



Business Owners Coalition for Community Health

#StaySafeLivingston Resources

Print Materials

We have developed some print materials that are available to you at no charge to post at your business. We will let you know when they are completed and available for you.

- Window Clings
- Mask Up Posters
- Stickers

Social Media Assets

We've created a sample Social Post that you can share along with pre-sized graphics that you can use as your profile image/cover image/post image on Facebook or profile image/post image on Instagram. If you need any additional image assets, please let us know. Be sure to use the hashtag #StaySafeLivingston on your posts.

Sample Post

(feel free to use any or all of this language)

We have joined forces with more than 100 Livingston businesses and our health care community to form the Business Owners Coalition for Community Health. We are committed to the health of our community's residents and local businesses. Please join us in adhering to all health and safety practices as recommended by the CDC. The health of our business relies on the health of our employees and community. Please wear your mask, maintain a safe distance, stay home if you are sick, and be respectful and kind to staff and other customers while patronizing businesses in our community. Let's all work together to #staysafelivingston

#StaySafeLivingston Graphic Assets Dropbox Folder:

<https://www.dropbox.com/sh/vhkbcz21i0kdjut/AADMC-rwgK80EQwZ2sGYNpsga?dl=0>

Website

The Livingston Business Improvement District (LBID) has designated a page on their website designated to this initiative. We are working on adding a full comprehensive list of all businesses that have signed the pledge and will post any assets and resources here as well.

<https://www.downtownlivingston.org/communityhealthpledge>

Billboards

Livingston Healthcare is in the process of updating their billboard at Park and B Street to display the following:



Ace Hardware will also be utilizing the Stay Safe to Stay Open graphics on their next billboard. Thank you to them both for generously donating their billboard space in support of this effort.

County Commission Proclamation

We have been working with the County Commission and they have developed a proclamation in support of this coalition and will be voting to approve the proclamation at their next meeting. We are working on a similar proclamation with the City Commission.

Safe Shopper App

You might also consider signing up for this app: <https://www.safeshopperapp.com/>

De-escalation Tools

We realize that some customers may not want to comply with mask requirements. Ace Hardware has been generous enough to share some de-escalation language and procedures that they have used to help their staff that may come in handy for you.

Please do...

- Politely inform people who are not wearing a mask that we have masks for them to wear
- May explain that we have customers and employees who are immuno-compromised (high-risk) and that we need their help to keep them safe by wearing a mask
- If they do not want to, remind them that we offer delivery and curbside pickup
- If they refuse, QUIETLY find or call a manager/owner to help

Please do not...

- Follow or badger people
- Kick them out
- Get into a confrontation

Let's be kind and patient even with those who don't show us that same respect. When they go low, we go higher! Remember, language is always important, but especially in difficult times like right now. For example, try to stay away from words that may draw a negative response like "require" and use words like "please."

You are doing a wonderful job. We appreciate your diligence and hard work more than we can convey.

Additional Resources

If there are tools that you need that we haven't provided, please let us know. We are all in this together. If you have tools or resources you'd like to share with the group, please send them our way and we'd be happy to distribute.