

# **Respiratory Protection for the Public and Workers Without Respiratory Protection Programs in their Workplaces**

**Understanding Respiratory Protections:  
Needs, Current Practices & Barriers to Public Use**

**National Academies of Sciences, Engineering & Medicine  
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**Georges C. Benjamin, MD, MACP, FACEP (E), FNAPA**  
**Executive Director**  
**American Public Health Association**



## Five Core Questions

1. What are some public health threats?
2. Why wear a mask?
3. Do they work?
4. What is the best mask and in what situations?
5. How do we get people to do it?
  1. Message
  2. Messenger
  3. How to deal with resistance?



# **2020 A Turbulent Year**

## **Respiratory Threats**



# **Hurricane Laura Aug 2020**

## **Chlorine Factory Fire**





# **Western Wildfires**

## **Extreme Heat & Drought**

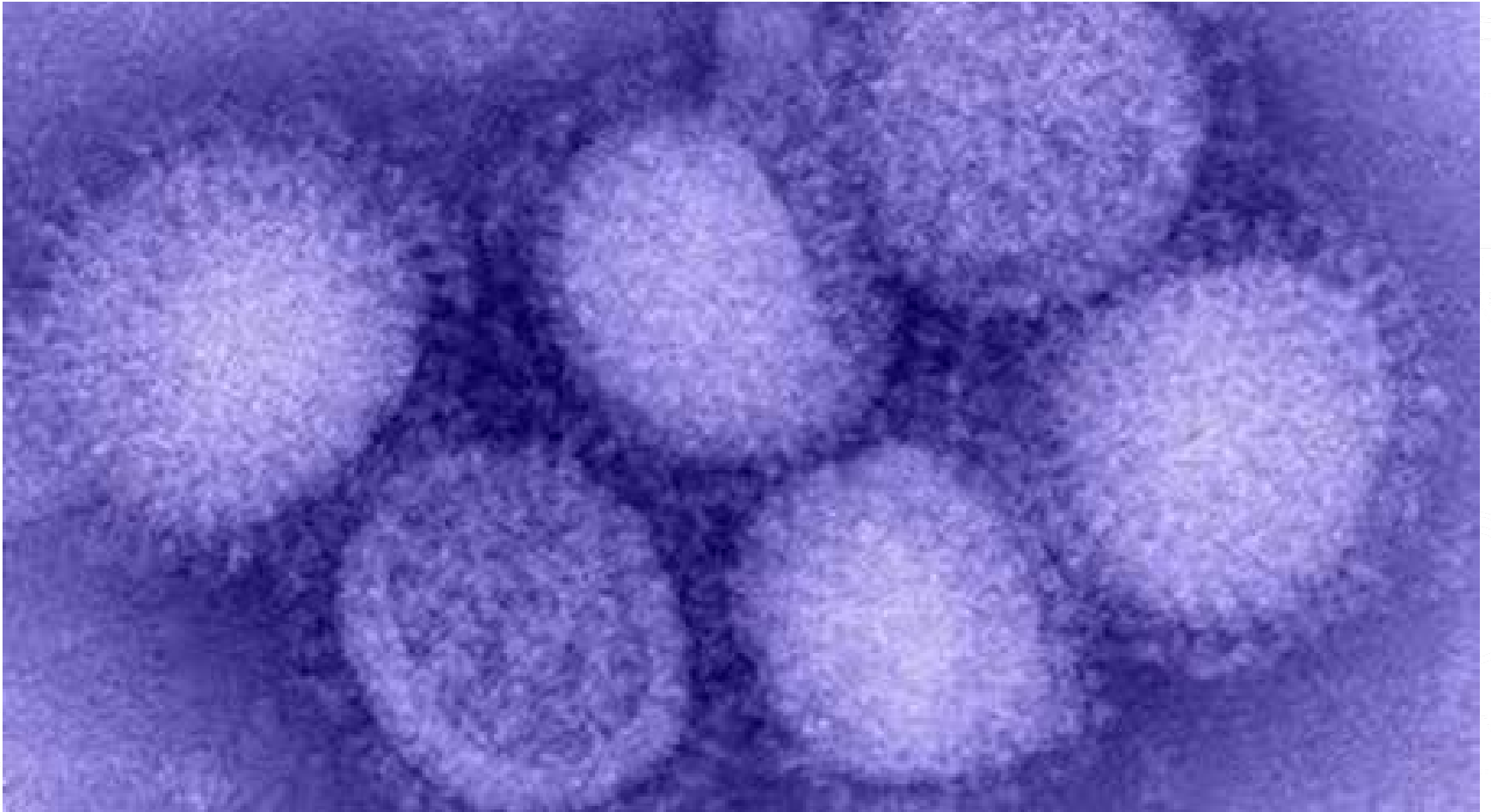
A photograph of the San Francisco skyline at night, with the city lights reflecting on the water. The sky is filled with a thick, orange-brown haze, likely from wildfires, which obscures the upper parts of the buildings. The Transamerica Pyramid is the most prominent structure in the center.

# **Bay Area Fires Poor Air Quality**

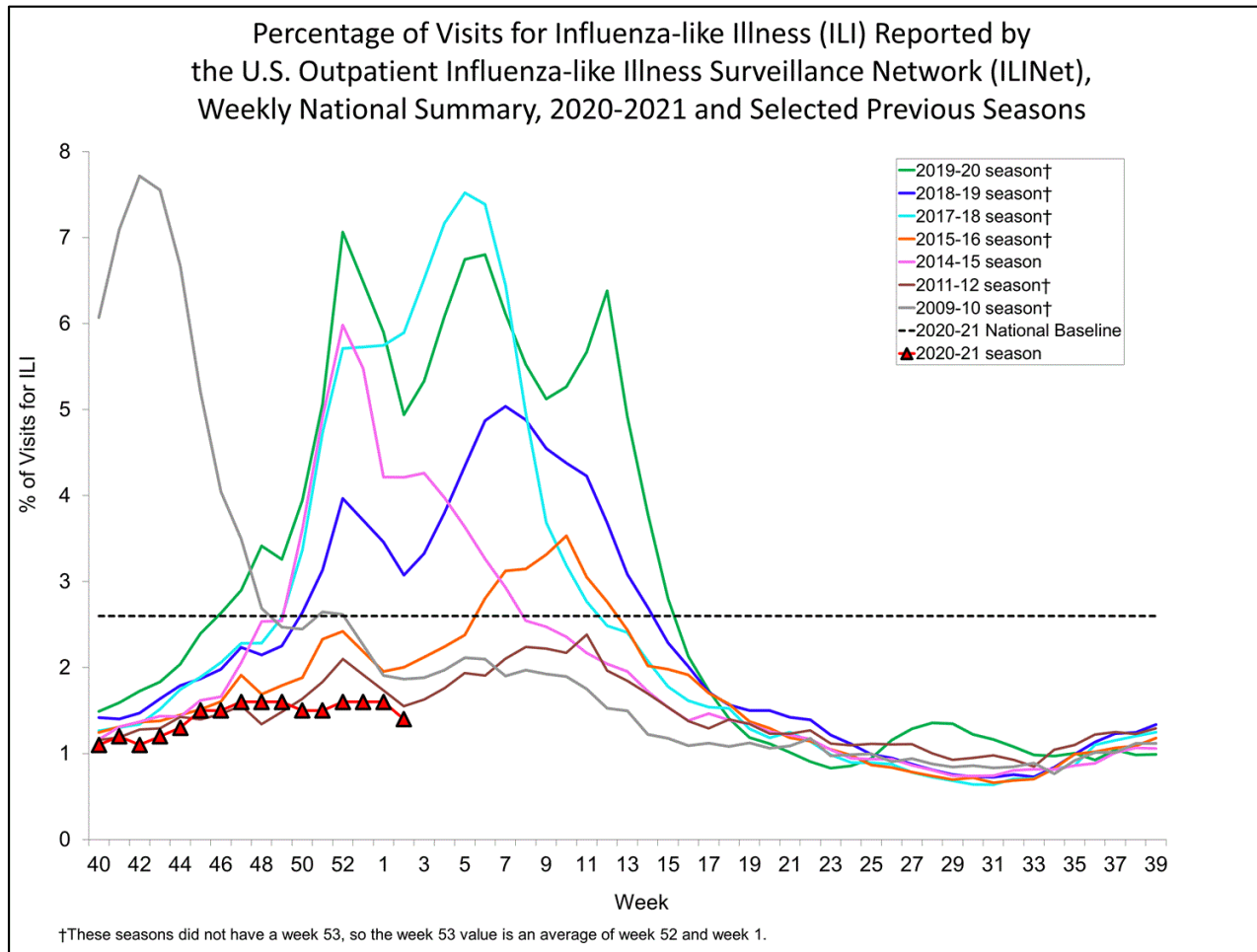


**Air Pollution**

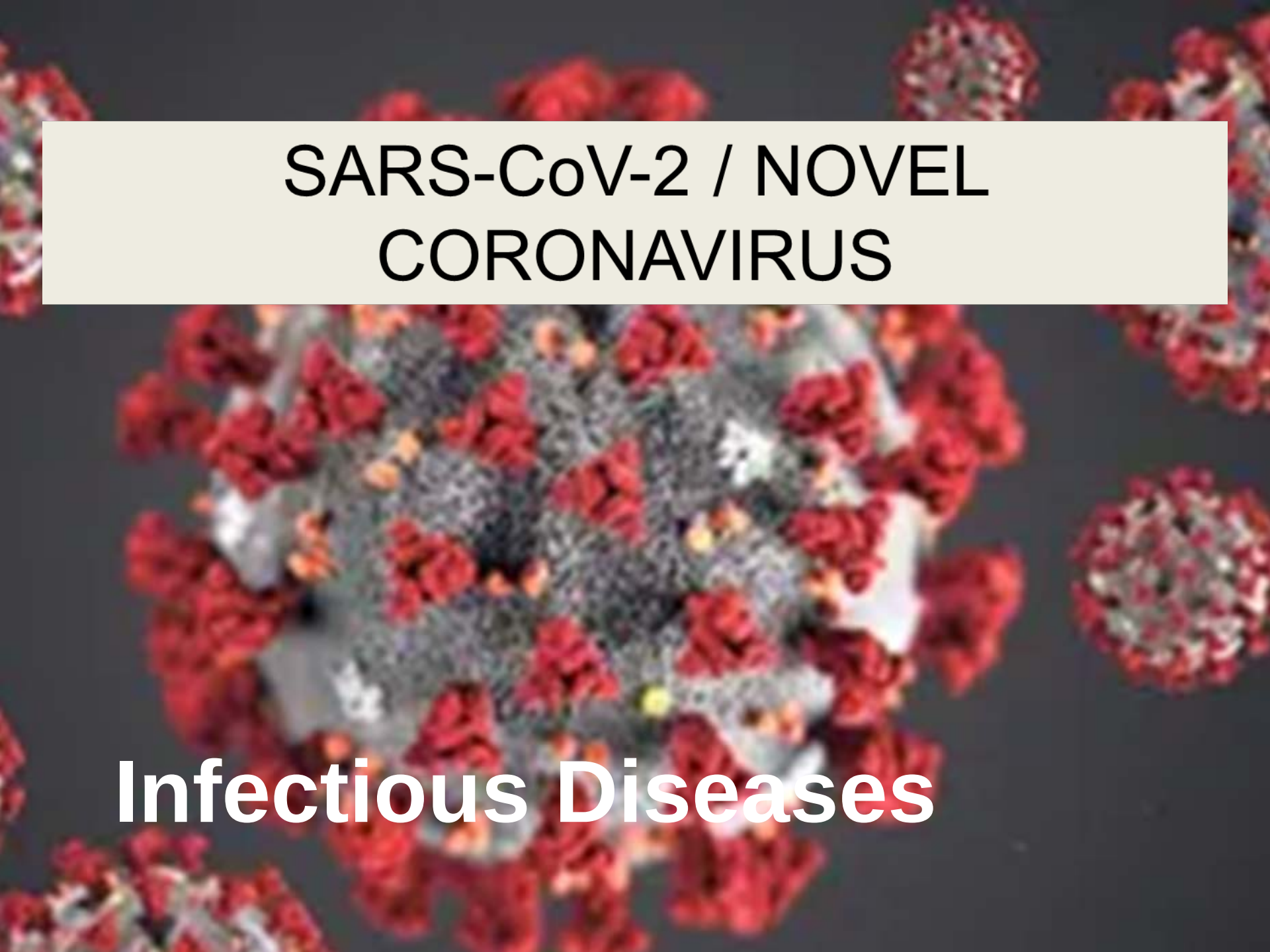
# Influenza



# Influenza Like Illness 2020



Interpret with caution



# SARS-CoV-2 / NOVEL CORONAVIRUS

## Infectious Diseases

# Who's Most At Risk

- Extremes of Age
- Chronic diseases (Heart or Lung)
- Pregnant patients
- Certain occupations

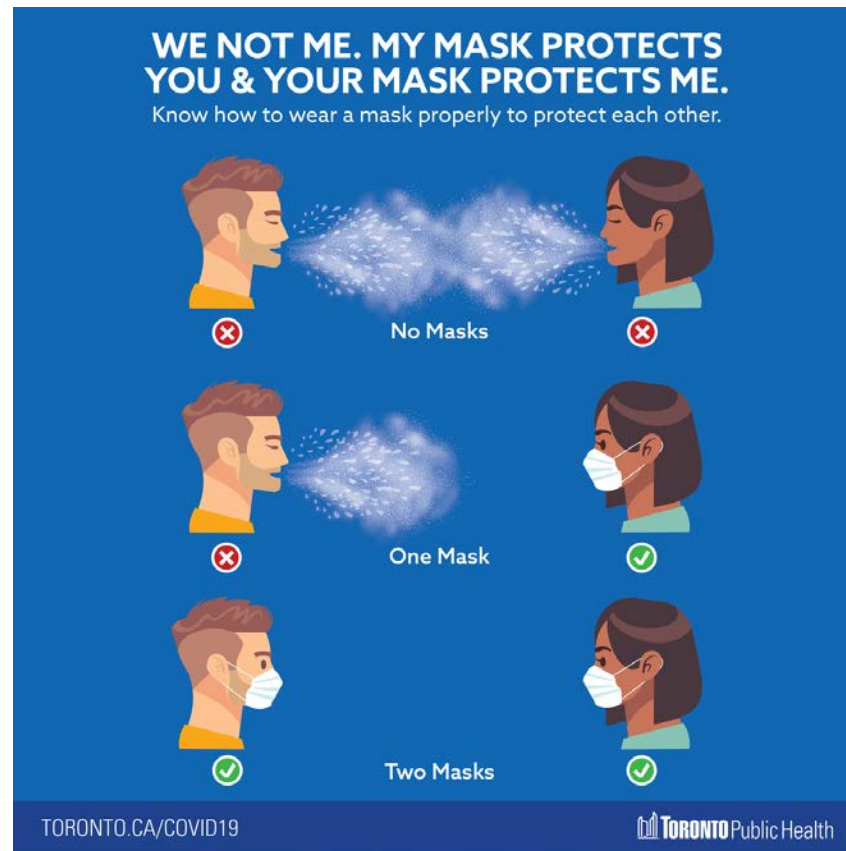
SARS-CoV-2 / NOVEL CORONAVIRUS

# Coughs & Sneezes Travel

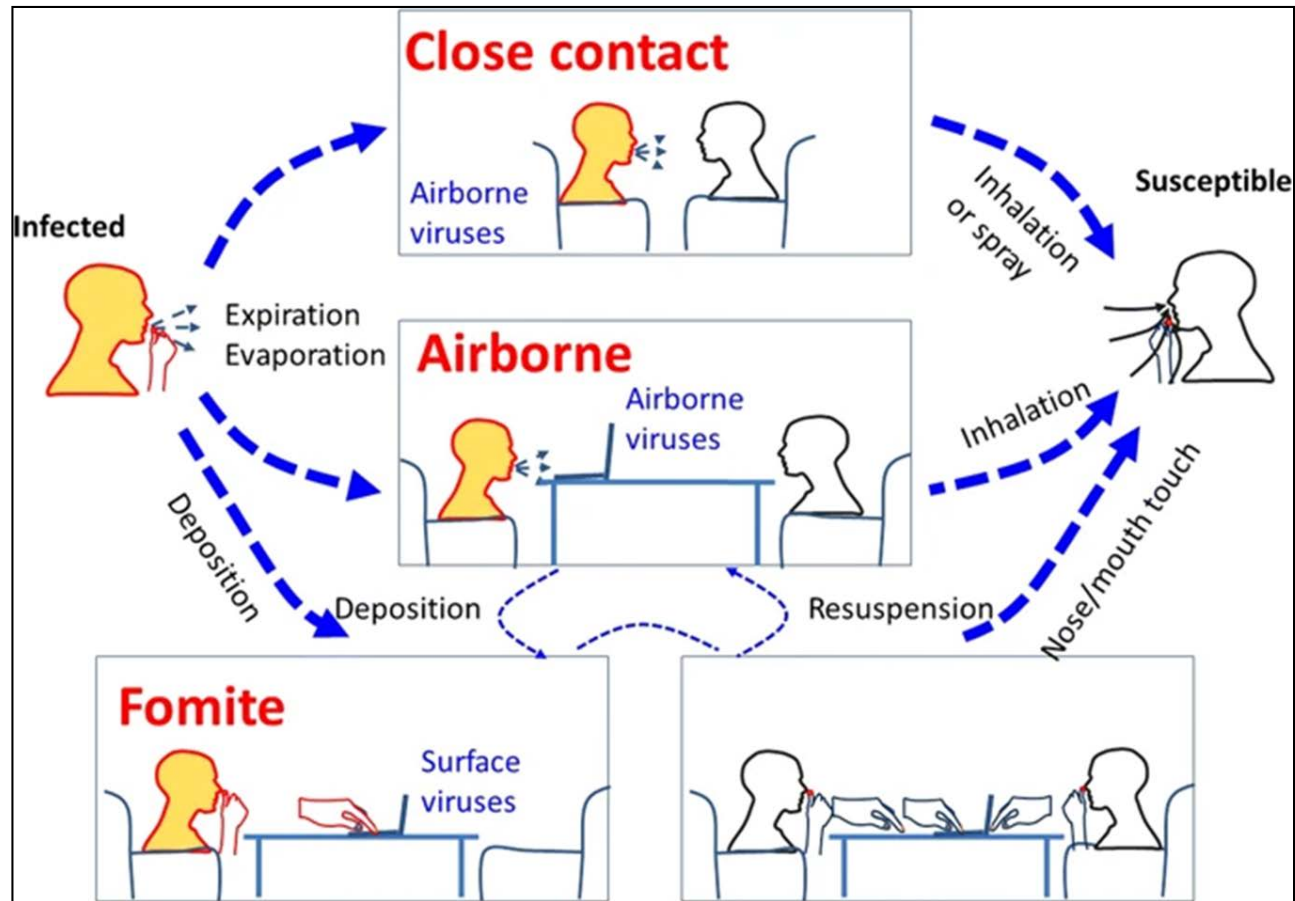


Image: CDC image

# Why Wear A Masks Protect Both Parties

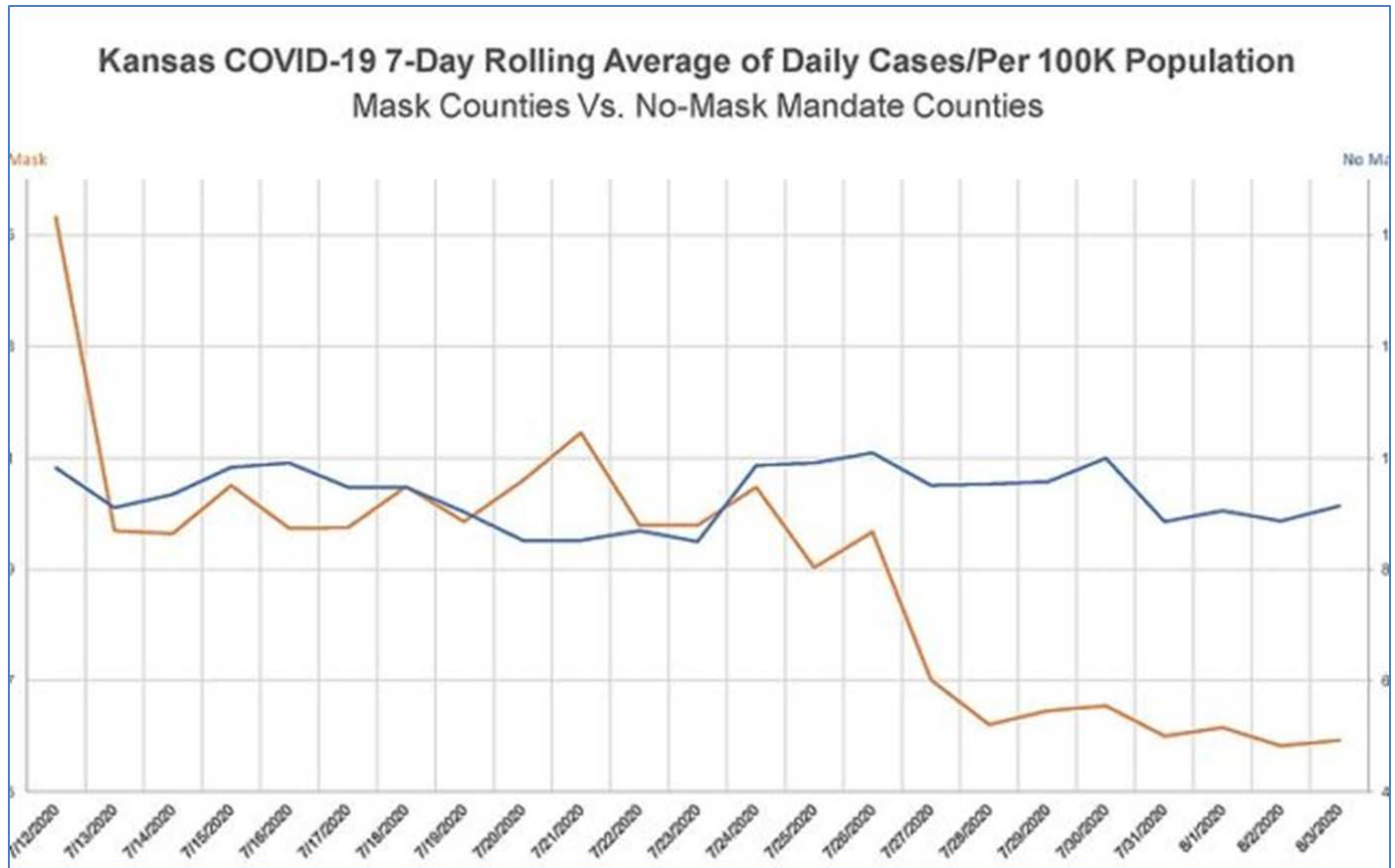


# Masks Reduces Transmission



## SARS-CoV-2 / NOVEL CORONAVIRUS

# Masks Work



# Generally Inadequate Masks

**Bandanna**



**Dust Mask**



# Choosing The Best Protection

## Cotton Mask



# Choosing The Best Protection



**Surgical Mask**



**N95 Respirator Mask**

**The single biggest problem in  
communication is the illusion that  
it has taken place.**

George Bernard Shaw

# Finding the Right Language

.....calling measures like mask-wearing a patriotic act or a national calling is not how the public sees it.....

A much better approach is to appeal to personal responsibility:

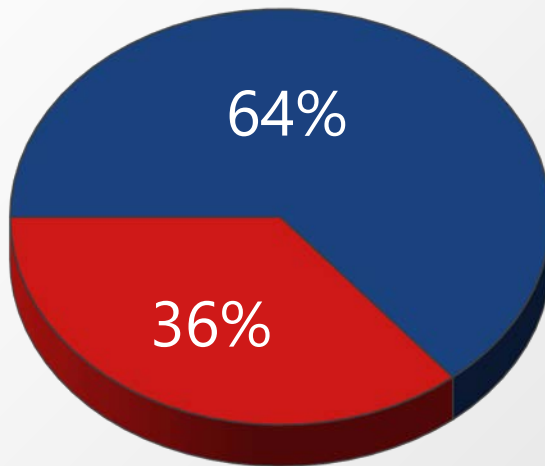
*“It’s not just about you. It’s about your family, your friends, and the people you care about most. You’re keeping them safe, and they’re keeping you safe.”*

deBeaumont Foundation & Frank Luntz, pollster

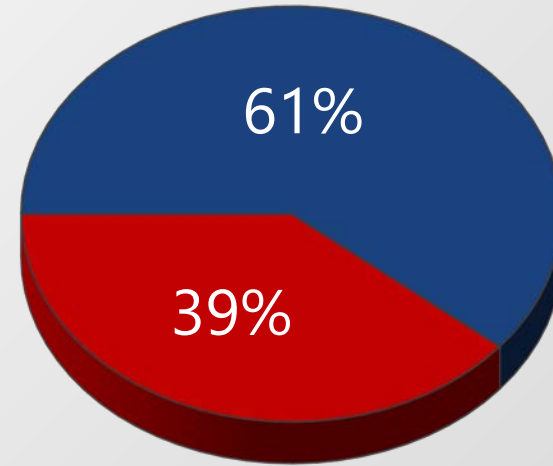
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# PERSONAL RESPONSIBILITY VS. NATIONAL DUTY

Are efforts to combat the spread of the coronavirus more of a... ?



**Total**



**Swing Voters**



Personal responsibility



National duty

# INDIVIDUALIZE AND PERSONALIZE MASK-WEARING TO GET BUY-IN

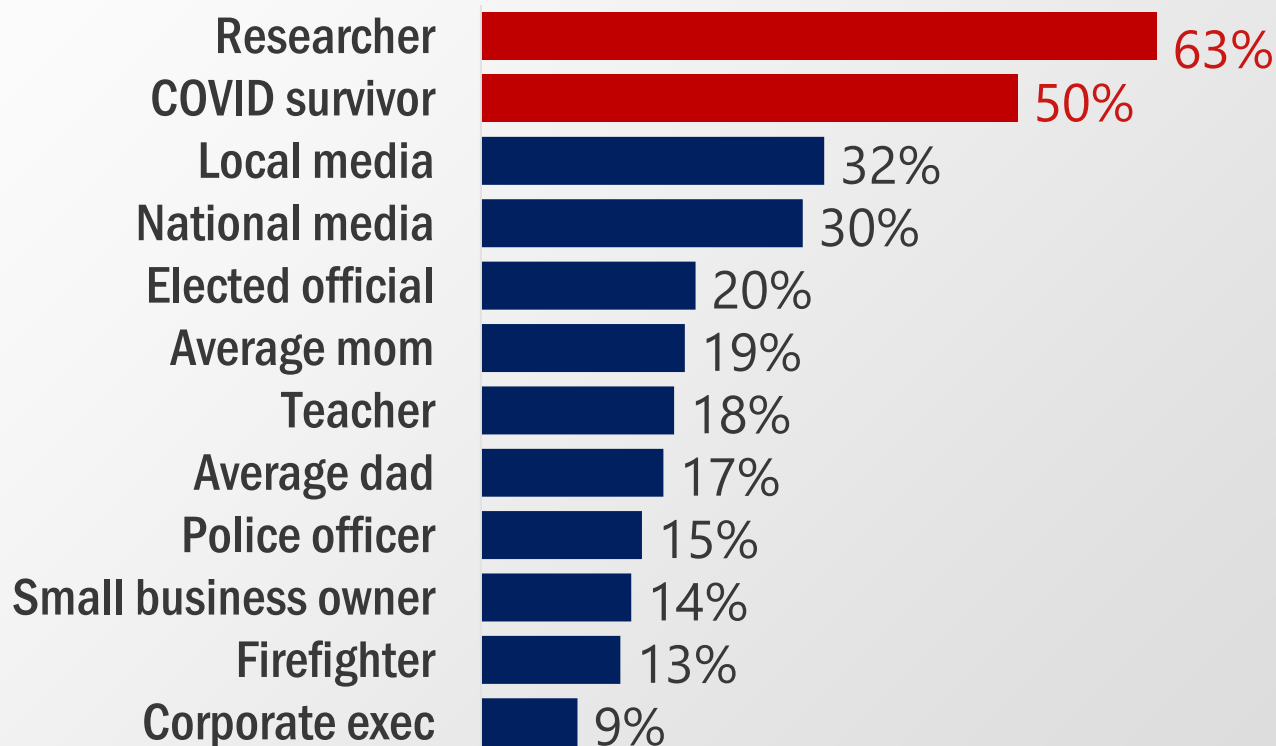
What is the MOST convincing and compelling reason to wear a mask in public?

| Total |                                                            |
|-------|------------------------------------------------------------|
| 42%   | To keep your family safe and healthy                       |
| 40%   | To keep yourself safe and healthy                          |
| 38%   | To keep everyone you come in contact with safe and healthy |
| 26%   | To keep America safe and healthy                           |
| 20%   | To keep your neighborhood/community safe and healthy       |
| 17%   | To keep your state safe and healthy                        |
| 17%   | None of these are convincing and compelling                |



# BEST MESSENGERS: RESEARCHERS AND SURVIVORS

Other than a doctor/nurse/public health official, who would you trust MOST in calling for ways you personally can contain COVID-19?



SARS-CoV-2 / NOVEL CORONAVIRUS

# Addressing Stigma “Masking While Black”



SARS-CoV-2 / NOVEL CORONAVIRUS

# Addressing Anti-Mask Resistance



A paved path with wooden railings runs through a dense forest. The path is dark and appears to be made of asphalt or concrete. The railings are made of light-colored wood. The forest is lush with green trees and foliage, with sunlight filtering through the canopy. The overall scene is peaceful and natural.

## Mask Are Part of A Suite of Protections

- Air quality notifications
- Reduce exposure Indoors & outdoors
- Avoiding exposure to infectious agents

# About APHA

The American Public Health Association champions the health of all people and all communities. We are the only organization that combines a nearly 150-year perspective, a broad-based member community and the ability to influence federal policy to improve the public's health. Learn more at [www.apha.org](http://www.apha.org).

- Founded – April 18, 1872
- 501C(3) & Nonpartisan
- Over 50,000 individual & affiliate members

