



FLORIDA ASSOCIATION FOR INFANT MENTAL HEALTH

Faces are Essential

A Donation Campaign to Provide Clear Masks to Child Care Providers across FL

What Young Children Need

- For infants and young children, **learning happens within relationships with caregivers**. Interactions with caregivers are the way in which babies learn about themselves and the world.
- Specifically, babies and young children require visual input from faces in their caregiving interactions in order to develop strong, healthy brain connections.

Current Situation

- All child care staff are required to wear masks at all times. This means that young children will spend many hours interacting with caregivers who have most of their face covered.
- While the reason for requiring adults to wear face masks is clear and necessary, **not being able to see their caregiver's face for 8-12 hours presents a threat to children's healthy brain development**. It may especially harm their social and emotional development (mental health).

The Solution = The ClearMask™

FAIMH is committed protecting the mental health of thousands of Florida's infants and young children in child care by **providing fully transparent masks so that children can see their caregivers' full face**. This will ensure as close to a typical experience as possible, providing children the necessary visual input to support their social emotional development and relational health, while keeping everyone safe.

"The ClearMask™ is the first transparent mask with full-face visibility. It has a anti-fogging, see-through protective design optimized for comfort and breathability, while providing protection. www.theclearmask.com



Our Goal

- FAIMH's goal is to provide clear masks to every child care program in Florida.
- ***Through a unique partnership in support of our mission, ClearMask is supporting FAIMH's Faces Are Essential initiative with a discounted rate than what is available for purchase by the box.***
- FAIMH will supplement each ClearMask box with a customized care package including:
 - educational information on *why faces are essential*
 - stickers and other items to raise awareness of the importance of faces
 - access to online educational opportunities for staff
 - discounted FAIMH Membership so that FAIMH can continue to support providers all year

Our Partnership with Kiwanis Florida

Kiwanis Clubs can help us get ClearMasks to child care programs throughout Florida in 3 ways:

1. **By making the commitment to purchase ClearMasks by the case (432 masks) at FAIMH's discounted rate and hosting a socially distanced giveaway event for child care programs in your area.**

FAIMH will provide the ClearMasks, folders full of educational materials and access to online training & resources, and bags for the giveaway. Each Kiwanis Club will put together the bags and distribute to licensed child care programs in your area. (One box of ClearMasks & one packet of materials per child care program.) Use [this form](#) to let us know how many cases of ClearMasks™ you would like to fund for your community's early learning programs.

OR

2. **Support a local donation campaign by hosting a FACES ARE ESSENTIAL fundraiser** (on social media or through a local media event) on a particular day. All donations that come in on that day will be directed to child care programs in that Kiwanis Club's region.

Email us at info@faimh.org to coordinate your local fundraiser day and platform (social media or traditional media event).

OR

3. **Recruit local businesses to use our "Buy One, Give One" program**, whereby a business or organization can support the purchase of one (or more) cases for their own use, and the other half of their order is donated by FAIMH to child care providers.

Email us at info@faimh.org to request our BOGO appeal to share (a 1-page flyer explaining the BOGO program that you can share with local businesses).



Questions? Contact Christine at info@faimh.org or 954-304-4704