



For Immediate Release

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#WHYIMASK SOCIAL MEDIA CAMPAIGN LAUNCHED

The Nebraska Health Care Association is encouraging you to share your reason for wearing a mask as the positivity rates for COVID-19 reach record highs across the state. #WhyIMask is a social media campaign aimed at highlighting the importance of protecting others and reducing the risk of spreading the virus.

Nebraska Health Care Association President and CEO Heath Boddy shares, "Wearing a mask has been proven to reduce the spread of COVID-19. While people can decide whether or not to wear a mask, we urge you to remember our individual actions and behaviors have a direct effect on real people in our communities, especially those residing in long-term care facilities and their families."

To participate in the campaign visit the Nebraska Health Care Association website, www.nehca.org/whylimask, to submit your photo and story, download a #WhyIMask cover photo, and use the hashtag #WhyIMask on Facebook, Twitter, and Instagram to share your reason for masking.

Email nhca@nehca.org or call 402-435-3551 with questions.

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The Nebraska Health Care Association is the parent to a family of entities: Nebraska Nursing Facility Association, Nebraska Assisted Living Association, Nebraska Association of Home Health Agencies, Nebraska Hospice and Palliative Care Association, Licensed Practical Nurse Association of Nebraska, Nebraska Health Care Learning Center, and Nebraska Health Care Foundation. Visit nehca.org for more information.

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*Nebraska Nursing Facility Association • Nebraska Assisted Living Association
Nebraska Association of Home Health Agencies • Nebraska Hospice and Palliative Care Association
Licensed Practical Nurse Association of Nebraska • Nebraska Health Care Learning Center
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