

A Message from NCTracks on Behalf of NC Medicaid Deputy Secretary Dave Richard

Dear Community Partners,

Scientific research shows that preventive measures such as hand washing and wearing cloth coverings over the nose and mouth are effective ways to protect ourselves, our loved ones and our communities by lowering risk of exposure to COVID-19.

That's why Governor Roy Cooper announced that coverings over the nose and mouth must be worn when people are in both indoor and outdoor public spaces. This step, in addition to encouraging people to stay six feet apart, wash hands and stay home when ill, will help us:

- protect our families, friends and neighbors from getting seriously ill, and
- restore our economy and get people back to work and get our children back to school.

Growing evidence shows that cloth face coverings, when worn consistently, can decrease the spread of COVID-19, especially among people who are not yet showing symptoms of the virus.

We are writing to you today to ask for your help. We have created resources to empower community partners and small businesses to communicate about the cloth coverings state requirement to protect their loved ones, employees and customers.

We ask that you share these materials widely through your own communications channels and with your partners. Our [Prevent and Protect Media Toolkit](#) includes:

- Social media graphics in English and Spanish answering basic questions about wearing coverings over the mouth and nose. Images used in the graphics reflect the diversity of North Carolina.
- Posters for businesses and community organizations to print and hang that remind people to wear cloth coverings over their nose and mouth and celebrate the commitment businesses in your community have made to protect employees and customers. We encourage you to place the posters in your breakrooms, waiting rooms, building entrances or doors, and other frequented locations.

You can find more information about the new cloth covering Executive Order in this [press release](#) and answers to frequently asked questions in this [Guidance](#) and [FAQs](#).

In addition to materials about cloth coverings, the [Prevent and Protect Media Toolkit](#) is full of social media posts and images, infographics, customizable flyers and more to get the word out about preventative measures (3Ws), testing and contact tracing and to help North Carolinians protect themselves and their loved ones against the spread of COVID-19. We will continue to update the page with new materials, so **please check back often**. All materials are available in English and Spanish.

Thank you for your continued efforts to work together to slow the spread of COVID-19, and for your commitment to ensuring your community and the communities you serve are informed and supported.

-- Dave

Dave Richard

Deputy Secretary

NC Medicaid

Division of Health Benefits

NC Department of Health and Human Services