

SAFERMISSOULA.ORG

Safer Missoula Campaign

Smart. **Safe.** Ready.

ABOUT THE SMART. SAFE. READY. CAMPAIGN

Smart. Safe. Ready. is a countywide safety campaign, headed by local organizations Destination Missoula, Missoula Economic Partnership and United Way of Missoula County, launching in Missoula in response to the COVID-19 pandemic. The Smart. Safe. Ready. campaign encompasses a multifaceted approach to educating Missoula residents and visitors about the importance of masking and social distancing, encouraging people to work together for the safety of themselves and the community.

Protective face coverings and social distancing are two key focuses of the Smart. Safe. Ready. campaign. Studies show that wearing a mask in public can reduce the spread of COVID-19 by as much as 85%¹, but only if everyone plays their part—one mask in a sea of uncovered faces is far less effective. Social distancing is another powerful tool in limiting the spread, as COVID-19 is primarily transmitted through droplets in the air caused by coughing, sneezing, or simply talking. The campaign urges people to maintain a six-foot distance whenever possible (even outside) and wear a mask in public. Other safety messages include hand-washing, avoiding large crowds and staying home when feeling sick.

As Missoula County cases are on the rise, it is more important than ever for our community to unite with the goal of protecting the health and well-being of our community.

PLAY YOUR PART

You can help get the word out by using these Smart. Safe. Ready. posts to help spread the message around Missoula about best practices and safety guidelines on your social media channels.

¹“Face masks may reduce COVID-19 spread by 85%, WHO-backed study suggests,” Live Science, June 2, 2020, <https://www.livescience.com/face-masks-eye-protection-covid-19-prevention.html>

SOCIAL MEDIA ASSETS

HASHTAGS:

#staysafemissoula – Always use this hashtag with the campaign message.

#masksonmissoula – Use this hashtag with masks on message.

#wheredoyouwear – Use this hashtag with contest message.

#keepourdistanace – Use this hashtag with social distancing message.

SOCIAL MEDIA IMAGES:

Choose one of these images from below and pair it with one of the messages to post on your Facebook, Instagram, LinkedIn or Twitter account.

<https://www.dropbox.com/sh/uu685obxyw1hrea/AAC6NI6WJRnB4UW224FzN67va?dl=0>

SOCIAL MEDIA COPY

MESSAGE: STAY SAFE MISSOULA

Everyone plays a part in keeping Missoula healthy. Act smart, safe and respectful when you're out and about in the community for a safer Missoula.

Or

Smart. Safe. Ready. means working together, and protecting the Missoula we love. So stay vigilant, be kind, and play your part in keeping our community safe.

MESSAGE: MASKS ON

Did you know that masks can reduce the spread of COVID-19 by as much as 85% when worn correctly? That's right—masks make a difference.

Or

Wear it out, and wear it proud. Your mask plays a vital role in keeping our friends, families and neighbors safe in Missoula.

MESSAGE: KEEP OUR DISTANCE

Montana has plenty of space to spare, so take a step back! Social distancing is one of our most effective tools in reducing the spread of COVID-19.

Or

Let's work together, and stay apart. Shut down the spread of COVID-19 by maintaining a 6-foot distance while exploring Missoula, indoors and out.

MESSAGE: BE SAFE MISSOULA

Be safe, Missoula. Take care of yourselves and each other by following all safety guidelines and respecting your fellow Missoulians.

Or

When we work together, we can make a difference. Be safe, smart, and play your part for the Missoula we love.

OTHER MEDIA ASSETS

To download and print an 11x17 copy of the Smart. Safe. Ready. posters, please click on the link below.

<https://www.dropbox.com/sh/kj8iaf79ebj0bgg/AAB2kS9HOT5nAMsuBT3p9DDxa?dl=0>

To request Smart. Safe. Ready. window clings, posters, masks, coasters or table tents, please contact Brianna at 406.532.3250 or stop by the Visitor's Information Center at 101 East Main Street.

CONTACTS



DESTINATION MISSOULA

Barb Neilan
Executive Director
101 East Main St (Physical)
140 N Higgins Ave Ste 202 (Mailing)
Missoula, MT 59802
cell: 406.546.2907
director@destinationmissoula.org



MISSOULA ECONOMIC PARTNERSHIP

Lindsey Wallace
Communications Director
500 N Higgins Ave
Missoula, MT 59802
cell: 406.541.6461
lwallace@missoulapartnership.com

United Way of
Missoula County



UNITED WAY OF MISSOULA COUNTY

Susan Hay Patrick
Chief Executive Officer
412 West Alder
Missoula, MT 59802
cell: 406.360.0596
susan@missoulaunitedway.org



WINDFALL

WINDFALL, INC.

Erika McGowan
Account Manager
516 South Orange Street
Missoula, MT 59801
Cell: 406.544.2446
erika@windfallstudio.com