

2021

NEAFCS
Communications
Award: Written Media

Leigh Anne Aaron
Morgan/Oconee County Extension
Family & Consumer Sciences Agent
Southern Region

Program Outline

PROGRAM OUTLINE

a. Category: Communications Awards ~ Written Media

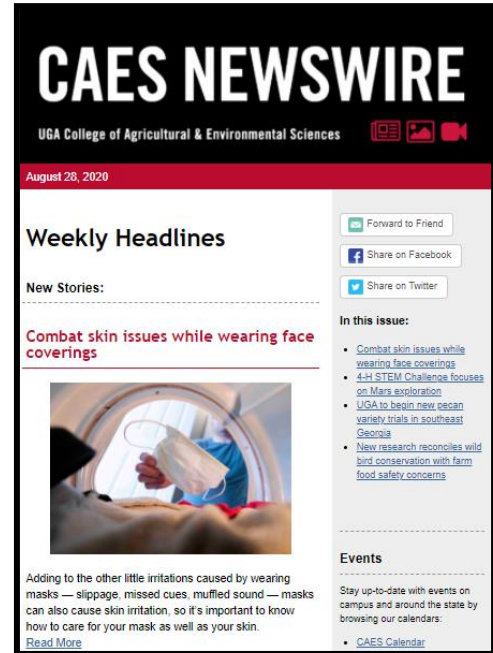
b. Subject/issue: The Centers for Disease Control and Prevention (CDC) recommends people age 2 and older should wear a mask in public settings and when around people who don't live in their household to control the spread of severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). More evidence shows the effectiveness of wearing a mask; however, some people have increased skin problems from wearing a mask. I am one of those people. I started noticing increased redness and irritability on my face after about a month of consistently wearing a face covering while at work and in public spaces. Our skin is our largest organ and protects us from the environment. It's had a full-time job every day to continually regenerate and produce its own moisturization. However, most of us are not use to having to wear a mask on our face, so our skin is not used to it either.

UGA College of Agricultural and Environmental Sciences Marketing Specialist, Josh Paine, contacted me about ideas for news articles for the "Back to School" media kit. I pitched the idea of how students might have increased skin problems when they return to the classroom and have to wear a mask all day, especially those who already have acne or other skin conditions. Josh put me in contact with a local dermatologist, Dr. Allison Paine, to interview for the article. She was able to share with me what she had been seeing in her practice and confirmed my suspicion of an uptick in skin problems related to mask wearing. Dr. Paine mentioned frictional acne has been a problem in the past for specific people such as athletes wearing a chin guard or a violinist but now she has patients experiencing it from wearing their masks. She shared some great hygiene routines as well as over the counter products that are beneficial to keeping your face clear of breakouts. It was pertinent for me to share this information in the news article along with other tips for caring for your face as well as your mask.

c. Target Audience: General population

d. Where program has been used: The article was written for CAES Newswire (<https://newswire.caes.uga.edu/story.html?storyid=8451&story=Avoiding-Maskne>) which is the online news service of the University of Georgia College of Agricultural and

Environmental Sciences, including UGA Cooperative Extension and the Georgia Agricultural Experiment Stations. This service is provided in cooperation with allied colleges, schools and institutes of the University of Georgia. For more than 90 years, it has been Georgia's trusted news source for educational information about agriculture, the environment, families and consumer science. They strive to present high-quality, consistent information to subscribers that has educational value to Georgians. In addition to being featured on the UGA CAES website, the article was also published in 11 news outlets and 2 newsletters.



Examples of media outlets that published the article



e. Number of people reached:

News Outlet	Circulation
UGA College of Agricultural and Environmental Sciences Media Newswire	853 media subscribers
Florida Morning Ag Clips	“Distributed to thousands” per website
Griffin Daily News	7,337
The Lee County Ledger	3,750
The Albany Herald	21,700
The Moultrie Observer	3,000
Rockdale Citizen	5,338
Jackson Progress-Argus	2,500
Gwinnett Daily Post	68,000
Henry Herald	30,000
The Newnan Times Herald	10,000
Clayton News Daily	21,000
Elbert County Extension Newsletter	134
Elbert County Extension e-Newsletter	387
TOTAL ESTIMATED CIRCULATION	174,000

f. Evidence of impact on participants/clientele/audience: The “Combat skin issues while wearing face coverings” news article provided research-based, reliable information about how to care for your skin if you have problems from wearing a mask. Readers could put into practice American Academy of Dermatology’s nine tips to prevent face mask skin issues, which I shared in the article.

g. Resources used: Information from the CDC, Mayo Clinic and American Academy of Dermatology websites and a personal interview with Dermatologist Dr. Allison Paine.

h. Percentage of the information written/prepared by applicant: 90%

i. Indicate information from university and/or USDA sources: The following articles were read by the applicant as part of the research for the “Combat skin issues while wearing face coverings” news article.

“Practicing with masks before school starts can help kids with new rules” by Cal Powell, UGA College of Family and Consumer Sciences Public Relations Coordinator

“Wearing a Mask: Show That You Care by Justin Miller, Alabama Extension
Communications and Marketing Specialist II

“Back to School: Mask up to protect your child and others” by Tracy Courage,
Arkansas Cooperative Extension Service Communications Services Director

j. Indicate how Extension Service is identified: The article includes the identification of the Extension County Agent and UGA Cooperative Extension.

Supporting Materials

Combat skin issues while wearing face coverings

By Leigh Anne Aaron

Morgan and Oconee Counties Family and Consumer Sciences Extension Agent

Irritated by wearing your mask and your skin is too? You are not alone. Masks seem to be here to stay, so it's important to know not only how to care for your mask but also your skin.

You've probably heard by now the importance of wearing a clean mask, but it is the first step to avoid skin problems when wearing it. The Centers for Disease Control and Prevention (CDC) recommends washing your mask after each use. You can include your mask with your regular laundry. Use regular laundry detergent and the warmest appropriate water setting for the cloth used to make the mask. Be sure to dry your mask too in the dryer or by air drying. In the dryer, use the highest heat setting and leave in until completely dry. Or air dry your mask by laying it flat to dry completely. It is best to place it in direct sunlight if you choose to air dry. You can also wash your mask by hand if you prefer. Prepare a bleach solution by mixing: 5 tablespoons (1/3rd cup) household bleach per gallon of room temperature water or 4 teaspoons household bleach per quart of room temperature water. Check the label to see if your bleach is intended for disinfection. Some bleach products, such as those designed for safe use on colored clothing, may not be suitable for disinfection. Ensure the bleach product is not past its expiration date. Never mix household bleach with ammonia or any other cleanser. Soak the mask in the bleach solution for 5 minutes. Rinse thoroughly with cool or room temperature water.

Now that you are ready to wear your clean mask, you should also take extra care to keep your skin clean. Dermatologist Dr. Allison Paine shares, "I am seeing a couple general patterns when it comes to complaints about masks. The most common is breakouts/acne from the mask and the second most common complaint is dry nose and mouth, runny nose and mask mouth." Dr. Paine explained that the frictional component of the mask is irritating to skin and accounts for "frictional acne" people are experiencing. She recommends choosing a mask that is breathable, washable, and does not create irritation to

your skin to alleviate both concerns and to focus on an impeccable hygiene routine for skin and dental care.

According to the American Academy of Dermatology, follow these nine ways to prevent face mask skin problems.

- 1) Cleanse and moisturize your face daily. Gentle skin care can prevent skin problems. Wash your face with an antibacterial product. Dr. Paine suggests a Benzoyl peroxide wash with a lower percentage of 5% or less, but be sure to use a silicone/dimethicone based moisturizer afterwards.
- 2) Protect your lips by applying petroleum jelly. Dry skin and chapped lips are common face-mask skin problems. To prevent breakouts, take care to apply the petroleum jelly only to your lips. Don't forget your nose. The inside of your nose can be like chapped lips, so it can also be beneficial to use petroleum jelly up the entrance of your nasal passageway.
- 3) Skip the makeup when wearing a mask. Beneath a mask, makeup is more likely to clog your pores and lead to breakouts. If makeup is necessary, use only products labeled "non-comedogenic" or "oil free."
- 4) Avoid trying new skin care products that can irritate your skin. Wearing a mask for even a short time can make your skin more sensitive. To reduce skin problems, avoid trying harsh products, such as a chemical peel, exfoliant, or retinoid, for the first time.
- 5) Use less of certain skin care products if your face becomes irritated. When you cover your face with a mask, some skin care products that you've used in the past, such as aftershave, may irritate your skin.
- 6) Wear the right mask. To reduce skin problems, look for masks that offer soft, natural, and breathable fabric, such as cotton. Avoid synthetic fabrics, such as nylon, polyester, and rayon. Choose fabric on the inside that feels soft if you have sensitive skin.
- 7) Take a 15-minute mask break every 4 hours. Health care workers on the frontlines of the coronavirus pandemic have found that this helps save their skin. Of course,

only remove your mask when it's safe to do so and after washing your hands. Safe places to remove your mask are outdoors, when you can stay at least six feet away from people, inside your car when you're alone, and at home.

- 8) As mentioned before, wash your cloth masks often. After washing, check its shape. If a mask no longer fits snugly and comfortably, it is less protective.
- 9) Continue the treatment plan that your dermatologist created for you. If you have a skin condition, such as acne or rosacea, it's especially important to follow your treatment plan. This can help keep the condition under control.

Dr. Paine had a few more important health and hygiene suggestions. Dental hygiene will help combat mask mouth. Be sure to brush your teeth after each meal, floss, use mouthwash, and even invest in a tongue scraper. Drinking lots of water to stay hydrated can also help to keep our skin and mouths healthy.

Our skin is our largest organ and protects us from the environment. It's had a full-time job everyday to continually regenerate and produce its own moisturization. However, most of us are not use to having to wear a mask on our face, so our skin is not used to it either. Take extra care of your facial skin and the inside of your nose and mouth to avoid extra irritation when wearing a face covering.