



Whatcom County
HEALTH
Department



FOR IMMEDIATE RELEASE

July 7, 2020

Media Contacts: Michael Hogan, Port of Bellingham Public Affairs Administrator
360.676.2500 or mikeh@portofbellingham.com

Melissa Morin, Whatcom County Health Department Communications Specialist
360.594.2504 or mmorin@co.whatcom.wa.us

Jennifer Noveck, Ph.D. Port of Bellingham Research & Communications
Coordinator Regional Economic Partnership
360.676.2500 x 402 or jennifern@portofbellingham.com

Whatcom County Public Health Advisory Board Employer Support Task Force Launches “Safer. Stronger. Together.” Campaign

BELLINGHAM, WA – The Whatcom County Health Department and the Port of Bellingham’s [Regional Economic Partnership](#), in collaboration with Chambers of Commerce, Whatcom County Tourism, and Downtown Business Partnerships, are kicking off a campaign today to communicate health and safety measures practiced by businesses and organizations throughout Whatcom County.

The campaign’s goals include supporting local businesses to implement safeguards, build consumer confidence, and assist the county’s businesses to reopen as safely as possible. The campaign uses window clings and informational posters placed in Whatcom County storefronts, as well as online resources with the slogan “Safer. Stronger. Together.” Businesses and consumers have requested standardized and clear messaging about safety practices, and this campaign aims to answer that call.

“This campaign is a way for businesses to show the steps they’re taking to keep customers and employees safe,” Whatcom County Health Department Director Erika Lautenbach said, “We want to foster a community-based culture focused on health and safety that highlights all the efforts of local businesses and organizations to reopen Whatcom County.

“Businesses displaying the Safer Stronger Together materials have pledged to follow public health guidance for safe business practices. Seeing these materials at a local business means you know that they have their consumer’s well-being in mind and doing their part to prevent the spread of COVID-19 in our community.”

Don Goldberg, Director of the Regional Economic Partnership, noted that “every industry is working hard to adapt their operations to pandemic conditions. We hope that this campaign will make reopening both safer and easier for local businesses.”

The “Safer Stronger Together” campaign is part of the “Whatcom Together” toolkit being produced by the [COVID Employer Support Task Force](#) in partnership with the Whatcom County Public Health Advisory Board.

Visit the website, www.whatcomtogether.org, which contains information about the “Safer Stronger Together” campaign and links to other information about COVID-19 and Whatcom County.

###