



FOR IMMEDIATE RELEASE

CONTACT:

Suzanne Wooley, Senior Communications Manager

swooley@georgiavoices.org

678-435-4950

Child Advocates Launch “Wear a Mask” Ad Campaign

Let's Keep the People Who Care for Kids Healthy

Atlanta – Voices for Georgia's Children, the American Academy of Pediatrics – Georgia Chapter, and PARTNERS for Equity in Child & Adolescent Health is launching “**Mask Up for Kids,**” an ad campaign designed at keeping children and the adults that care for them healthy. The campaign will run on broadcast television, digital, and social media statewide. You can view the videos here:

<https://georgiavoices.org/maskupforkids/>.

The ads feature children too young to be vaccinated – a demographic that has been particularly hard-hit in recent weeks. They talk about the adults in their lives that are getting sick and not able to take care of them.

Headlines of sick bus drivers, teachers, and other school staff have blanketed the state since the beginning of the school year in August:

- [More than 45 Georgia teachers, staff lost to COVID-19 since start of school year](#)
- [Bus driver shortages leave Georgia students without rides](#)
- [Staffing concerns rise as COVID surges in schools](#)

“The adults charged with caring for our children are still getting sick,” said Dr. Erica Fener Sitkoff, Executive Director of Voices for Georgia's Children. “We know some school districts are running double bus routes because bus drivers are ill. We know central office staff in some districts are subbing in classrooms because they can't find enough substitutes to cover sick teachers. Our children count on these people to get them to school, teach them at school, and get them home safely. If the adults in a child's life are too ill to care for them, that puts children's safety at risk.”

“Wearing a mask is a simple step that can stop the spread of illness,” said Dr. Hugo Scornik, President of the Georgia Chapter of the American Academy of Pediatrics. “While we have learned more about COVID-19, the guidance from our nation's health care experts has evolved. We know the best way to stop the spread is to wear a mask, including inside schools, wash your hands, watch your distance and to get vaccinated if you are over the age of 12.”

“Wearing a mask isn't fun,” said Dr. Veda Johnson Director of PARTNERS for Equity in Child and Adolescent Health for the Department of Pediatrics at Emory University. “It can be cumbersome and hot. But evidence shows it is a primary way to stop the spread of COVID-19 for children too young to be vaccinated. Through shared responsibility, we can get the pandemic under control, and keep our children healthy, safe, and cared for.

The campaign will officially launch Monday, October 11.