



# Work Smart, Play Smart to KEEP MANUFACTURING OPEN

## Toolkit Components

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### 1. 5 Ways to Show Your Support

1. **Share “SMART” COVID-19 personal safety protocols in internal emails and/or newsletters:** Promote the **Work Smart, Play Smart** campaign’s “SMART” COVID-19 personal safety protocols via staff emails to remind your team of the personal safety measures that can be applied within the workplace and outside of the workplace.
2. **Post infographics in shared workspaces:** Utilize signage throughout your facility to encourage the implementation of safety measures and remind employees of the steps they can actively be taking to maintain a healthy environment at work and at home.
3. **Hold a staff meeting to discuss workplace safety guidelines:** Engage in open conversations with your staff to review “SMART” COVID-19 personal safety protocols, encourage participation, answer questions, and provide resources. Remember the success of these efforts is dependent upon behaviors within and outside of the workplace.
4. **Identify “SMART” COVID-19 personal safety point person(s):** Identify point people within your facilities who can answer employee questions as they arise and provide additional resources as your team works to implement the **Work Smart, Play Smart** campaign’s “SMART” COVID-19 personal safety protocols.
5. **Engage on social media:** Share the **Work Smart, Play Smart** campaign and “SMART” COVID-19 personal safety protocols through social media channels to encourage participation, share helpful resources, and start an open dialogue with your audience. *See sample posts below.*

### 2. Employer Messaging Support

1. **Draft Email to Employees**

**Subject:** Do Your Part to Keep Manufacturing Open

The MICHauto team is committed to keeping automotive manufacturing open and our workforces thriving. To that end, we’ve joined them in promoting the [Work Smart, Play Smart to Keep Manufacturing Open](#) campaign. Your commitment to implementing simple personal safety protocols outside of the workplace is integral to our ability to keep our business running.



# Work Smart, Play Smart to KEEP MANUFACTURING OPEN

Extending simple safety precautions outside of work will protect us, our families, and the business community from the impacts of COVID-19. Further, your commitment to implementing these personal safety protocols will ensure that we can keep our doors open and help our industry and economy continue its recovery and growth.

Join us in applying the **“SMART” COVID-19 personal safety protocols** below outside of the workplace:

- **S** – Socialize in small groups.
- **M** – Mask up in public to keep manufacturing moving.
- **A** – Always opt for outdoor dining and activities.
- **R** – Remember to be smarter than the virus by being vigilant of potential symptoms.
- **T** – Take this seriously, and it will be temporary.

This is an ongoing priority for our team, and we will be available to answer questions, provide resources, and do what we can to help you successfully implement these practices in your daily lives.

## 2. Conversation Starters for Employers

- We are doing [X, Y, Z] to keep you and our facility safe. We are hoping to keep the momentum going and maintain these safe and healthy conditions, but we need your participation beyond the workplace. The more careful you are outside of work, the better our chances of staying open and healthy are.
- What precautions are you already taking outside of the workplace to stay safe and healthy that you would like to share with the team?
- What have you found the most challenging about maintaining safe practices outside of the workplace? Are there any resources or information we can provide here to support you?

## 3. Talking Points

- The future success or challenge of the manufacturing sector is dependent on our ability to slow the spread of COVID-19.
- Following safety practices in the workplace isn't enough. We need to make changes to our behaviors outside of the workplace to ensure manufacturing can stay open and operational by following the “SMART” COVID-19 personal safety protocols.
- While we are striving to maintain a safe and healthy work environment, the success of these efforts is contingent on your behaviors outside of the workplace.
- If employees and leaders maintain safe and healthy practices at home and in public, we reduce our risk of COVID-19 exposure and its related health, economic, and social impacts significantly.



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### 3. Sample Social Media Posts

- Help keep the auto industry moving and your community safe by following SMART COVID-19 personal safety protocols – at work and at home – with the help of @MICHauto. #MaskUpMichigan #WorkSmartPlaySmart <https://www.michauto.org> [include SMART graphic]
- #WorkSmartPlaySmart to keep the auto industry in gear. Do your part at home and in public to reduce the spread of COVID-19 by following @MICHauto's SMART COVID-19 personal safety protocols. #MaskUpMichigan <https://www.michauto.org> [include SMART graphic]
- Our team is supporting @MICHauto's #WorkSmartPlaySmart to Keep Manufacturing Open campaign to keep employees safe in and outside of the workplace. Join us by following these SMART COVID-19 personal safety protocols. #MaskUpMichigan <https://www.michauto.org> [include SMART graphic]

### 4. Printable Signage/Graphic Assets

The graphic features the MICH auto logo and the slogan 'Work Smart, Play Smart to KEEP MANUFACTURING OPEN' at the top. Below this is a green bar with the text 'Personal Safety Protocols'. The main body of the graphic is divided into five vertical columns, each representing a letter of the acronym SMART. Each column contains an illustration, a large letter, and a brief description of the protocol.

| S                          | M                                               | A                                             | R                                                                              | T                                              |
|----------------------------|-------------------------------------------------|-----------------------------------------------|--------------------------------------------------------------------------------|------------------------------------------------|
|                            |                                                 |                                               |                                                                                |                                                |
| Socialize in small groups. | Mask up in public to keep manufacturing moving. | Always opt for outdoor dining and activities. | Remember to be smarter than the virus by being vigilant of potential symptoms. | Take this seriously, and it will be temporary. |