

Baker Administration, Mass League of Community Health Centers to Launch Public Awareness Campaign

In partnership with the Mass League of Community Health Centers, the Baker-Polito Administration today announced an upcoming new COVID-19 public awareness campaign, "New Tools, New Rules – Same Great Care."

Community Health Centers throughout the Commonwealth are open and accepting patients, and this campaign encourages residents to continue to seek care for their medical conditions and reminds individuals not to delay treatment as a result of the COVID-19 public health emergency.

In addition to implementing additional, onsite safety protocols, many Community Health Centers have introduced and expanded telehealth care options. Furthermore, MassHealth contracts with three telehealth providers to offer additional support for members with questions about symptoms that might be related to COVID-19.

Featuring diverse patients with common conditions such as asthma, diabetes and pregnancy, these ads will run for free on WCVB in the Greater Boston area and on WWLP-22News and The CW Springfield in Western Massachusetts.

Digital video advertisements on Facebook will be in English, Spanish and other languages, and will specifically target regions with the highest populations of families in need of services.

Last week, the Baker-Polito Administration announced an expansion of its initiative to boost testing in community

health centers across the Commonwealth.

The Baker-Polito Administration will continue to update the public on developments related to COVID-19. Residents can visit www.mass.gov/covid19 for the latest information, call 2-1-1 with questions, and subscribe to text-alerts by texting "COVIDMA" or "COVIDMAESP" (for Spanish alerts) to 888-777.