The Stay Safe Badge Campaign

Stay Safe. This is a simple message that we say and send to our friends and family when they are heading out on a venture. This simple message of “Stay Safe” became a campaign to promote social distancing and remind our community to keep a safe distance of 2 metres or 6 feet apart as the Covid-19 pandemic hit our province. The Stay Safe Badge campaign is about keeping the distance as required to protect yourself from the droplets that may contain the virus. This program also encourages healthy practices such as regular hand washing, staying at home if you are not feeling well and staying within your family safe bubble.

Stay Safe Badge campaign kicked off with 500 badges that were quickly issued to the homeless, elders and seniors, individuals with chronic health conditions and people generally at greater risk of contracting Covid-19. 500 Stay Safe badges were issued within a short time. The Stay Safe Badge coordinator then realized that he needed to build solid relationships with others to fund another 1100 badges. The Kinettes accepted the challenge by sponsoring the remainder of the badges which were also quickly distributed to a larger population base within our community. Today you will see these badges worn by many! Originally the badge campaign was designed to support the vulnerable population. It was also expanded including front line workers in business, government and public buildings as well as at public gathering locations. Basically the badge was created for everyone. Today, the Stay Safe Badge campaign is once again low on badges available however it has always been high on visibility to help ensure that we stay safe from Covid-19.

The NRHA Community Health Developer, Russell Thorne in conjunction with two other colleagues brought the Stay Safe Badge campaign to life. Dee Harvey, Francis McGillivary, Doug Bartlett, The Pas Friendship Center staff, Lorraine Ballantyne Packo, Living Waters Soup Kitchen, Dave Brauer of Oscar’s Place Homeless Shelter and the Kinettes collaborated to create and distribute 1600 badges to send this simple but effective message. Some of the information circulating around Covid 19 had been confusing and information was changing fast. It was difficult for the public to know exactly how to respond. The NRHA met the challenge of informing the community. “Our goal was to develop an educational message that was easy to understand and basic to implement.” “Stay Safe”.

The Public Health Nurse and other co-workers put together a user friendly educational handout with accompanying information. The handout was shared with community business, groups, organizations and individuals who expressed an interest. The Community Health Developer was also available by appointment to review the educational handout and offer support to all people living within the tri-community. Non stick decals were also available for windows and entry ways to remind everyone to keep the correct social distance… 2 metres or 6 feet. Even though we are going into another phase of opening up, we need to continue to be mindful of the continued danger. We have been resilient in keeping our community safe to this point. The tri-community has remained vigilant. Let us continue to remain healthy and Covid-19 free until a vaccine is available.

For further information regarding the Stay Safe Badge Campaign or wellness and healthy living programs, please contact Russell Thorne, Northern Health Region at 204 627-6419.