorldMaskWeek
5. Science shows that the more people wear masks in public, the more we can reduce the spread of COVID-19. #WorldMaskWeek
6. Wearing a face covering is now a common, popular way for people to help stop the spread of COVID-19 in many countries around the world. Thanks to everyone who is doing their part! #WorldMaskWeek

Follow our social channels and tag the Pandemic Action Network in your social posts:

- Twitter: [@PandemicAction](#)
- Instagram: [@PandemicActionNetwork](#)
- Facebook: [@PandemicActionNetwork](#)
- LinkedIn: [@PandemicActionNetwork](#)

Visual Assets

To help support your efforts, you can access the World Mask Week logos and full related assets [here](#).

- We've included logos in multiple languages. Currently available languages include Arabic, Chinese, English, French, Hindi, Portuguese and Spanish. We will be adding additional languages over the coming days including Amharic, German, Greek, Hausa, isiXhosa, Shona, Swahili, and Tamil.
- For static graphics, we've also provided Adobe Illustrator files. Feel free to adapt these and add your logo.
- For animations, we've provided MP4 files. Add an image of your logo (PNG with a transparent background) to the MP4s of these animations. Export for web as normal.

Please reach out to us if you have any questions about customization.

Sample Social Media Copy

Feel free to customize the following sample posts to align with your organization's voice and style and pair them with the assets we have provided or create your own.

Many other activities and observances may be occurring during World Mask Week. Use your creativity to connect the dots. International Youth Day on August 12, for example, is a great time to amplify content that appeals to young people and encourages them to engage in #WorldMaskWeek.

Recommended Timing

Sample Social Media Copy

August 3-5	We're proud to participate in #WorldMaskWeek with @PandemicAction. Mask wearing is a critical piece of the puzzle, and it's up to each of us to do our part to help stop #COVID19 this week and every week. #WearAMask
August 7	We want to see how you're wearing a mask during #WorldMaskWeek – get creative and tag others to join in to build the momentum!
August 7	DYK it's #WorldMaskWeek? #WearAMask and upload an image or tell your story on social media. Be sure to get creative and tag others to do the same!
August 12, International Youth Day	It's International Youth Day! Shout out to all the young people who are stepping up and helping stop the spread of COVID-19 by wearing a mask. You are doing it with style...and you are making a difference. #WorldMaskWeek
August 8-14	Studies continue to prove that more mask wearing, together with handwashing and social distancing, helps reduce the spread of #COVID19 in communities everywhere. Join the movement to help fight the pandemic - #WearAMask #WorldMaskWeek and beyond. @PandemicAction.
August 8-14	Mask wearing, hand washing, and social distancing are three of our best tools to fight #COVID19 until we have a vaccine – together, they can help us turn the tide of the pandemic. Learn more about how you can make a difference during #WorldMaskWeek. @PandemicAction
August 8-14	Fun, easy, popular. Wearing a mask to slow the spread of #COVID19 is becoming common in countries around the world. Help us keep up the momentum and continue to #WearAMask in honor of #WorldMaskWeek and beyond. @PandemicAction
August 8-14	How are you protecting your community during #WorldMaskWeek? Here's what we're doing at [your organization name] – [link to content about World Mask Week]
August 8-14	👁️👁️ We see you! More and more of you are wearing a mask in public. Thanks for doing your part to slow the spread of COVID-19 during #WorldMaskWeek and beyond! @PandemicAction

Sample Newsletter Copy

You can customize the below copy to promote World Mask Week in your newsletter or other platforms.

Recommended Timing	Sample Newsletter Copy
Week of August 3	We're proud to partner with the Pandemic Action Network to launch World Mask Week. This social-led initiative will begin on Friday, August 7 and conclude on Friday, August 14. World Mask Week is a global movement to

	<p>inspire more people to wear face coverings to help stop the spread of COVID-19. The science is now clear: community masking is critical to stop the spread of COVID-19. Until we have vaccines or medicines to fight COVID-19, mask wearing, hand washing, and social distancing are the best tools we have (plus, testing and tracing of course). Help us spread mask wearing messages by getting involved in the #WorldMaskWeek conversation on social media. Share a picture of how you are wearing a mask and tag friends to keep the momentum going!</p>
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Sample Blog/Op-ed Copy

You can customize the below copy to promote World Mask Week in your blog or pitch an op-ed to your local media contacts.

Recommended Timing	Sample Blog/Op-ed Copy
<p>Week of August 3</p>	<p>#WorldMaskWeek is a global movement to inspire more people to wear face coverings to help stop the spread of COVID-19. Community masking is critical to stop the spread of COVID-19, and the science backs it up. Until we have vaccines or medicines, mask wearing is one of the best tools we have that we can all use (along with social distancing and hand washing).</p> <p>We now know that any of us could be carrying and spreading the virus, even if we're not experiencing symptoms. Wearing a mask shows your care for each other— "I cover my face to protect you; you cover your face to protect me."</p> <p>The COVID-19 pandemic is not over; in fact, it's spreading like wildfire in far too many places around the globe. But there is hope! If we pull together in solidarity – if we pledge to wear a mask when in public consistently and correctly – we can slow the spread. And we can save lives.</p> <p>A review and meta-analysis funded by the World Health Organization and published in The Lancet examined data from 172 studies from 16 countries and six continents and found that face mask use could result in a large reduction in the risk of infection.</p> <p>Based on this growing evidence on how to slow the spread of COVID-19, the global public health community agrees: wearing a mask or face covering when in public helps protect communities.</p> <p>That's why we've joined the Pandemic Action Network in support of World Mask Week (August 7-14). This movement demands each of us do what we can to slow the spread of the virus and to save lives in our neighborhoods, workplaces, schools, and communities. We want to applaud everyone who has been wearing a mask and invite more people to join the movement.</p>

	<p>We must ensure that everyone, everywhere knows and understands the benefits of wearing a mask and how only together as governments, leaders and individuals can we rise up to meet the challenge and overcome this pandemic. World Mask Week is the time to do this. And beyond!</p>
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Template Press Release

You can customize the below copy with details specific to your organization’s participation in World Mask Week and distribute the release to your media contacts.

Recommended Timing	Template Press Release
<p>Embargoed until August 6, 2020</p>	<p>HOLD FOR EMBARGO Until August 6, 2020 at 7 a.m. ET</p> <p>CONTACTS: [INSERT]</p> <p>[ORGANIZATION] Joins World Mask Week to Build A Global Movement to Wear Masks</p> <p><i>World Mask Week is a global movement to inspire more people to wear face coverings to help stop the spread of COVID-19</i></p> <p>August 6, 2020, [LOCATION]—[ORGANIZATION] has joined forces with the Pandemic Action Network, CDC Foundation and partners in support of World Mask Week, August 7-14, 2020. Community masking is critical to stop the spread of COVID-19. And until we have vaccines or medicines to fight COVID-19, mask wearing is one of the best tools we have – particularly when paired with social distancing, handwashing, testing and tracing.</p> <p>The initiative encourages people and organizations around the world to rally behind the importance of wearing a mask to stop the spread of COVID-19 during World Mask Week and every week. People will be asked to show their support by sharing a statement, picture or video on social media, tagged with #WorldMaskWeek. [ORGANIZATION] is participating in World Mask Week by [INSERT WMW ACTIVITIES].</p> <p>[INSERT QUOTE FROM ORGANIZATION LEADERSHIP]</p> <p>Face coverings block the spray of droplets from sneezing, coughing, talking, singing or shouting when worn over the mouth and nose. They serve as barriers that help prevent droplets from traveling into the air. Since people may have COVID-19, but not know it or have symptoms, consistent mask wearing can reduce the spread of the virus.</p>

World Mask Week provides the opportunity to continue to sustain this momentum, uniting disparate parties around a single message.

[INSERT MORE DETAIL ON WHAT YOUR ORGANIZATION IS DOING]

About [ORGANIZATION]

[INSERT BOILERPLATE]

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