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Subject: Opportunities around masks
Date: Tuesday, April 14, 2020 3:32:38 PM

Our vendor Appcart reported based on their data collection for us that we are doing very well on our messaging on social distancing and hand washing—but not on masks. Most people don't see the need.

Appears to be an aspect of social distancing where we have room for growth. And valuable both for intrinsic public health benefits (about which much written at this point) and for signaling effect on behavior.

Great if this could be an order; also meaningful would be a symbolic statement like wearing a mask at a press conference. [Here](#)'s RI Governor today. Also could amp up MiMask challenge, which launched with a bang but seems to me dormant right now.

Thanks.

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