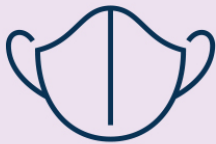


“¡Recuerda las 3Ms!” (Know your 3Ms)

We are all familiar with the “Know Your 3Ws!” prevention message. NCDHHS is officially launching the companion prevention campaign, called “**¡Recuerda las 3Ms!**” (Know your 3Ms).

This prevention message, which will run side-by-side with the “Know Your 3Ws!” English-language message, is designed to increase awareness of preventative measures for Spanish-speaking North Carolinians. The 3Ms campaign, originating in Spanish and created by native Spanish speakers, is an authentic and memorable interpretation of the three key steps to prevention, known in English as: **Wear. Wait. Wash.** For more information about “las 3Ms”, please refer to this [press release](#).

¡Si sales de casa, recuerda las 3 Ms!



MASCARILLA

Usar una mascarilla de tela cubriendo nariz y boca.



MANTENER

6 pies (2 metros) de distancia. Evitar estar cerca de los demás.



MANOS

Lavarte las manos con frecuencia o usar desinfectante para manos.

@NCDHHS

#MantenteFuerteNC

Now, we need your help to get the word about “las 3Ms.”

To help you increase awareness in your communities about “las 3Ms” and “the 3Ws”, NC DHHS developed new resources that we hope you will share widely through your communications channels.

These resources, which are part of NC DHHS' [Prevent and Protect Media Toolkit](#), include:

- [Printable posters for businesses and community organizations](#) to hang that remind people to practice “las 3Ms.” We encourage you to place these printable posters in breakrooms, waiting rooms, building entrances or on doors, and other frequented locations. The “¡Recuerda las 3Ms!” resources are provided in Spanish and the “Know Your 3Ws” resources are available in English.
- A series of [posters and social media graphics](#) that encourages employees in professions at an increased risk of being exposed to COVID-19 to be sure to practice “las 3Ms” / “the 3Ws”. In this case, the images on these posters are representative of the broad profession.

In addition to getting the word out about “las 3Ms”, don’t forget to use the COVID-19 [Prevent and Protect Media Toolkit](#) – full of social media posts and images, infographics, customizable flyers, and more – to get the word out about important tools and resources designed to help North Carolinians protect themselves and their loved ones against the spread of COVID-19. NC DHHS will continue to update the page with new materials, so please check back often. All materials are available in English and Spanish.