

RESOLUTION

Resolution: 102A.20

SUBJECT: AMA #MaskUp Initiative

SUBMITTED BY: Medical Association of Atlanta

REFERRED TO: Reference Committee A

1 Whereas every American right now is struggling with how to navigate the COVID pandemic; and

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3 Whereas, along with physical distancing and regularly washing hands or using hand sanitizer, wearing a
4 mask is the easiest way to stop the spread of COVID-19; and

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6 Whereas the AMA has recently launched the #MaskUp campaign to normalize mask wearing and to
7 debunk myths associated with masks; now therefore be it

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9 **RESOLVED, that the Medical Association of Georgia (MAG) openly support the American**
10 **Medical Association (AMA) #MaskUp initiative; and be it further**

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12 **RESOLVED, that MAG include the AMA #MaskUp initiative in upcoming mailings or emails to its**
13 **members to encourage them to participate in the initiative.**

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AMA Policy

None – information about the initiative is included below

MAG Policy

None

References: <https://www.ama-assn.org/press-center/press-releases/ama-maskup-campaign-normalize-masks-fight-against-covid-19>

AMA MaskUp Initiative

As the COVID-19 pandemic continues impacting our nation, the AMA is launching a public health campaign called #MaskUp, focused on mitigating the virus -- specifically encouraging the public to wear masks. It also debunks myths and misconceptions around mask usage rooted in science and equips physicians with simple tools to help patients understand their risks for transmission.

This campaign, created in partnership with MMX, EC, Health and Science and Advocacy, includes:

- A [digital home](#) with a downloadable toolkit for physicians and patients with social-shareable #MaskUp images and videos
- A press release and media outreach beginning August 3rd
- A social media campaign, leveraging YouTube, Facebook, Instagram and LinkedIn with ambassador activation
- A close partnership with the Federation where we identify social media champions within state and specialty societies to expand our reach and provide insider access to assets as they rollout. [Click here to enroll](#)
- A series of AMA News stories and Daily Videos
- Radio and [TV PSAs](#) in partnership with the American Hospital Association and American Nurses Association that provide 3 easy steps proven to stop the spread of COVID-19

We would appreciate your help with amplifying this campaign on your own social media channels. You'll see below and attached sample tweets and images for your usage.

SAMPLE TWEETS:

Even if you feel fine, you could be spreading #COVID19, in addition to contracting it from others. #MaskUp to protect yourself and those around you! [ama-assn.org/maskup](https://www.ama-assn.org/maskup)

The @AmerMedicalAssn is asking all physicians across the U.S. to share simple, science-based information about masks. Tell your patients, family, friends: #MaskUp to protect against #COVID19! [ama-assn.org/maskup](https://www.ama-assn.org/maskup)