



#HolidayAskWearAMask Partner Toolkit

OMH Holiday Safety during COVID-19



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Overview

The Office of Minority Health (OMH) at the U.S. Department of Health and Human Services (HHS) is promoting a very important and simple task for communities across the country #HolidayAskWearAMask. By wearing a mask, watching your distance, and washing your hands frequently, together, we can make the holidays safer for everyone. Communities can help lower the risk of spreading COVID-19 during the holidays through personal prevention practices recommended by the Centers for Disease Control and Prevention (CDC). This toolkit has shareable graphics, social media messages, a sample newsletter article, and key messages to help spread awareness about holiday safety during COVID-19 that partners can share with their social and digital media audiences.

Social Media Promotions and Hashtags

Use the social media posts, hashtag and graphics below to create awareness about the OMH Holiday Safety during COVID-19 campaign.

Hashtags: **#HolidayAskWearAMask**

Twitter

The @CDCgov urges everyone to stay home this holiday season to reduce the spread of #COVID19. The safest way to celebrate is at home with the people you live with. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html>

Join @MinorityHealth in encouraging everyone to take steps to be safe this holiday season. #WearAMask, watch your distance from others and wash your hands frequently. Together we can make this a safe and healthy holiday. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html>

The holidays will be different this year. Gatherings with family and friends are fun but increase the chances of spreading #COVID19. Find ways to celebrate virtually this holiday season or with the people you live with. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

This #holidayseason, remember to wear your mask, watch your distance and wash your hands. Practicing these simple steps can help ensure a #healthierholiday. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

Everyone can help make the holidays safer and still spread cheer with a #HolidayAskWearAMask. During the holidays, please make sure to wear a mask, watch your distance and wash your hands. These simple actions can help keep everyone safe: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html>

#DYK there are simple steps you and your loved ones can take this holiday season? #HolidayAskWearAMask, watch your distance, #StayHome if possible and wash your hands. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html>

#WearAMask that meet these 3 criteria:

- Have 2 or more layers of washable, breathable fabric.
- Completely cover your nose and mouth.
- Fit snugly against the sides of your face and don't have gaps.

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask
#COVIDStopsWithMe

Facebook

The Centers for Disease Control and Prevention urges everyone to stay home this holiday season to reduce the spread of COVID-19. The safest way to celebrate is at home with the people you live with. Gatherings with family and friends who do not live with you can increase the chances of getting or spreading COVID-19.

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask #COVIDStopsWithMe #WearAMask

This holiday season we join the HHS Office of Minority Health in their #HolidayAskWearAMask campaign and encourage everyone to wear a mask, watch your distance, and wash your hands wherever you choose to celebrate. Together we can make this a healthier holiday. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html>

The holidays will be different this year but together we can make this a healthier holiday season. Find ways to celebrate with your family and friends virtually and follow these guidelines from the Centers for Disease Control and Prevention: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

This holiday season remember to wear your mask, watch your distance and wash your hands frequently for at least 20 seconds. Practicing these safety measures can help ensure a healthier holiday for all:

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

Everyone can help make the holidays safer and still spread cheer. Remind family and friends as a #HolidayAskWearAMask and encourage them to make sure to wear a mask, watch their distance and wash their hands frequently for at least 20 seconds. A simple ask can help keep everyone safe:

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html>

Did you know there are a few simple steps you and your loved ones can take this holiday season? #HolidayAskWearAMask, watch your distance and wash your hands frequently. Stay at home if possible this winter and help ensure a healthier holiday for all: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html>

#WearAMask that meet these 3 criteria:



Have 2 or more layers of washable, breathable fabric.



Completely cover your nose and mouth.



Fit snugly against the sides of your face and don't have gaps.

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

Instagram

The Centers for Disease Control and Prevention urges all Americans to stay home this holiday season to reduce the spread of #COVID19. The safest way to celebrate is at home with the people you live with.

<https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask #COVIDStopsWithMe #WearAMask

Join @MinorityHealth in their #HolidayAskWearAMask campaign and encourage everyone to take simple steps to #WearAMask, watch your distance and wash your hands frequently wherever you choose to celebrate the season. Together we can make this a healthier holiday. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask #COVIDStopsWithMe #WearAMask

Stay home if possible and find ways to celebrate virtually or with people in your household this holiday season. Begin with a #HolidayAskWearAMask <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask #COVIDStopsWithMe #WearAMask #StayHome

This holiday season remember to wear your mask, watch your distance and wash your hands. Practicing these safety measures can help ensure a healthier holiday for all: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask #COVIDStopsWithMe #WearAMask

A simple task can help keep everyone safe. Remind family and friends as a #HolidayAskWearAMask, watch your distance and wash your hands: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask #COVIDStopsWithMe #WearAMask

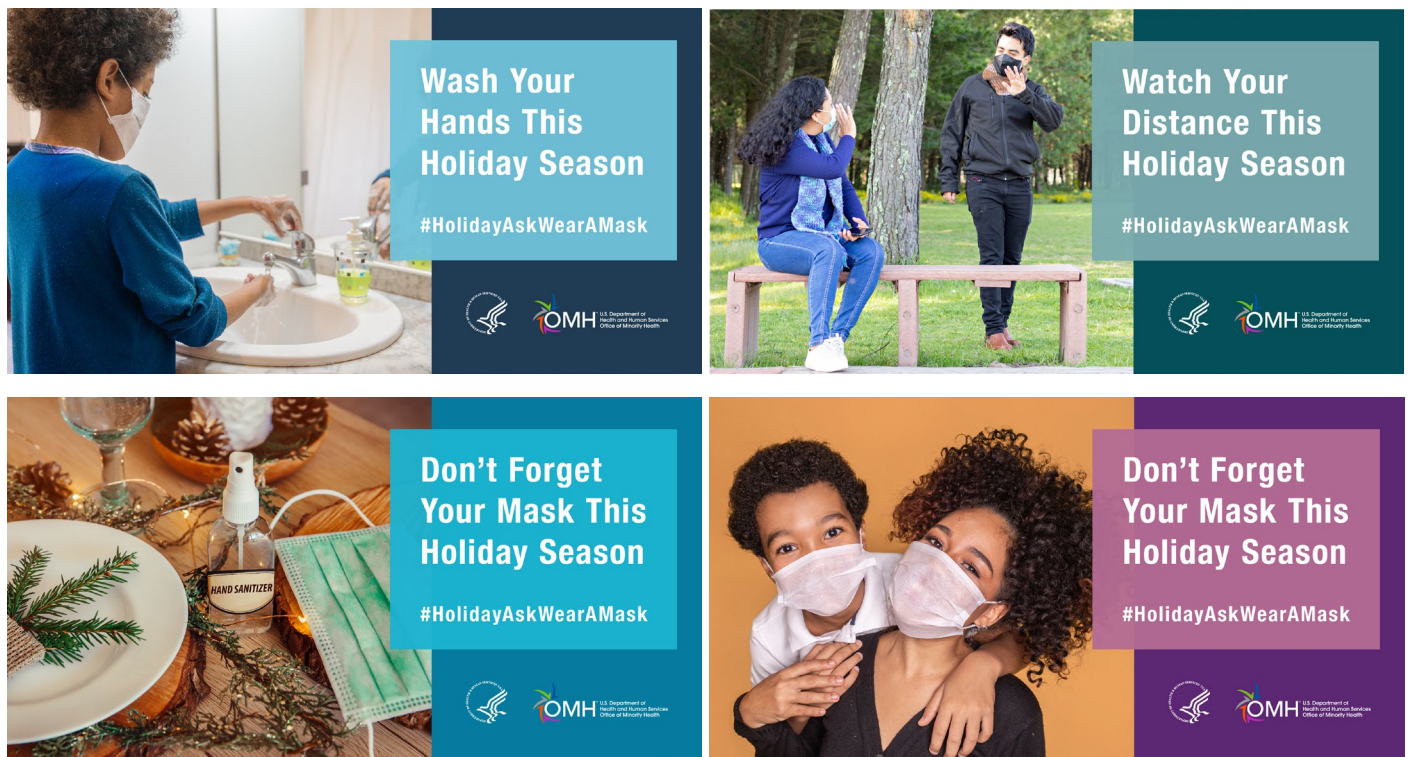
#DYK there are a few simple steps you and your loved ones can take to ensure a healthier holiday season? #HolidayAskWearAMask, watch your distance and wash your hands. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #COVIDStopsWithMe #WearAMask

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Promotional Graphics





Redes Sociales

Comparta estos mensajes y gráficos en las redes sociales. Use la etiqueta para crear conciencia sobre la salud pública durante la pandemia y las fiestas de fin de año.

Etiqueta: **#HolidayAskWearAMask**

Twitter

Únete a @OMH_Espanol para alentar a todos a tomar medidas para estar seguros esta temporada. #PonteUnaMascarilla, mantén tu distancia y lávate las manos con frecuencia. Juntos podemos hacer esta temporada segura y saludable. <https://espanol.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html>

Las fiestas serán diferente este año. Encuentra formas de celebrar virtualmente esta temporada o con las personas con las que vives para #DesacelerarLaPropagación de #COVID19. <https://espanol.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

¿#SabíasQue hay pasos sencillos que tú y tus seres queridos pueden tomar en esta temporada de fiestas? #PonteUnaMascarilla, mantén tu distancia, quédate en casa si es posible y lávate las manos. <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays.html> #HolidayAskWearAMask

#PonteUnaMascarilla que cumpla con estos 3 criterios:

- Tenga 2 o más capas de tela lavable y transpirable.
- Que cubra completamente la nariz y la boca.
- Se ajusta perfectamente a los lados de la cara y no tiene espacios.

<https://espanol.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask
#COVIDStopsWithMe

Facebook

En esta temporada, nos unimos a La Oficina de Salud de las Minorías de HHS en su campaña #HolidayAskWearAMask y alentamos a todos a usar una mascarilla, mantener la distancia y lavarse las manos donde sea que elijan celebrar. Juntos podemos hacer esta temporada más saludable. <https://espanol.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html>

Las fiestas serán diferente este año, pero juntos podemos asegurar una temporada festiva más saludable. Encuentra formas de celebrar con tu familia y amigos virtualmente y siga estos consejos de los Centros para el Control y la Prevención de Enfermedades: <https://espanol.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

¿Sabías que hay algunos pasos sencillos que tú y tus seres queridos pueden tomar en esta temporada? #PonteUnaMascarilla, mantén tu distancia y lávate las manos con frecuencia. Quédate en casa si es posible este invierno y ayuda a garantizar una temporada más saludable para todos: <https://espanol.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

#PonteUnaMascarilla que cumpla con estos 3 criterios:



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Las fiestas serán diferente este año. Encuentra formas de celebrar virtualmente esta temporada o con las personas con las que vives para #DesacelerarLaPropagación de #COVID19: <https://espanol.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask #SaludPública #PonteUnaMascarilla

#¿SabíasQue hay pasos sencillos que tú y tus seres queridos pueden tomar en esta temporada de fiestas?

#PonteUnaMascarilla, mantén tu distancia, quédate en casa si es posible y lávate las manos.

<https://espanol.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

#SaludPública #DesacelerarLaPropagación #COVID19

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Tenga 2 o más capas de tela lavable y transpirable.



Que cubra completamente la nariz y la boca.



Se ajusta perfectamente a los lados de la cara y no tiene espacios.

<https://espanol.cdc.gov/coronavirus/2019-ncov/daily-life-coping/holidays/winter.html> #HolidayAskWearAMask

#SaludPública #DesacelerarLaPropagación #COVID19

Gráficos



Lávate las manos

#HolidayAskWearAMask




Mantén tu distancia

#HolidayAskWearAMask




Usa una mascarilla

#HolidayAskWearAMask




Usa una mascarilla

#HolidayAskWearAMask




Mantén tu distancia

#HolidayAskWearAMask





Lávate las manos

#HolidayAskWearAMask




Protege tu salud

#HolidayAskWearAMask




Usa una mascarilla

#HolidayAskWearAMask



Sample Newsletter Article

With COVID-19 cases rising again across the nation, especially among racial and ethnic minority and American Indian and Alaska Native communities, this year's family holiday gatherings are going to look a lot different than usual. The Centers for Disease Control and Prevention (CDC) urges all Americans to stay home and celebrate with the people you live with.

To spread awareness, the HHS Office of Minority Health (OMH) is promoting a very important and simple task for communities across the country #HolidayAskWearAMask. By wearing a mask, watching your distance, and washing your hands frequently, together, we can make the holidays safer for everyone.

Communities can also help lower the risk of spreading COVID-19 during the holidays through personal prevention practices recommended by the CDC. This includes wearing a [mask](#), staying [at least 6 feet apart](#), [staying home when sick](#), [handwashing](#), [disinfecting](#) frequently touched surfaces, and postponing [travel](#).

If you are thinking about hosting a gathering, please consider the three levels of risks:

- **Lower risk activities:**
 - Having a small dinner with people you live with, having a virtual dinner, shopping online, etc.
- **Moderate risk activities:**
 - Having a small outdoor dinner with family and friends in your community, attending a small outdoor sports event with safety precautions in place, etc.
- **Higher risk activities:**
 - Attending large gatherings with people outside of your household, in-person shopping, attending crowded events, traveling, etc.

Travel may increase your chance of getting and spreading COVID-19. Postponing travel and staying home is the best way to protect yourself and others this year.

Remember, we all have a role to play in preventing the spread of COVID-19. [Follow the 3 Ws](#) to protect yourself and those around you. **W**ash your hands. **W**ear a face mask. **W**atch your distance.

For more information, see the [CDC's Considerations for Holiday Celebrations and Small Gatherings](#) to help you and your loved ones stay safe during the COVID-19 pandemic.

And don't forget as a #HolidayAskWearAMask!

Key Messaging

As COVID-19 cases continue to spike across the nation, we will have to make some tough decisions about the way we are celebrating the holiday's and how this year will look in comparison to previous years. We are responsible for choosing how to safely celebrate during the holidays.

The Centers for Disease Control and Prevention urges everyone to stay home this holiday season to reduce the spread of COVID-19. The safest way to celebrate is at home with the people you live with. Gatherings with family and friends who do not live with you can increase the chances of getting or spreading COVID-19.

We want to remind everyone about the importance of wearing a mask, washing your hands, and watching your distance this holiday season. That is why we are promoting a very important and simple task for communities across

the country. #HolidayAskWearAMask. By wearing a mask, washing your hands, and watching your distance, together we can help make the holidays safer for everyone.

Travel may increase your chance of getting and spreading COVID-19. Postponing travel and staying home is the best way to protect yourself and others this year.

We encourage families to celebrate virtually or with the people you live with as the safest choice this holiday season.

Travel

If you are considering traveling for the holidays, here are some important questions to ask yourself and your loved ones beforehand. These questions can help you decide what is best for you and your family.

- Are you, someone in your household, or someone you will be visiting at [increased risk for getting very sick](#) from COVID-19?
- Are cases high or increasing in your community or your destination? Check [CDC's COVID Data Tracker](#) for the latest number of cases.
- Are hospitals in your community or your destination overwhelmed with patients who have COVID-19? To find out, check [state and local public health department websites](#).
- Does your home or destination have requirements or restrictions for travelers? Check [state and local requirements](#) before you travel.
- During the 14 days before your travel, have you or those you are visiting had close contact with people they don't live with?
- Do your plans include traveling by bus, train, or air which might make staying 6 feet apart difficult?
- Are you traveling with people who don't live with you?

If the answer to any of these questions is "yes," you should consider making other plans, such as hosting a virtual gathering or delaying your travel.

It's important to talk with the people you live with and your family and friends about the risks of traveling for the holidays.

As important as it is for everyone to stay home for the holidays, we know some will still decide to travel. Before travelers' chance being exposed to the virus, it's important to talk your housemates, family, and friends about the risks of traveling for the holidays.

- If you do decide to travel, following these tips:
 - Check travel restrictions before you go.
 - Get your flu shot before you travel.
 - Always wear a mask in public settings, when using public transportation, and when around people who you don't live with.
 - Stay at least 6 feet apart from anyone who does not live with you.
 - Wash your hands often or use hand sanitizer.
 - Avoid touching your mask, eyes, nose, and mouth.
 - Bring extra supplies, such as masks and hand sanitizer.
 - Know when to delay your travel.



While this holiday season will be different for communities across the country given the impacts of COVID-19, we can still enjoy time with family and friends while celebrating safely. Visit [cdc.gov](https://www.cdc.gov) for more tips on COVID-19 and holiday safety.

And don't forget as a #HolidayAskWearAMask!