INTRODUCTION

There are many Coronaviruses, this new Coronavirus we are experiencing right now is called COVID-19.

In Louisiana there have been over 2,000 deaths due to this Coronavirus (COVID-19).

In Louisiana, over 50% of Coronavirus (COVID-19) deaths have been Black Americans.

We need everyone’s help to dismiss myths and raise awareness in Black communities about the Coronavirus (COVID-19).

For more resources or information visit tsyi.org.
WHY CORONAVIRUS (COVID-19) & RACE MATTERS?

Louisiana’s Black residents are dying of Coronavirus (COVID-19) at alarmingly higher rates than other races. Only 1/3 of the state’s population is Black but over 50% of Coronavirus (COVID-19) deaths have been Black Americans. These statistics show the health inequities or injustices Black Americans are facing.

There is a lot of misinformation spreading in our communities that can cause residents to be at higher risk of getting infected. This virus is killing our communities and is a statewide issue that needs to be addressed. We must take care of our own.

For more resources or information visit tsvi.org.
The Skin You’re In (TSYI) is a campaign to raise awareness about how the Coronavirus (COVID-19) is affecting Black communities.

TSYI promotes keeping our Black American communities safe and healthy during the Coronavirus (COVID-19) pandemic.

This health equity campaign aims to reduce health disparities of our African American communities through:

- sharing real-life stories
- fact checking myths
- building relationships
- strengthening communities
- expanding education
- providing resources

For more resources or information visit tysi.org.
CORONAVIRUS (COVID-19) SPREADS FROM PERSON TO PERSON
The virus can be spread through drops from coughing or sneezing; close contact; and touching things with the virus on it then touching your mouth, eyes, or nose.

YOU CAN EXPERIENCE SEVERAL SYMPTOMS WHEN INFECTED WITH THE CORONAVIRUS (COVID-19)

SYMPTOMS CAN INCLUDE:
• Cough
• Difficulty breathing
• Fever
• Chills
• Muscle pain
• Headache
• Sore throat
• New loss of taste or smell

YOU CAN BE INFECTED WITH THE CORONAVIRUS (COVID-19) AND SHOW NO SYMPTOMS
Even if you are not showing symptoms you can still infect others. It is best to keep your distance from those who live outside of your home.

ENCOURAGE YOUR FAMILY AND FRIENDS TO STAY HOME
The tea is just as good over the phone. You are safest at home.

For more resources or information visit tsvi.org.
WHAT'S THE COVID 411?

WEAR A MASK WHILE IN PUBLIC
Using face coverings can slow the spread of the Coronavirus (COVID-19). Protect those around you by wearing a face covering.

AVOID TOUCHING YOUR EYES, MOUTH, & NOSE
Try your best to limit how often you touch your face.

USE AN ALCOHOL-BASED HAND SANITIZER WHEN YOU CANNOT WASH YOUR HANDS
Hand sanitizer is second best to hand washing.

WHEN OUTSIDE, PHYSICALLY DISTANCE YOURSELF FROM OTHERS
Stay at least 6 feet (about 2 arms’ length) from other people.

For more resources or information visit tsvi.org.
COVID-19 RESOURCES

For more resources or information visit tsvi.org.
SOCIAL MEDIA CONTENT

CLICK ON THE IMAGES TO DOWNLOAD AND SHARE!

- **They Say Distance Makes the Heart Grow Fonder...**
  - Six feet, to be exact!

- **Mask On**
  - When in public

- **Ain’t No One Infecting Me**
  - I’m just so fresh so clean

- **Spiritually Close, Physically Distant**

- **Physical Distancing**
  - When outside, stay at least 6 feet (about 2 arms’ length) from others

For more resources or information visit [tsvi.org](http://tsvi.org).
HOW YOU CAN GET INVOLVED

ENGAGE YOUR NETWORK
Reach out to your family and friends to share accurate information about COVID-19 effects on Black Americans in Louisiana.

STAY UPDATED
Stay connected and follow us for more information
- Website: TSYI.org
- Facebook: The Skin You’re In
- Twitter: @tsyiblkhealth
- Instagram: @tsyiblkhealth
- YouTube: The Skin You’re In
HOW YOU CAN GET INVOLVED

SPREAD THE WORD

Use our hashtag, #TSYI, on every social media platform to spread awareness of our pages and our resources. You can use additional hashtags such as #TSYIBlkHealth or #TSYICoronavirusAndBlackAmerica.

SHARE YOUR STORY

Coronavirus (COVID-19) has impacted everyone in some way. How has it affected you? Share your story through our People of the Pandemic video series! Help bring awareness and healing to Black communities in New Orleans by telling your truth. If interested, email us at info@tsyi.org.

For more resources or information visit tsvi.org.
KEY RESOURCES

- Centers for Disease Control and Prevention (CDC)
- Louisiana Department of Health
- Nola Ready
- State of Louisiana Health Equity Task Force COVID-19
- The Skin You’re In (TSYI)

For more resources or information visit tsvi.org.
FOLLOW US ON SOCIAL MEDIA

TWITTER: @tsyiblkhealth

YOUTUBE: TheSkinYoureIn

FACEBOOK: The Skin You’re In

INSTAGRAM: @tsyiblkhealth

HASHTAG:
#TSYI
#TSYIBLKHEALTH
#TSYICORONAVIRUSANDBLACKAMERICA

Remember to use our hashtags in your social media posts.

QUESTIONS?

Contact info@tsyi.org with any questions.

For more resources or information visit tsyn.org.