



**Hope Rising and Its Partners Stand Together in a Campaign to Mask Up,
Make a Difference, Stop the Spread of COVID-19**

16 December 2020

Amidst the COVID-19 pandemic, Hope Rising and its partners are launching a campaign, encouraging Lake County residents to wear their masks in efforts to reduce the transmission of COVID-19. Masking up is a proven and effective way to reduce coronavirus spread and save lives, and will also help our youth return to school safely and keep our local businesses open. While we understand wearing a mask may not always be the most comfortable option, there is significant research that plainly shows they are effective, safe, and make a notable difference in containing the spread of the disease.

The Center for Disease Control (CDC) has stated that mask compliance will reduce coronavirus transmission and is a crucial strategy for us to reopen our schools and businesses while staying safe. CDC Director Dr. Robert R. Redfield stated, “Cloth face coverings are one of the most powerful weapons we have to slow and stop the spread of the virus – particularly when used universally within a community setting. All Americans have a responsibility to protect themselves, their families, and their communities.”

Masking up goes beyond protecting the health of your family and neighbors, and is a crucial step to keep Lake County open and functioning. This community is no stranger to devastation; some might argue that we know it too well. Through the fires and floods, one thing always remains true: we are a community that is there for one another. As we have faced more than our fair share of tragedy, in a way, it helped equip us for this current global crisis; and although we’re still experiencing tough times, we have done everything we can to support each other. Please support us in making the right choice and protect the economic viability, selfless character, and general well-being of Lake County. We owe it to one another to act in the best interest of the most vulnerable, and saving even one life will make all of the small steps worthwhile. Despite how difficult this pandemic has been thus far, the people of Lake County are resilient, willful, and hardy. We can and will get through this - together.

About Hope Rising

Hope Rising (www.hoperisinglc.org) is a non-profit organization with a vision for Lake County to be a healthy place for every person to live, learn, engage, and thrive. Alongside its 14 partners, Hope Rising’s mission is to mobilize community actions which support individual, collective, and community health. Our local partners include Sutter Lakeside Hospital, Adventist Health Clear Lake, Redwood Community Services, Lake County Department of Behavioral Health, Lake County Department of Public Health, Lake County Office of Education, Lake County Department of Social Services, Woodland Community College, North Coast Opportunities, Partnership HealthPlan, Lakeview Health Center, and Lake Family Resource Center, all of whom endorse masking as an imperative public health and safety measure throughout this pandemic.



Please check the Health Department's website for more up to date information and resources (<http://health.co.lake.ca.us>)