



NEWS RELEASE

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The Pressure is on — Wake Takes New Steps to Slow the Spread of COVID-19

Wake County is taking its campaign to slow the spread of COVID-19 to the streets—or, more specifically, the sidewalks.

North Carolina's move to Phase 3 of reopening means that more people are visiting restaurants and bars. And with 18- to 35-year-olds accounting for nearly 40% of Wake County's positive COVID-19 cases, the county wanted to do something different and impactful to remind residents, especially in this age group, about the importance of social distancing and mask-wearing.

Using giant stencils and pressure washers, safety messages were etched onto dirty sidewalks in 22 busy Raleigh areas – including Glenwood South, Hillsborough Street and Cameron Village. Known as “clean graffiti,” this method is a new, environmentally friendly way to reach residents where they are.



“From social media and advertising to flyers and PSAs, we’ve made many efforts to share how important it is to wear a mask and stay six feet apart,” said Dr. Nicole Mushonga, associate medical director and Epidemiology Program director for Wake County. “Now that restrictions are more relaxed, it’s critical that we continue to drive home this message—especially to millennials and younger residents—so we don’t go backwards in our efforts to slow the spread.”

Anyone who comes across one of the designs is encouraged to snap a photo, share it on social media and use the hashtag #WakeFightsCOVID. The messages on the sidewalks are expected to last up to four months.

Wake County used federal CARES Act money to fund the campaign. The clean graffiti was approved by the City of Raleigh.

View additional photos [here](#).

Staying Updated

Wake County has made it easy for you to stay updated on the latest information about COVID-19.

You can visit our [COVID-19 webpage](#), which has a set of frequently asked questions to educate residents in [English](#) and in [Spanish](#), a list of COVID-19-related [closures and service changes](#), as well as an email address and phone number that people can use to ask personal health-related questions about COVID-19.

The county is also sharing important information on its [Facebook](#), [Twitter](#) and [Instagram](#) accounts.

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