Coronavirus
COVID-19
Public Health
Advice

Face Masks

Rialtas na hÉireann
Government of Ireland

Face coverings and cloth masks

Information campaign June 15 2020

Stay safe. Protect each other. #HoldFirm

#HOLDFIRM

Stay Safe. Protect each other.
Wear a face covering.

Everyone in Ireland has helped to reduce the spread of COVID-19. We have worked together in difficult circumstances to save many lives.

Now that our services and communities are re-opening, we all want to stay safe and keep protecting each other from coronavirus. We do this by cleaning our hands, social distancing and covering sneezes and coughs.

We can also do this by wearing a face covering. Face coverings help prevent people who don't know they have the virus from spreading it to others.

They should be worn anywhere it's difficult to stay 2m apart, like shops or public transport, or when visiting anyone who's more at risk. This includes people aged over 70, or people who are medically vulnerable.

Wear a face covering to show your support for others, and to help in our fight against coronavirus. The HSE will be supporting people to do this with an advertising campaign on radio, social media, posters, search advertising, and on our website, hse.ie, starting on June 15th 2020.

Radio advertising
Our media campaign commences on radio, starting on Monday June 15th, 2020. We have 30' copy live on all commercial and community stations in Ireland, national, regional and local. This campaign will reach about 87% of the population each week.
Listen to the radio ad here.

Social Media advertising

We have promoted posts planned from June 15th, on Facebook, Instagram and organic posts on Twitter. The posts will be accompanied by images, guides on how to make a face covering, and links through to detailed content and guidance on HSE.ie.

Some sample posts:

‘Face coverings can help prevent #coronavirus spread. Here is a guide on how to use them effectively and safely. #COVID19 #HoldFirm #InThisTogether’

‘Face masks can help reduce the spread of the virus by catching droplets of sneezes or coughs. Visit our website to read more on how to make, wear and wash face masks properly. #COVID19’

‘Face coverings help prevent people who don’t know they have the virus from spreading it to others. They should be worn anywhere it’s difficult to stay 2m apart, like shops or public transport. See hse.ie to read more on how to make, wear and wash face masks properly #HoldFirm . #COVID19’

‘Wearing a cloth face covering is recommended in situations where it is difficult to practice social distancing. For example, in shops and on public transport. They may help prevent people who do not know they have the virus from spreading it to others. #HoldFirm #COVID19’

Posters and Resources

The HSE website resources page has dedicated and helpful posters on face coverings – how to wear, put on an off, store and wash them safely. These posters have been shared electronically with over 500 partner organisations and stakeholders, who have provided ongoing support to the HSE in posting, displaying and sharing our public health advice. The Dept of Health Stay Safe Guidelines for various settings show how face coverings fit into our daily lives and routines.

Download, print and share these posters here:

[COVID - 19 Face Covering Guidelines Poster Screen]

[COVID - 19 Face Covering Guidelines Poster High Resolution]

[GOV.ie – Dept of Health Stay Safe Guidelines - shopping, public transport]

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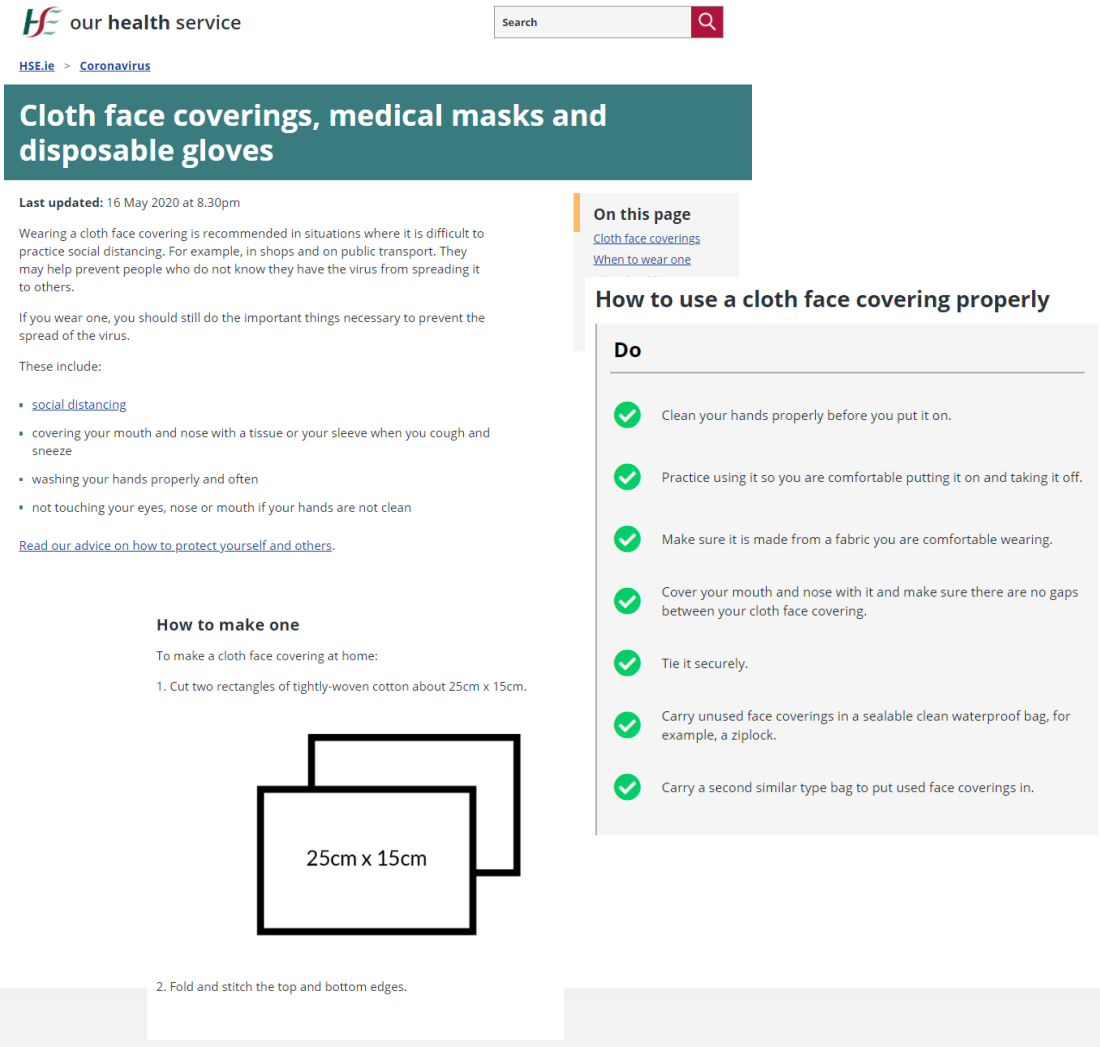
HSE.ie for advice and guidance

As ever, www.hse.ie/coronavirus is the place to go for advice on all aspects of COVID-19, and includes dedicated content to answer your questions on masks and face coverings. Go to https://www2.hse.ie/conditions/coronavirus/face-masks-disposable-gloves.html for information on why and when to wear face coverings, how to make them, and how to safely use them,



our health service

Search

HSE.ie > Coronavirus

Cloth face coverings, medical masks and disposable gloves

Last updated: 16 May 2020 at 8.30pm

Wearing a cloth face covering is recommended in situations where it is difficult to practice social distancing. For example, in shops and on public transport. They may help prevent people who do not know they have the virus from spreading it to others.

If you wear one, you should still do the important things necessary to prevent the spread of the virus.

These include:

- social distancing
- covering your mouth and nose with a tissue or your sleeve when you cough and sneeze
- washing your hands properly and often
- not touching your eyes, nose or mouth if your hands are not clean

Read our advice on how to protect yourself and others.

On this page

Cloth face coverings

When to wear one

How to use a cloth face covering properly

Do

- Clean your hands properly before you put it on.
- Practice using it so you are comfortable putting it on and taking it off.
- Make sure it is made from a fabric you are comfortable wearing.
- Cover your mouth and nose with it and make sure there are no gaps between your cloth face covering.
- Tie it securely.
- Carry unused face coverings in a sealable clean waterproof bag, for example, a ziplock.
- Carry a second similar type bag to put used face coverings in.

How to make one

To make a cloth face covering at home:

1. Cut two rectangles of tightly-woven cotton about 25cm x 15cm.

2. Fold and stitch the top and bottom edges.

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For more information

Contact HSE Communications:
@HSElive on Twitter
www.facebook.com/HSEIreland
www.instagram.com/irishhealthservice/
digital@hse.ie
www.hse.ie/communications

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