

Adam Crum
Commissioner

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Department of Health
and Social Services

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New resources for businesses to encourage COVID-19 precautions

June 25, 2020 (ANCHORAGE) — Alaska businesses now have access to a new suite of printable resources to help encourage COVID-19 precautions among employees and customers. The COVID-Conscious Business Toolkit features Alaska-themed artwork to communicate and encourage measures, such as physical distancing and mask wearing. The messages cater to diverse policies that businesses may have for employees and customers.

“COVID-19 is still a serious concern and Alaskans have done an extraordinary job doing their part to prevent the spread,” said Alaska’s Chief Medical Officer Dr. Anne Zink. “Our goal with these resources is to provide support to businesses as they reopen responsibly and to encourage everyone to keep following these preventative measures while they’re out in their communities.”

Downloadable materials that can be printed and displayed include: front door signs, floor decals/signs to support physical distancing, commitment statements, and other signage for posting in breakrooms, restrooms and doors. Digital graphics are also available for use on social media, email messages and websites.

“Businesses around the state have stepped up with innovations and approaches that allow them to operate responsibly while protecting both customers and employees from COVID-19,” said Alaska Department of Health and Social Services Commissioner Adam Crum.

“This is to help support their efforts. COVID Conscious materials include a spectrum of options that businesses to choose from. These materials say, ‘we’re Alaskans and we’re all in this together.’ We’re hoping as Alaskans support local businesses, they’ll know they’re helping keep businesses open by preventing the spread of COVID-19.”



One of several flyers businesses may choose from to set expectations for masks in their business.

COVID Conscious materials are adapted from a campaign developed by Foundation Health Partners in Fairbanks. DHSS and the Department of Commerce, Community, and Economic Development (DCCED) and several partner organizations collaborated to build upon the resources with Alaska design themes, featuring illustrations by DHSS employee Ellen Grover Devine.



Popular Alaska footwear serves as a cue to stand 6 feet apart when waiting in line.

“Getting Alaska businesses up and running and Alaskans back to work is top priority right now,” said DCCED Commissioner Julie Anderson. “These COVID conscious materials are another significant effort to that end. I’m grateful for the collaboration that led to the creation of these materials for our Alaska businesses.”

In the Fairbanks campaign, initiated by Foundation Health Partners, health care providers supported businesses by sharing the materials and talking with business owners about their concerns and COVID prevention.

Anyone may view, download and use materials from the COVID-Conscious Business Toolkit at dhss.alaska.gov/dph/epi/id/pages/COVID-19/business.aspx. Anyone interested in learning more about the campaign and how to replicate it in their community can email regina.mcconkey@alaska.gov.

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