

Health and Wellness Campaign

Phase I Communications Toolkit

Fall 2020

OVERVIEW

Our ability to keep our campus community safe and allow students to be on campus for fall semester depends largely on faculty, staff, and students following public health recommendations. To communicate and reinforce the importance of individuals' actions, the Re-Imagining Fall Task Force made three recommendations:

1. Develop a campaign to encourage adherence to safety and health practices and guidelines
2. Educate the Volunteer community on new norms for safe and ethical practices and responsibilities in this pandemic era
3. Create a culture in which all Volunteers feel part of this new mission and see the value of compliance with guidelines and of supporting others in these practices

The health and wellness campaign addresses those recommendations by emphasizing the measures our campus community can take to stay healthy and protect one another. It uses our existing "Vols help Vols" umbrella, connecting it to other health and wellness communications and the UT values of service and leadership.

KEY MESSAGES

- We must come together during the pandemic to do our part on behalf of our community.
- Every student, faculty member, and staff member, along with every visitor to campus, has a personal responsibility for protecting the health and safety of others on campus as well as their own.
- Being a Volunteer is grounded in leadership and service. Everyone is being asked to lead by example and sacrifice some comforts of a typical campus experience in order to help protect our community.
- We're all members of the Volunteer family, and we know our actions matter. We act to protect ourselves, one another, and our community. It's what Vols do.
- Everyone is expected to follow the five core CDC behavioral expectations—wearing a mask, social distancing, washing hands, cleaning surfaces, and staying home when sick—with particular emphasis on wearing a mask and social distancing.

TIMING

To keep the messages fresh and address any changing needs, the campaign will be carried out in two phases. The Phase II toolkit will be available in late September.

Phase I: Early August through end of September

Phase II: October to Thanksgiving break

HOW YOU CAN HELP

- Incorporate key messages where possible
- Download electronic assets at tiny.utk.edu/maskup
- Share campaign video and other social graphics on your unit's social media platforms
- Use your unit's e-newsletter and other communications to promote the campaign
- Share stories of those going above and beyond in health and wellness with our News and Information team at utnews@utk.edu



THE UNIVERSITY OF
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KNOXVILLE

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COMMUNICATIONS AND CREATIVE ASSETS

Posters

More than 2,800 posters in two series will be distributed around campus by August 14.

- Mask Up posters featuring the chancellor, students, student-athletes, coaches, faculty, and staff (14 versions)
- CDC Guidelines posters (6 versions)

To order additional posters, contact Emily Corum at ecorum@utk.edu.

Bus Shelter and Interior Bus Signage

Campaign signage will be placed in campus bus shelters as well as on the interior of the buses.

Digital Display Screens

Graphics for digital display screens have been disseminated to buildings for which we have specs and contacts. If you have not already received graphics and have screens in your building, download graphics at the link under Creative Assets. If you need a different size, contact Emily Corum at ecorum@utk.edu.

Videos

Mask Up videos feature the chancellor, students, student-athletes, coaches, faculty, and staff members. Seven videos are available for download at the link under Creative Assets.

Social Media

UT's main social media accounts will be sharing graphics and information from the campaign throughout the semester. Please feel free to share posts from these accounts or download graphics for your own use at the link under Creative Assets.

Tennessee Today and Vol Update

The campaign will be promoted weekly in campus newsletters.

Creative Assets

Download electronic assets at tiny.utk.edu/maskup.

Questions?

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