**#MaskKindness Campaign**

**Briefing for artists and graphic designers**

The #MaskKindness campaign was launched by the Kindness Pandemic in partnership with Masks for Aussies and the Rail, Train and Bus Union on 14th July. The aim of the campaign is to reduce the spread of COVID19 by making and distributing masks (particularly to people who can’t afford masks); by providing information and education on mask use and by promoting a culture of mask wearing.

This is so important because the use of a mask can reduce the risk of contracting Coronavirus by up to 80%.

**The Briefing**

Thankyou for your interest in developing materials for social media to help promote mask wearing. We are looking for messaging that shares the science (wear a mask) and engages people. There are a couple of

1. Size: the materials will be shared via social media (facebook, twitter and Instagram) so please size your campaign accordingly
2. Hashtag: we ask that all campaign material includes #MaskKindness
3. Webpage: we ask that all campaign material includes a link to the campaign webpage so that people can access more information: thekindnesspandemic.org/maskkindness

We are happy to discuss your ideas with you and we have included a couple of articles that might help to influence what you produce. Thankyou again for helping us to do what we can to prevent the spread of Coronavirus.

**Background**

Here are two documents you may find useful for reflections on what it takes to encourage Australians to wear a mask

1. Article one: Learning from condom education

California based sexologist Jill McDevitt used facebook to post reflections on lessons learned from Condom education – that could be applied to mask wearing. Click full post [here](https://www.facebook.com/sexdocjill/posts/3056490027762757) and key points are listed below

* You can’t shame, guilt, or judge people into compliance. Does not work
* Don’t lie. Don’t pretend wearing it doesn’t suck.
* Normalize it. Make wearing the default, the norm.
* Teach people to keep one on their person, in their purse, car, by their front door, etc. Having one on hand greatly increases the likelihood it will be used.
* Be honest, but not fear-based, about their risks of transmitting the virus without wearing one.
* Help people learn the communication skills needed to talk to others they encounter who don’t want to wear one.
* Target social marketing to different populations. A college student and a boomer will have very different reasons for non-compliance. Speak their language.

1. Article two: Race

Shakira Hussein Scheherazade Bloul produced a thought provoking article on mask wearing and racism. This article may help in understanding the stigma of mask wearing. Click to read the article [here](https://www.abc.net.au/religion/coronavirus-and-the-racial-politics-of-face-masks/12454308?fbclid=IwAR1dI3GfWhV8BvjXpm3QF0S4EtroaMi709DIT4jX_x2ybADlugl6I0WxHPY)

**More information**

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Webpage: [thekindnesspandemic.org/maskkindness](All%20of%20us%20want%20Coronavirus%20to%20be%20gone.%20But%20it%20isn't.%20And%20to%20be%20honest,%20few%20of%20us%20want%20to%20wear%20a%20face%20mask%20-%20but%20the%20science%20shows%20that%20wearing%20a%20face%20mask%20can%20reduce%20our%20risk%20of%20getting%20Coronavirus%20by%20up%20to%2080%25.%20That's%20quite%20a%20lot!!%20%20%20​Health%20professionals%20are%20used%20to%20wearing%20surgical%20face%20masks.%20But%20for%20most%20of%20us,%20wearing%20a%20mask%20is%20not%20something%20we've%20considered.%20That's%20now%20changed.%20On%20July%2010th,%20Victorian%20Premier%20Daniel%20Andrews%20and%20Deputy%20Chief%20Medical%20Officer%20Nick%20Coatsworth%20said%20residents%20in%20metropolitan%20Melbourne%20and%20Mitchell%20Shire%20should%20wear%20masks%20when%20physical%20distancing%20can't%20be%20maintained.%20This%20means%20if%20we%20have%20to%20leave%20our%20homes%20(for%20any%20of%20the%20permissible%20reasons)%20and%20we%20are%20in%20a%20situation%20where%20we%20can't%20maintain%201.5-metre%20distance,%20we%20need%20to%20wear%20a%20face%20mask.%20The%20Rail,%20Train%20and%20Bus%20Union%20have%20also%20called%20for%20masks%20to%20be%20mandatory,%20because%20of%20congestion%20on%20public%20transport%20(see%20link).%20%20%20The#MaskKindness campaign recognises that wearing a face mask can protect us and the people we love from Coronavirus. It is an act of kindness. Our campaign encourages mask wearing (we care about you) through selfies that help people to see its okay to wear a)