

#StayCoveredTogether Campaign

The [#StayCoveredTogether Campaign](#) is a collaboration between national and place-based organizations that partner with primarily Black communities in the United States to address the gap in communications and services with regard to COVID–19 responses in their respective communities.

Place-based organizations:

- Purpose Built Communities
- Northside Achievement Zone
- BRICK Education Network
- Thrive Chicago
- United Way for Southeastern Michigan
- Oakland Promise
- Harlem Children’s Zone

National organizations:

- NAACP
- PolicyLink
- StriveTogether

One of the primary goals of the #staycoveredtogether toolkit is to protect our most vulnerable community members. Our activities include:

- Executing a health/COVID awareness campaign focused on the Black community in North Minneapolis including out-of-home assets and ad-buys, social media.
- Distributing 30,000 face masks and safety information.

Social Media

We have developed a package of social media assets that can be freely distributed via Facebook, Instagram, and Twitter. There are ten graphic “squares” with the message, “it’s on us”. They encourage mask-wearing and vaccination. They can be utilized in any order at any time before June 30th.

Links: [Graphics for social media](#)
[Video 60 seconds - Youtube](#)
[Video 30 seconds - Facebook, Instagram, Twitter](#)

Suggested copy for social media:

This spring you can help save both lives and livelihoods — wear masks and keep your distance to protect your neighbors.

With a vaccine on the way, we can start to see the light at the end of the COVID tunnel. Don’t let up now! Wear a mask, keep your distance, and keep each other safe.

It’s up to us to protect our neighbors — on the Northside and across the city. Stay home if you can, and when you go out, wear a mask.

Out of Home Advertising

Paperless posters are available to be installed on your office window. Installation and removal are provided by a NAZ partner. Please get in touch with Christopher Heng, NAZ Senior Communications Manager - cheng@the-naz.org to order.

Stay Covered // Paperless Poster



To accompany the 30,000 distributed masks NAZ distributed across the Northside, we've developed an informational flyer that explains the myths and realities around COVID-19. This informative flyer can be printed and shared with your constituents.

[Click here to access the flyer:](#)



Vaccinations: Minnesota COVID-19 Vaccine Connector

[Click here to access the MN Vaccine Connection website](#)

