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Florida Association for Infant Mental Health Launches 'Faces Are Essential'

*Initiative to provide childcare workers in Florida's 7,500 early learning centers
with clear masks to encourage crucial brain development in children*

For release upon receipt

The Florida Association for Infant Mental Health (FAIMH), Florida's only professional organization for infant and early childhood mental health, is launching the Faces are Essential initiative to distribute ClearMasks (TM) to childcare professionals throughout Florida. ClearMasks (TM) allow the face of the person wearing it to remain visible while protecting against the spread of COVID-19, other viruses and bacteria.

The initiative will kick off August 5, 2020 with an event scheduled to feature Florida Congresswoman Donna Shalala.

"The ClearMask (TM) helps children develop communication and social skills by allowing babies and toddlers to observe their caretakers' expressions and nonverbal cues," said FAIMH President Dr. Neil Boris. "Such neurological advancements are facilitated by keeping the user's face visible to children and is equipped with an anti-fog barrier which prevents the spread of harmful contagions. Simply put, these masks are essential for brain development during this important stage in these young children's lives."

In a unique partnership with ClearMask (TM) LLC, FAIMH can supply ClearMasks (TM) at a reduced rate of \$64 per box. Each box comes with 24 masks as well as educational materials that demonstrate why faces

are essential to babies and young children.

For further information or to donate to Faces Are Essential, call (850) 296-7002 or visit faimh.org/faces.



The ClearMask (TM) - the key to the Faces Are Essential initiative - helps children develop communication and social skills by allowing babies and toddlers to observe their caretakers' expressions and nonverbal cues. The Florida Association for Infant Mental Health (FAIMH) wants to provide the masks to childcare workers in Florida's 7,500 early learning centers.