



Nevada COVID-19 Response, Relief and Recovery Task Force Face Covering Initiative

Situation

As Nevada has moved into Phase One of our Roadmap to Recovery, the widespread use of face coverings will have a significant impact on the safe opening of our economy and our ability to enter future phases of recovery.

Objective

Significantly increase, consistent use of face coverings throughout the state.

Strategy

- Elevate awareness of the need to wear face coverings in public settings.
- Improve public access to face coverings.
- Provide resources and information to businesses regarding face coverings.

Approach

1. The Task Force has procured face coverings (250,000 at this time) which will be donated to the state for distribution to populations in need, e.g. non-profit employees and their clients, state and local government employees, recipients of meal distribution, day care centers, etc.
2. Encourage large businesses to purchase and provide face coverings for their employees, as well as purchase to donate to non-profits, unions, or the state for distribution.
3. Encourage chambers, business groups, and trade associations to purchase face coverings and donate to non-profits, unions, or the state for distribution. We will also engage chambers to help spread the message outlined in #4 and #5 below.
4. Update the Task Force website to add a resource page that will include contact information for face covering vendors, links to business reopening resources at chambers and health districts, and downloadable/printable posters and other communication materials for businesses to post at their locations encouraging face coverings and six-foot distancing.
5. Launch a public awareness campaign around the “Stay Safe, Stay Open.” rallying cry, explaining what it means to “stay safe” and encouraging people to wear face coverings in public settings – for the recovery of both our public health and our economy.

Proposed Working Group

1. R&R Partners: Billy V, Peter Ernaut, Michelle Mader and Catherine Cole (Public Campaign)
2. Task Force: Jim Murren, Alex Dixon and Senator Cancellata (High profile business solicitation & Project Management)
3. Betsy Fretwell (Activate statewide business network for # 2 & 3 above)
4. State Representatives: Michael Brown (Gov. coordination); Lori L. Degristina (Receiving and Distribution)

Kick-Off Call

1. [Thursday, May 21 at 12:00 noon]
2. Governor announces public campaign, immediately followed by conference call hosted by the working group above to deliver marching orders to business community