

Big Freedia shares message to mask up with The Skin You're in

|

Rebecca O'Malley Gipson romalley1@tulane.edu

[View PDF](#)

Hip hop artist [Big Freedia](#) stars in a recently released video about wearing a mask properly. The video was produced by [The Skin You're In: COVID-19 and Black America](#), a multimedia campaign developed by The Tulane University School of Public Health and Tropical Medicine and supported by the [Louisiana COVID-19 Health Equity Task Force](#).

Big Freedia is based in New Orleans and is known for performing the bounce music style of hip hop, which originated in late 1980s.

The video promotes proper masking techniques to protect oneself, loved ones, and the general public from COVID-19 during the this holiday season.

The Skin You're In multi-media campaign launched in early May and is specifically designed to dispel myths and raise awareness about COVID-19 in the Black community.

Big Freedia shared the video in a tweet on December 11, 2020, with the directive to "Mask up ppl Happy Holidays stay safe."

↻ You Retweeted



Big Freedia ✓
@bigfreedia

⋮

Mask up ppl Happy Holidays stay safe 🧑🏻🎅❤️



Tulane SPHTM @TulaneSPHTM · 43m

Time to #MaskUp with @bigfreedia, The Queen Diva, and @tsyiblkhealth. And "Yes, baby it should be tight!"

@Tulane [twitter.com/tsyiblkhealth/...](https://twitter.com/tsyiblkhealth/)

[Show this thread](#)

11:26 AM · Dec 11, 2020 from New Orleans, LA · Twitter for iPhone