



Toolkit Web Badge & Website Copy

October 1, 2020

FINAL

NOTE: We recommend adding the new “Explore Responsibly” copy to the existing web page. See below in green.

Web Badge

[see logo library for full logo suite]



[SUGGESTED CALLS-TO-ACTION]

(choose one to display alongside the badge & link to appropriate page on your website)

- Help Protect Our Public Health
- View Safety Guidelines
- Learn About the Initiative

Website Copy Template

Montana Aware is statewide effort to slow the spread of COVID-19 by promoting safety measures for those traveling in the state. We are committed to protecting the health of residents and visitors, and ask that you do the same.

What We Are Doing

_____ [insert business safety measures]

What We’re Asking You to Do

If you’re planning to travel through Montana, please:

- Know the local public health guidelines before arriving to your destination
- Understand some services & destinations may be limited
- Stay home if you are sick



In Montana, it's important to:

- Wear a mask
- Maintain social distance (at least 6 ft. apart)
- Wash your hands & use hand sanitizer
- Avoid touching your face
- Cover coughs & sneezes

Ways to Explore Responsibly

- Plan Ahead
 - Check for closures or limited services before arriving.
 - Pack your own water, food, trash bags, masks and soap or sanitizer.
 - If your destination is too crowded, have a backup plan.
- Keep Space
 - Keep six feet away from others. In crowded spaces, indoors or out, please wear a mask.
 - Explore with you family or household and avoid big groups.
- Be Respectful
 - Respect guidelines to help keep yourself and others healthy.
 - Respect the land and help preserve our natural wonders for everyone to enjoy.
 - Respect people and local communities by helping protect their public health.
- Explore Locally
 - Pick a basecamp and choose local adventures.
 - Support local businesses.
- Protect the Outdoors
 - When giving people space, watch where you step and stay close to the trail.
 - Pack up any trash and minimize your impact.
 - Keep a safe distance from wildlife, too.

Please visit _____ [\[insert URL of local/county health page\]](#) for the most up-to-date local health guidelines. For more information about the Montana Aware program, go to [VISITMT.COM](https://www.visitmt.com).