

# Press Release

## For immediate release

### Launch of campaign urging the public to continue using protection measures

*In Laval, we all wear a mask... and we wear it well!*

*In Laval, let's continue to protect ourselves!*

**Laval, August 17, 2020** — Despite the reduction in the number of cases of COVID-19 and the gradual lifting of the lockdown, it is critical to pursue our awareness-raising efforts among the public regarding the need for continued protection measures and physical distancing. It is with this in mind that public health officials at the Centre intégré de santé et de services sociaux (CISSS) de Laval, in partnership with the City of Laval, are launching a major public awareness campaign among Laval residents. The campaign focuses on the health measures required to curb, as much as possible, the spread of the virus and reduce the impact of a second wave.

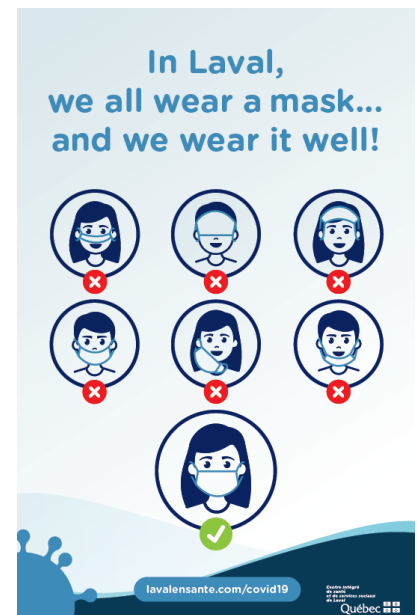
“The pandemic is not over yet. Face masks and face coverings are now mandatory in enclosed or partially enclosed public places and it is crucial to continue protecting ourselves, washing our hands often and keeping our distance. Wearing a mask does not mean we can stop using the other measures. It’s quite the opposite: our efforts must continue. It’s vital if we want to protect the health of our residents,” explained Dr. Jean-Pierre Trépanier, Director of the CISSS de Laval public health department.

“We are working together with the CISSS de Laval to make sure that as many citizens as possible know, and more importantly, observe the existing measures for the sake of everyone’s health,” said Mayor Marc Demers.

As a reminder, the use of masks or face coverings is now mandatory in public places and on public transit but does not replace hand hygiene or physical distancing measures required by public health authorities. It is also important to understand that even if cases have gone down in recent weeks, the pandemic could return in full force.

#### ***Wear a mask and wear it well!***

In addition to promoting responsible behaviour, the campaign will also focus on the proper way to wear a mask. Even though masks are mandatory, they often are not worn correctly or are handled too much, reducing their effectiveness to limit the spread of the virus. To address this challenge, this poster will be distributed in many locations in Laval and made available at [lavalensante.com](http://lavalensante.com) for merchants who wish to download it and post it in their place of business.



## **About the CISSS de Laval**

The CISSS de Laval is fully dedicated to learning, innovating and excelling in order to offer residents of Laval and surrounding areas a full range of integrated, quality health and social services accessible to all. Its human capital includes over 10,000 employees and doctors working in 32 facilities, including the Hôpital de la Cité- de-la-Santé, the Jewish Rehabilitation Hospital, the Centre de services ambulatoires de Laval, six CLSCs, five residential centres, the Centre de protection de l'enfance et de la jeunesse de Laval, the Centre de réadaptation en dépendance de Laval and the Centre de réadaptation en déficience intellectuelle et troubles envahissants du développement de Laval. The CISSS de Laval is a research and teaching facility affiliated to Université de Montréal and McGill University. For more information about the CISSS de Laval and the services offered in its facilities, go to [www.lavalensante.com](http://www.lavalensante.com).

**Information** Directorate of Human Resources, Communications and Legal Affairs  
Centre intégré de santé et de services sociaux de Laval  
Media line: 450 978-8608 [communications.cissslaval@ssss.gouv.qc.ca](mailto:communications.cissslaval@ssss.gouv.qc.ca)