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**AFRICA MASK WEEK**

**November 23-30**

**PARTNER TOOLKIT**

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**Overview**

The Africa CDC, the African Youth Front on Coronavirus, the African Union Office of the Youth Envoy, Resolve to Save Lives and [Pandemic Action Network](http://www.pandemicactionnetwork.org/) are working to accelerate and sustain mask-wearing behavior through #AfricaMaskWeek. The campaign will promote mask-wearing together with other public health social measures to reduce infection and spread of COVID-19 and directly support the African Union’s Africa Against COVID-19: Saving Lives, Economies and Livelihoods campaign announced on August 21, 2020. Running from November 23-30, 2020, #AfricaMaskWeek will promote the importance of continued mask-wearing and build support for national-level policy.

**The Purpose of Africa Mask Week is to:**

* Provide a positive, uplifting platform for various partners and individuals, to engage in mask messaging – and demonstrate regional solidarity in the fight against COVID-19
* Build momentum to enlist more policymakers, leaders and influencers to reinforce pro-mask policies and accelerate and sustain mask-wearing as an ongoing behavior

**How Can You Support Africa Mask Week on Social Media?**

* Adapt and share content across platforms using our sample social media posts
* Highlight your involvement throughout the week by using the hashtag #AfricaMaskWeek
* Follow, retweet, share or like content from the Network
* Create your own content with people across your organization who are wearing masks during #AfricaMaskWeek and beyond
* If you can, tag the Pandemic Action Network in your custom posts (links outlined below) and we will amplify with partners and through our social channels

When posting about Africa Mask Week on your channels**, please include the following key message points:**

* Africa Mask Week is a movement to accelerate and sustain mask-wearing to help stop the spread of COVID-19.
* Until there are vaccines or medicines to stop COVID-19, wearing a mask is one of the best tools we have, especially when combined with physical distancing and hand washing.
* Show you care for your loved ones. When we wear a mask, we are protecting our friends, our families and our communities.
* Join the Africa Mask Week movement and post a picture or video of yourself wearing a mask and challenge your friends to do the same!

**Follow our social channels** and tag them in your social posts:

* Twitter: [@PandemicAction](https://twitter.com/PandemicAction)
* Instagram: [@PandemicActionNetwork](https://www.instagram.com/pandemicactionnetwork/)
* Facebook: [@PandemicActionNetwork](https://www.facebook.com/PandemicActionNetwork/)
* LinkedIn: [@PandemicActionNetwork](https://www.linkedin.com/company/43322607/admin/)

**Visual Assets**

To help support your efforts, you can access the Africa Mask Week logos and full related assets [**here**](https://drive.google.com/drive/folders/1nlBvxNkpuxVWrGi672nhhwYe36_v2LRy?usp=sharing).

* We’ve included logos in Arabic, English, French, Portuguese and Swahili. Select graphics are available in multiple languages.
* For static graphics, we’ve also provided Adobe Illustrator files. Feel free to adapt these and add your logo.
* For animations, we’ve provided MP4 files. Add an image of your logo (PNG with a transparent background) to the MP4s of these animations. Export for web as normal.

**Sample Social Media Copy**

Feel free to customize the following sample posts to align with your organization’s voice and style and pair them with the assets we have provided or create your own.

|  |  |
| --- | --- |
| **Recommended Timing** | **Sample Social Media Copy** |
| November 23 | We’re proud to participate in #AfricaMaskWeek with @AfricaCDC, @auyouthenvoy\_, @ResolveTSL and @PandemicAction. It’s up to each of us to do our part to help stop #COVID19 this week and every week. #WearAMask |
| November 23 | This #AfricaMaskWeek, show us how you are protecting your community against #COVID19!  Here’s what we’re doing at [your organization name] – [link to content about Africa Mask Week] |
| November 23-30 | We want to see your mask style during #AfricaMaskWeek. Show off your mask fashion and tag others to join in and build the momentum! |
| November 23-30 | DYK it’s #AfricaMaskWeek? #WearAMask and upload a photo to tell your story of why you wear a mask. Be sure to get creative and tag others to do the same! |
| November 23-30 | Studies continue to prove that ongoing mask wearing, together with hand washing and physical distancing, helps reduce the spread of #COVID19 in communities everywhere. Join the movement to help fight the pandemic - #WearAMask #AfricaMaskWeek and beyond. |
| November 23-30 | #COVID-19 is still spreading. Keep protecting yourself and others. #WearAMask #AfricaMaskWeek |
| November 23-30 | Too many people have stopped wearing masks, but the pandemic is not over.  Keep wearing a mask to protect your community and stop the spread of #COVID19. #AfricaMaskWeek |
| November 23-30 | Mask wearing, hand washing and physical distancing are three of the best tools to fight #COVID19 – together, they can help us stop the pandemic. Learn more about how you can make a difference during #AfricaMaskWeek. @PandemicAction |
| November 28-30 | Show you care for your loved ones. When we #WearAMask, we’re protecting our friends, our families and our communities.  #AfricaMaskWeek |
| November 28-30 | 👀 Eyes Emoji on Apple iOS 10.0 We see you! More and more of you are showing us your mask. Thanks for doing your part to slow the spread of COVID-19 during #AfricaMaskWeek and beyond! @PandemicAction |

**Sample Newsletter Copy**

You can customize the below copy to promote Africa Mask Week in your newsletter or other platforms.

|  |  |
| --- | --- |
| **Recommended Timing** | **Sample Newsletter Copy** |
| Week of  November 23 (or prior) | We’re proud to partner with the Africa CDC, the African Youth Front on Coronavirus, the African Union Office of the Youth Envoy, Resolve to Save Lives and Pandemic Action Network to launch Africa Mask Week. This social-led initiative begins on Monday, November 23 and concludes on Monday, November 30. Africa Mask Week is a movement to accelerate and sustain mask-wearing to help stop the spread of COVID-19. The science is clear: community masking is critical to stop the spread of COVID-19. Until there are vaccines or medicines to fight COVID-19, wearing a mask is one of the best tools we have, especially when combined with physical distancing and hand washing. Help us spread mask wearing messages by getting involved in the #AfricaMaskWeek conversation on social media. Share a photo of how you are wearing a mask and tag friends to keep the momentum going! |

**Template Press Release**

You can customize the below copy with details specific to your organization’s participation in Africa Mask Week and distribute the release to your media contacts.

|  |  |
| --- | --- |
| **Recommended Timing** | **Template Press Release** |
| Embargoed until November 23, 2020 | HOLD FOR EMBARGO  Until November 23, 2020 at 9 a.m. EAT  CONTACTS: [INSERT]      **[ORGANIZATION] Joins Africa Mask Week to Build A Continent-Wide Movement to Wear Masks**  *Africa Mask Week is a movement to accelerate and sustain mask-wearing to help stop the spread of COVID-19.*  November 23, 2020, [LOCATION]—[ORGANIZATION] has joined forces with the Africa CDC, the African Youth Front on Coronavirus, the African Union Office of the Youth Envoy, Resolve to Save Lives and Pandemic Action Network in support of Africa Mask Week, November 23-30, 2020. Community masking is critical to stop the spread of COVID-19. Until there are vaccines or medicines to fight COVID-19, wearing a mask is one of the best tools we have, especially when combined with physical distancing and hand washing.  The initiative encourages people and organizations across the African continent to rally behind the importance of wearing a mask to stop the spread of COVID-19 during Africa Mask Week and every week. People will be asked to show their support by sharing a photo on social media, tagged with #AfricaMaskWeek. [ORGANIZATION] is participating in Africa Mask Week by [INSERT AMW ACTIVITIES].  [INSERT QUOTE FROM ORGANIZATION LEADERSHIP]  Overall, mask use in Africa is declining, but the COVID-19 pandemic is not over. Leaders and the public must keep practicing what works to stop the spread. “COVID-19 is a respiratory disease caused by the transfer of droplets. As the pandemic continues to gain momentum in Africa, we must increase compliance to the public health and social measures so we can protect ourselves and protect our economy. We must increase mass wearing of masks as we expand testing and treatment services,” said Dr. John Nkengasong, Director of Africa CDC.  Face masks block the spray of droplets from sneezing, coughing, talking, singing or shouting when worn over the mouth and nose. They serve as barriers that help prevent droplets from traveling into the air. Since people may have COVID-19, but not know it or have symptoms, consistent mask wearing can reduce the spread of the virus. Africa Mask Week is a reminder that we must continue to wear masks to help reduce the spread of COVID-19 in our communities.  [INSERT MORE DETAIL ON WHAT YOUR ORGANIZATION IS DOING]  **About [ORGANIZATION]**  [INSERT BOILERPLATE]  ### |