

# #VaxUpMidSouth #MaskUpMidSouth

## Press Release

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### COVID-19: Stop the Spread

Concerned citizens in the Mid-South\* now have a new way to help in the efforts to stop the spread of COVID-19. A new social media campaign has launched to promote improvement in vaccination rates and masking in the tri-state area. The campaign includes a digital engagement guide and interactive infographics which will be made available to medical professionals and other individuals who have a deep interest in keeping the region safe during the current global health crisis.

Stopping the spread of COVID-19 is a collective effort, and misinformation regarding the pandemic has proven to be a considerable obstacle. The overall goal of this campaign is to create an easily-accessible online package of straightforward, evidence-based information for medical professionals, scientists, and concerned citizens in the Mid-South to disseminate through social media platforms.

Additionally, this campaign also seeks to create ways to open respectful and credible online discussions while encouraging Mid-Southerners to take care of two variables that they can control: masking and vaccinating. The infographics provide links to accurate medical and scientific sources for the most current information regarding masking and vaccination recommendations as well as links to websites listing vaccination locations around the Mid-South.

Along with the facts and numbers, other resources within the digital engagement guide include links intended to help facilitate meaningful and productive conversations with those who may have been misinformed about the current pandemic situation.

The digital engagement guide includes the hashtags **#VaxUpMidSouth** and **#MaskUpMidSouth** for inclusion in social media posts across various platforms. Users are asked to use these hashtags to unify the campaign and flood social media with fact-based information.

Sources utilized in the digital engagement guide/infographics are listed below:

- "CDC Calls on Americans to wear masks to prevent COVID-19 spread." *CDC.gov*. Centers for Disease Control and Prevention, 14 July 2020, [www.cdc.gov/media/releases/2020/p0714-americans-to-wear-masks.html](http://www.cdc.gov/media/releases/2020/p0714-americans-to-wear-masks.html). Accessed 12 Nov. 2021.
- "COVID-19 Integrated County View." *CDC.gov*. Centers for Disease Control and Prevention, <https://covid.cdc.gov/covid-data-tracker/#county-view>. Accessed 13 Nov. 2021.
- "COVID-19 Vaccination Locations." *Healthy.Arkansas.gov*. Arkansas Department of Health, <https://www.healthy.arkansas.gov/programs-services/topics/covid-19-map-of-1-a-pharmacy-locations>. Accessed 13 Nov. 2021.
- "COVID-19 Vaccines for Children and Teens." *CDC.gov*. Centers for Disease Control and Prevention, Updated 4 Nov. 2021, [www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/children-teens.html](http://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/children-teens.html). Accessed 12 Nov. 2021.
- "Delta Variant: What We Know About the Science." *CDC.gov*. Centers for Disease Control and Prevention, Updated 26 Aug. 2021, [www.cdc.gov/coronavirus/2019-ncov/variants/delta-variant.html](http://www.cdc.gov/coronavirus/2019-ncov/variants/delta-variant.html). Accessed 12 Nov. 2021.
- "How to Properly Wear a Face Mask: Infographic." *Johns Hopkins Medicine*, Johns Hopkins Medicine, Updated 10 Feb. 2021, [www.hopkinsmedicine.org/health/conditions-and-diseases/coronavirus/proper-mask-wearing-coronavirus-prevention-infographic](http://www.hopkinsmedicine.org/health/conditions-and-diseases/coronavirus/proper-mask-wearing-coronavirus-prevention-infographic). Accessed 16 Nov. 2021.
- "Myths and Facts about COVID-19 Vaccines." *CDC.gov*. Centers for Disease Control and Prevention, Updated 12 Nov. 2021, [www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html?s\\_cid=10495:covid%20vaccine%20facts:sem.ga:p:RG:GM:gen:PTN:FY21](http://www.cdc.gov/coronavirus/2019-ncov/vaccines/facts.html?s_cid=10495:covid%20vaccine%20facts:sem.ga:p:RG:GM:gen:PTN:FY21). Accessed 13 Nov. 2021.
- Rich, Mandy. "How to talk to your friends and family about COVID-19 vaccines." *UNICEF.org*. UNICEF, [www.unicef.org/coronavirus/how-talk-about-covid-19-vaccines](http://www.unicef.org/coronavirus/how-talk-about-covid-19-vaccines). Accessed 16 Nov. 2021.
- Scobie, H.M., Johnson, A.G., Suthar, A.B., et al. "Monitoring Incidence of COVID-19 Cases, Hospitalizations, and Deaths, by Vaccination Status--13 U.S. Jurisdictions, April 4-July 17, 2021." *Morbidity and Mortality Weekly Report*, 2021;70:1284-1290. DOI: <http://dx.doi.org/10.15585/mmwr.mm7037e1>.
- *Vaccinate Your Family*. Vaccinate Your Family, <https://vaccinateyourfamily.org>. Accessed 16 Nov. 2021.
- "Vaccination Against COVID-19." *MSDH.ms.gov*. Mississippi State Department of Health, [https://msdh.ms.gov/msdhsite/\\_static/14,0,420,976.html](https://msdh.ms.gov/msdhsite/_static/14,0,420,976.html). Accessed 13 Nov. 2021.
- "Vaccine Availability & Appointments." *Covid19.tn.gov*. Covid19.tn.gov, <https://covid19.tn.gov/covid-19-vaccines/availability>. Accessed 13 Nov. 2021.
- *World Health Organization*. World Health Organization, [www.who.int](http://www.who.int). Accessed 16 Nov. 2021.
- "Your Guide to Masks." *CDC.gov*. Centers for Disease Control and Prevention, Updated 25 Oct. 2021, [www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/about-face-coverings.html](http://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/about-face-coverings.html). Accessed 13 Nov. 2021.

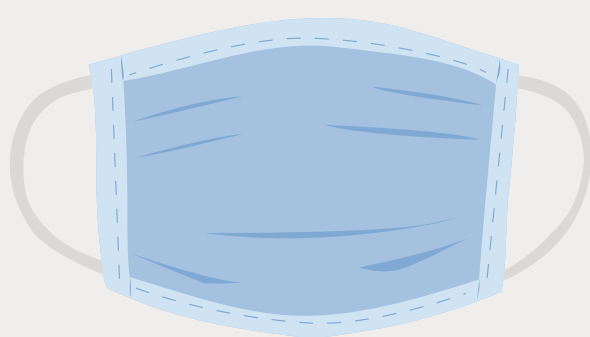
\*For the purposes of this campaign, the Mid-South is comprised of select counties in Arkansas, Mississippi, and Tennessee. Arkansas counties include Crittenden, Cross, Lee, Phillips, Poinsett, and St. Francis. Mississippi counties include Alcorn, Benton, Coahoma, DeSoto, Lafayette, Marshall, Quitman, Tate, Tippah, Tunica, and Panola. Tennessee counties include Crockett, Dyer, Fayette, Hardeman, Haywood, Lauderdale, Madison, McNairy, Shelby, and Tipton.

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COVID-19: Stop the  
Spread

## A Digital Engagement Guide

Background  
Information



Facts



Social Media  
Engagement  
Strategies

Resources

Discuss - Invite - Guide - Educate

## Background Information

Early efforts to curb the spread of COVID-19 resulted in mass closures around the world. As businesses, schools, and other venues began to re-open, vaccines had not been made available to the public. However, **universal masking** proved to be an effective tool in limiting the spread of COVID-19.<sup>1</sup>

As vaccines were introduced, many believed that the end of the pandemic was on the horizon. The particular virulence of the Delta variant in the summer and fall of 2021 prompted many health officials to recommend masking again, even for the fully vaccinated. Evidence-based scientific studies show that the **combination of masking and vaccination** are the best tools for reducing the spread of COVID-19.<sup>2</sup>

Unfortunately, misinformation has circulated regarding masking and vaccines. Ensuring the overall safety of the Mid-South population will depend upon **educating people with facts.**

By making an effort to present the facts in a straightforward manner, the intention of this guide is to provide social media strategies for concerned citizens in the Mid-South to encourage readers to make the decision to **mask up and get vaccinated.**

**The goal is to take a regional approach to keep the overall population safe, limit the burden on medical facilities, and hasten a return to normalcy.**

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### Sources:

<sup>1</sup> <https://www.cdc.gov/media/releases/2020/p0714-americans-to-wear-masks.html>

<sup>2</sup> <https://www.cdc.gov/coronavirus/2019-ncov/variants/delta-variant.html>

## FACTS

# WHY VACCINATE AND MASK UP?

### FACT

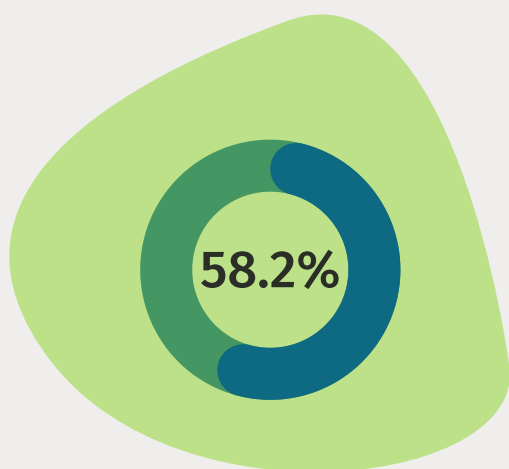
If you live in an area of high transmission, being **fully vaccinated and wearing a mask in indoor public places** significantly reduces your risk of catching and spreading COVID-19.<sup>3</sup>



### FACT

From April 4 to July 17, 2021, **91% of COVID-19-associated deaths** in a 13-jurisdiction U.S. CDC study occurred among unvaccinated individuals.<sup>4</sup>

91%



**Percentage of Shelby County population ages 12 and up who are fully vaccinated**<sup>5</sup>

CDC data current as of Nov. 11, 2021; updated every 7 days



**Children from ages 5-11 are now eligible for vaccination**

They can now receive the two-dose Pfizer series.<sup>6</sup>

## Is the vaccine safe?

**YES. [Click to read the facts from the CDC.](#)**

## Where can I get the vaccine?

### VACCINE CLINICS

**Free vaccine clinics are available throughout the Mid-South!**

[Click for Arkansas locations](#)

[Click for Mississippi locations](#)

[Click for Tennessee locations](#)



### Protect Yourself and Others

Improving the vaccination rate and masking benefits **everyone.**

#### Sources:

<sup>3</sup> <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/about-face-coverings.html>

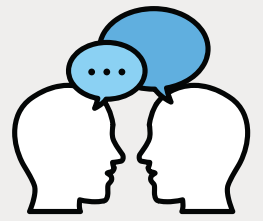
<sup>4</sup> <https://www.cdc.gov/mmwr/volumes/70/wr/mm7037e1.htm>

<sup>5</sup> <https://covid.cdc.gov/covid-data-tracker/#county-view>

<sup>6</sup> <https://www.cdc.gov/coronavirus/2019-ncov/vaccines/recommendations/children-teens.html>

## Social Media Engagement Strategies

### DISCUSS



Use the **facts** to frame your discussion. Be positive, encouraging, and inclusive in your word choices. Try to find common ground in your discussions.

### INVITE



Find positive ways to talk to someone who is misinformed about the situation. **Invite** the people you're trying to reach to set an appointment to get the vaccine or offer to provide them with masks.

### GUIDE



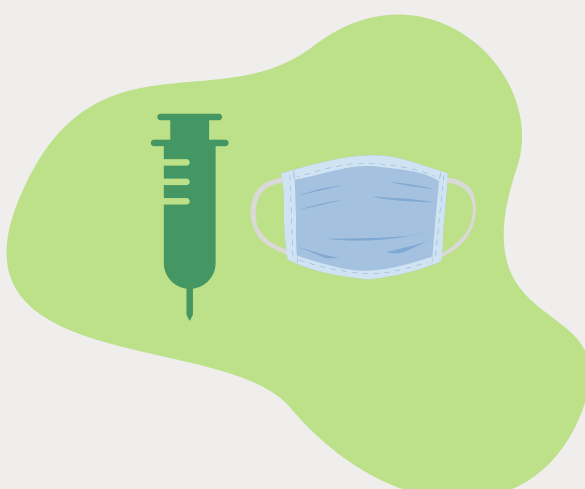
Guide people to relevant, accurate, and credible sources by using links and resources within this document for social media posts. Use the hashtags **#VaxUpMidSouth** and **#MaskUpMidSouth**. Post pictures of yourself enjoying activities while properly masked.

### EDUCATE



Promote information about scientifically-accepted prevention and treatments. **Avoid** mentioning unapproved, potentially harmful treatments by name. Removing unapproved treatment keywords from the discussion can help stop their circulation in various platforms.

**Vaccines and masking should not be presented as part of any political affiliation or ideology.**



## Resources

Here are some additional resources for building your fact-based COVID-19 masking and vaccination discussions.

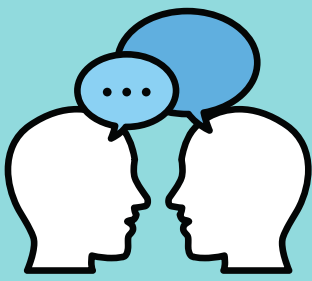


### General Vaccine Information

The organization **Vaccinate Your Family** provides a wealth of information regarding not only COVID-19 vaccines, but other vaccinations recommended for all age groups.

### Worldwide Information

The **World Health Organization (WHO)** continues to update information about COVID-19 vaccinations, masking, and treatment information on a global scale.

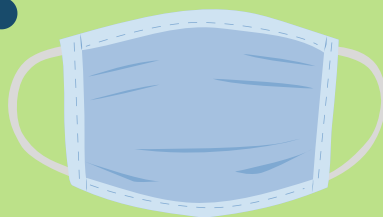


### Discussion Information

**UNICEF** offers some great tips for talking to friends and family about vaccination. These discussion strategies are transferable to social media engagement.

### Proper Masking Information

This infographic from **Johns Hopkins** demonstrates how to properly wear a mask to help mitigate the spread of COVID-19.



Remember to include the hashtags!  
**#VaxUpMidSouth #MaskUpMidSouth**