

New Vax Up or Mask Up Campaign + Increasing Equitable Vaccine Distribution



From NCDHHS Communications <news@dhhs.nc.gov>
To <sjohnston@tuesdayforumcharlotte.org>
Date 2021-05-27 11:29

[View this email in your browser](#)

COVID-19 (CORONAVIRUS) NC UPDATE

May 27, 2021

The graphic is split into two horizontal sections. The top section has a blue background and features a white icon of a bandage with a heart in the center. Below the icon, the text "Vax Up" is written in a large, white, sans-serif font. The bottom section has a teal background and features a white icon of a surgical mask. Below the icon, the text "Mask Up" is written in a large, white, sans-serif font. A red circle with the word "OR" in white capital letters is positioned between the two sections, centered horizontally.

NCDHHS is [launching](#) a new public campaign encouraging North Carolinians to "Vax Up or Mask Up" to support the [new guidance](#) that lifts many of the state's COVID-19 restrictions.

Vaccines have proven to protect people from COVID-19. To date, nearly half of the state has been fully vaccinated and everyone age 12 and up can get the vaccine. But for those who are not yet fully vaccinated against COVID-19, [wearing a mask](#) is essential to protect themselves and the people they love. The CDC recommends that anyone who is not vaccinated continue to wear a mask in public indoor settings and outdoors when they cannot maintain social distance.

The campaign provides downloadable flyers and social media graphics in both English and Spanish to help transition from the 3 Ws messaging (Wear, Wait and Wash) to the new "Vax Up or Mask Up" campaign. Materials are available for download in the [COVID-19 Communications Toolkit](#).

To find a vaccine location near you, visit [MySpot.nc.gov](#).

[Increasing Equitable Vaccine Distribution](#)

A [new tool](#) created by NCDHHS that maps social vulnerability and vaccination rates by census tract has [helped North Carolina vaccine providers increase vaccinations](#) by 50 percent in 89 underserved communities.

"This mapping tool is another great example of how we and our providers continue to rely on data to drive our work and help every North Carolinian have easy and convenient access to a COVID-19 vaccine," said NCDHHS Secretary Mandy K. Cohen, M.D.

The department has focused on 90 census tracts identified as having high social vulnerability, low vaccination rates and no COVID-19 vaccine providers as of April 24. Of these 90 census tracts, 89 have achieved a 50% increase in vaccinations since April 24 with the state's targeted outreach efforts.

The [NCDHHS census tract COVID-19 map](#) is updated weekly. For more North Carolina vaccination data, visit the state's [vaccination dashboard](#).

[\\$25 Cash Cards Offered at Select Vaccine Sites in Four Counties](#)



As part of its ongoing effort to get more North Carolinians vaccinated and safely [bring summer back](#), NCDHHS is [offering](#) \$25 Summer Cash Cards at select vaccine sites to offset the time and transportation costs of getting vaccinated.

Select vaccine sites will offer Summer Cash Cards in Mecklenburg, Guilford, Rowan and Rockingham counties through June 8. Anyone 18 and older who gets their first dose of a COVID-19 vaccination — or drives someone to their vaccination — will receive a \$25 cash card after vaccination at a participating location while supplies last. Cards are for the first dose only for both the person being vaccinated and the driver.

The \$25 Summer Cash Card program is available in a limited number of vaccination sites in Mecklenburg, Guilford, Rowan and Rockingham counties. Those interested in the program can visit YourSpotYourShot.nc.gov or call 888-675-4567 to find a participating location.

[**Rideshare Apps Covering Rides to COVID-19 Vaccines**](#)

Between May 24 and July 4, [Lyft is covering](#) up to \$15 and Uber is covering up to \$25 for rides to and from a vaccination site near you. Uber riders [can access](#) their ride by tapping 'Vaccine' and then 'Get your free ride' in the Uber app between 6 a.m. and 8 p.m. Download Uber from [Apple](#) or [Google](#).

Lyft riders can [get their ride code](#) directly through the Lyft app or website and can use the codes for Lyft rideshare, bike or scooter rides to and from vaccination sites during standard pharmacy operating hours (6 a.m. to 8 p.m.). Download Lyft from [Apple](#) or [Google](#).

Free Lyft rides are also available in some cities through RIDE UNITED NC. Call 844-771-RIDE (se habla español).



[Watch](#) as doctors across North Carolina speak about the COVID-19 vaccines and their choice to get vaccinated while pregnant. Find your spot to get your vaccine at [MySpot.nc.gov](https://www.myspot.nc.gov).

Discussions: Pediatric COVID Vaccinations and Rural Communities

NCDHHS recently hosted two live discussions to highlight the importance of COVID-19 vaccinations. If you missed them, you can watch the recordings. Watch the one on [pediatric vaccinations](#) or [rural communities](#) on the [NCDHHS Facebook page](#).



NCDHHS: COVID-19 Vaccine Communications Toolkit

You can help people in your community find their spot and take their shot. NCDHHS has created a [one-stop shop](#) for ready-made materials to help you communicate about safe and effective COVID-19 vaccines.

Anyone who is sharing information about the COVID-19 vaccine with their community can use and adapt the [resources](#) to build confidence in the COVID-19 vaccines.

The toolkit is updated frequently with social media posts, graphics and other materials. It is also available in [Spanish](#).

Get the Latest Information

- Visit the [NCDHHS COVID-19 website](#) for information, a [data dashboard](#), [updates](#), [live briefings](#) and more.
- Go to [North Carolina's COVID-19 Information Hub](#) for resources, information and assistance across state government, including the latest [news releases](#).
- Check out [YourSpotYourShot.nc.gov](#) to learn more about [finding your spot](#) to get your shot, [videos](#) about the COVID-19 vaccine, and other resources.
- Follow NCDHHS on [social media](#) for advance notice of press briefings and a recap.



You're receiving this email because you subscribed to receive updates from the NC Department of Health and Human Services

[Unsubscribe](#) | [Subscription Preferences](#)



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

Roy Cooper, Governor | Dr. Mandy Cohen, Secretary
Chris Mackey, Communications Director

Our mailing address is: NCDHHS, 2001 Mail Service Center, Raleigh, NC 27699

This email was sent to sjohnston@tuesdayforumcharlotte.org
why did I get this? [unsubscribe from this list](#) [update subscription preferences](#)
NC DHHS · 2001 Mail Service Ctr · Raleigh, NC 27699-2000 · USA