

# Making an Impact

THE CDC FOUNDATION RESPONDS TO COVID-19

Response Update 14  
September 11, 2020

*This issue represents the fourteenth of the CDC Foundation's COVID-19 response updates, highlighting the work the Foundation is doing through donor support to extend CDC's emergency response. We thank our donors for their incredible generosity and support that is saving and protecting lives as part of the COVID-19 pandemic response.*

**Update:** Globally, more than 27.9 million confirmed cases of coronavirus disease have been reported, including more than 905,000 deaths from nearly every country in the world. In the United States, there have been more than 6.3 million confirmed cases.

**CDC Update:** The Centers for Disease Control and Prevention's (CDC) weekly surveillance summary of U.S. COVID-19 activity is available [through the COVIDView report](#). The latest report shows that after declining for more than a month, the percentage of people that tested positive for COVID-19 nationally increased slightly last week. This is the first national increase in this percentage since mid-July.

Recent trends show the percentage of overall COVID-19 cases in people ages 18-22 years has increased in the United States, especially in the Midwest, South and Northeast. For the latest demographic data, visit [CDC's COVID Data Tracker](#). A new CDC [Morbidity and Mortality Weekly Report](#) finds that people stayed home more during the early months of the COVID-19 pandemic when stay-at-home orders were in place. People began to leave home as stay-at-home orders ended, even if orders in their state or territory remained.

**What the CDC Foundation is doing:** We are pleased to report our donors have now committed \$145.5 million to bolster public health response efforts to COVID-19.

Last week, the Trust for America's Health along with the CDC Foundation and the de Beaumont Foundation announced a new effort, the [Public Health Communications Collaborative](#). The collaborative will promote the value of public health to protect Americans' health and safety as well as the nation's economy. The collaborative will coordinate and amplify public health messaging on COVID-19 issues to increase Americans' confidence in health guidance by communicating the best available science, by positioning public health leaders as expert spokespersons, and by quickly correcting misinformation.

The [Heroes Wear Masks campaign](#), developed by Facts2Health and supported in part by the CDC Foundation, is designed to promote the wearing of protective masks in the United States and around the globe. The science is clear: wearing a mask helps prevent the spread of COVID-19. Celebrities and influencers associated with superhero characters and superhero projects launched this effort by posting photos and videos with the hashtag #HeroesWearMasks.

Support from the CDC Foundation and our donors has been used to meet a wide variety of challenges as part of the COVID-19 response, but there are many more urgent needs as the pandemic continues to rage across the globe. [Please join with us at give4cdcf.org](#).

## Supporting the Work to Save and Protect Lives:

Through the support of our donors, our team has addressed a variety of needs as part of our response efforts since the last update. These highlights include:

- Providing support for repairs in the Makeni Laboratory in Sierra Leone and providing support for facilities to **enable COVID-19 testing**.
- Supporting Hartford, CT (a majority-minority community) in partnering with community-based organizations to **raise awareness of how to prevent and limit the spread of COVID-19**, with a focus on Latinx communities.
- Providing initial support to the American Public Health Association with the goal to establish a **broad multi-sector COVID-19 control and prevention movement**, including a public information campaign.
- Working with Howard University and the UCLA Center for the Study of Racism, Social Justice & Health to identify key sources of stigma that affect adherence to COVID-19 mitigation strategies, and **developing a campaign that aims to reduce stigma and increase resilience and knowledge in communities disproportionately affected by the virus**.

For a broader look at our response efforts since January, please visit: [bit.ly/CDCImpact](https://bit.ly/CDCImpact)