**<Organization Name> is Participating in a New COVID-19 Awareness Initiative**

*Messaging Showcases Nebraskan Pride and Taking Care of Each Other*

<Organization Name> is proudly joining forces with healthcare organizations and employers across Nebraska to help raise awareness for COVID-19 prevention and safety measures.

Over the next several weeks, you will see a series of messages on social media featuring the “We’re in This Together, Nebraska” theme. Nebraska Healthcare Marketers and Nebraska Hospital Association co-created the campaign to help members and employers consistently share messages with their employees, patients and community members.

The initiative highlights Nebraskan pride and our residents’ willingness to lend a hand and support our neighbors. As a healthcare provider, we have an important opportunity to serve as leaders in our community and showcase best practices. We encourage all of our employees to lead by example by:

* Wearing masks
* Washing your hands
* Avoiding the Three C’s: 1) crowded places, 2) close contacts, and 3) confined spaces.

“We know this is a challenging time,” said <NAME, CEO>. “We are calling on all employees and residents of <CITY> to support each other, take time to check-in on loved ones and neighbors. Together, we can make a difference.”

Social messages will begin Nov. 16, and run through Dec. 31. For more information, please contact <NAME, title>.