



## Media Release

### For Immediate Release

09/23/2020

Rowan County Case Information:  
<https://bit.ly/rowan-covid19-hub>

### COVID-19 information contacts

Website: [www.rowancountync.gov/covid-19](http://www.rowancountync.gov/covid-19)

Email: [covid-19@rowancountync.gov](mailto:covid-19@rowancountync.gov)

Phone: 980-432-1800

## NCDHHS Launches New Advertisements in Community-Based Print Publications to Urge North Carolinians to "Get Behind the Mask"

The North Carolina Department of Health and Human Services is launching advertisements in community-based print and online publications to amplify the ["Whatever Your Reason" statewide public campaign](#) and urge North Carolinians to "Get Behind the Mask." NCDHHS has secured print advertisements in 21 of the state's leading community-based print and online publications across the state, with an intentional focus on reaching historically marginalized communities most impacted by the pandemic.

"Many of the publications we are working with are small businesses that have served as long-running sources of information for North Carolina's Latinx and Hispanic, Black and African American and American Indian communities," said NCDHHS Secretary Mandy Cohen, M.D. "This new round of advertising announced today reinforces the intentional dedication at the core of the 'Whatever Your Reason' campaign to reaching communities across the state that are being most impacted by this virus."

The "Whatever Your Reason, Get Behind the Mask" print advertisements feature real North Carolina people, places and lives and reflect the strength and diversity of North Carolina. The advertisements will run from September through December in community papers that specifically work to reach North Carolina's Latinx/Hispanic, Black/African American, American Indian, and LGBTQ+ communities.

The public campaign also includes a series of television and radio public service announcements; social media and online display advertisements; and displays at gas stations, convenience stores, bus stations and on buses.

NCDHHS encourages community and business organizations to help get the word out about the [3Ws \(Wear. Wait. Wash.\)](#) and ask community members, customers and employees to "Get Behind the Mask." Together, so we will be able to stop this virus.

**Remember the 3 Ws: WEAR (cloth face covering), WAIT (6 feet apart) & WASH (your hands often)!**



These publications include:

Carolina Peacemaker  
The Carolinian  
The Charlotte Post  
Cherokee One Feather  
The Chronicle  
La Conexión  
The County News  
The Fayetteville Press  
Greater Diversity News  
Hola News  
La Noticia

Pride Magazine  
El Progreso Hispano  
Q-Notes  
Queen City Nerve  
Que Pasa  
Rolling Out  
The Triangle Tribune  
The Urban News  
The Warren Record  
Wilmington Journal

To access campaign resources in English, visit: [ncdhhs.gov/WhateverYourReason](https://ncdhhs.gov/WhateverYourReason). To access campaign resources in Spanish, visit: [ncdhhs.gov/CualEsTuRazon](https://ncdhhs.gov/CualEsTuRazon).

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**Contact:**

**TJ Brown**

**704-216-8918**

[tj.brown@rowancountync.gov](mailto:tj.brown@rowancountync.gov)

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