

# COVID – MASK FATIGUE ASSIGNMENT

## GOAL





Reinvigorate Americans’ individual commitment to wearing masks correctly and consistently through tailored messaging that connects to audience values; Normalize mask use through influencer outreach

## BACKGROUND

The coronavirus is surging across America. Even though we know that a simple face mask (combined with social distancing and handwashing) is the *proven* best defense in significantly reducing transmission of the coronavirus, we do not have universal masking. According to the Institute for Health Metrics and Evaluation (IHME), as of Nov. only 67% of Americans are masking up when we need 95% to effectively slow community spread and save lives. If we reached universal masking, IHME projects nearly 70,000 lives saved by March 2021.

Americans are experiencing pandemic-fatigue and are eager for things to “get back to normal.” This is leading many to let their guard (and mask) down around friends and family outside their immediate household because these gatherings feel deceptively safe. While a large majority of Americans always wear a mask to the grocery store, only a third always wear it when going to someone’s home and a quarter do so when family/friends visit their homes. This is problematic as public health officials say the surge in cases is largely being driven by small, private social gatherings, such as dinner parties, game nights, or carpools ([Washington Post](#)).

## TARGET AUDIENCES

General Population			
Motivated by the promise of being together with loved ones but pandemic fatigued			
Priority Subgroups			
Conservatives	Gen Z	Black Americans	Latinx Americans
Believe pandemic is overblown but motivated to keep local businesses and the economy open	Believe virus won't do them much harm and want to see the social scene reopen and gather freely with friends	Concerned about being seeing as a threat in a mask and motivated to support their own community	Many are frontliners fearful of job loss and are driven by cultural energy around fighting the virus
			

## STRATEGIC IDEA

If we wear masks now, we can protect our circle and get back to what we know and love more quickly. Masks make this possible.

## CALL TO ACTION

Mask Up America

## **CREATIVE CONSIDERATIONS**

- Offer empathy to the fatigue and confusion/misinformation; Avoid shaming, top-down tone
- Normalize use through stories or real people/influencers
- Important to include visual references to social distancing, avoiding crowded/inside spaces where possible

## **REASONS TO BELIEVE**

- All our circles are connected, and not masking up can have a ripple effect that leads to greater and faster spread of the coronavirus
- Highlight new science/data:
  - If 15% more people wore a mask, we could prevent the need for lockdowns, which could save the U.S. economy up to 1 trillion dollars.
    - According to Ad Council research, 46% of respondents said they were much more likely to wear a mask knowing this research.
  - New studies have proven that cloth masks can help protect healthy people from getting sick themselves as well prevent the spread of coronavirus to others.
    - According to Ad Council research, 40% of respondents said they were much more likely to wear a mask knowing this research.
  - Wearing a mask can decrease your risk of getting coronavirus by 40-60%.
    - According to Ad Council research, 39% of respondents said they were much more likely to wear a mask knowing this research.