

"Be committed. Be well." Face Masks

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2020



Title Statement

"Be committed. Be well." Face Masks"Be committed. Be well." Face Masks, 2020 Textile.2021.003

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Profile Description

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Descriptive Summary

Unit ID

Textile.2021.003

Unit Date

2020

Language

The materials in the collection are in English.

Abstract

The "Be committed. Be well." Face Masks include two blue face masks with printed "Be committed." in orange on a white background and "Be well." in blue on a white background. The "Be committed. Be well." campaign conceived by the Town of Blacksburg and Virginia Tech, and it was taken over by the New River Valley Public Health Task Force, which formed in March 2020, to unite various different health campaigns in the NRV during the Covid-19 pandemic.

Creator

New River Valley Public Health Task Force

Creator

Virginia Polytechnic Institute and State University (1970-)

Extent

0.2 Cubic Feet 1 box

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Conditions Governing Access

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Source of Acquisition

The collection was transferred to Special Collections and University Archives in August 2020.

Processing Information

The processing, arrangement, and description of the "Be committed. Be well." Face Masks was completed in June 2021.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [identification of item], [box], [folder], "Be committed. Be well." Face Masks, Textile2021-003, Special Collections and University Archives, Virginia Tech, Blacksburg, Va.

Administrative History

The New River Valley Public Health Task Force is a consortium of local agencies, formed in March 2020 to mitigate and minimize the regional impacts of the COVID-19 pandemic. Partners include the New River Health District (Virginia Department of Health); LewisGale and Carilion hospitals and healthcare systems; New River Community College, Radford University, and Virginia Tech; the Counties of Floyd, Giles, Montgomery, and Pulaski; City of Radford; Towns of Blacksburg and Christiansburg; local law enforcement and first responder agencies; New River Valley Community Services; New River Valley Regional Commission; local public school divisions; and area merchants' associations and chambers of commerce.

The "Be committed. Be well." campaign was conceived by the Town of Blacksburg and Virginia Tech and merged with similar outreach efforts by the City of Radford, Radford University ("Slow the Spread. Do the Five."), local municipalities, healthcare providers, and other partners.

Source:

"NRV TASK FORCE URGES RESIDENTS TO "BE COMMITTED. BE WELL." WITH NEW COVID-19 OUTREACH CAMPAIGN", News release, August 17, 2020, <https://www.vdh.virginia.gov/news/2020-regional-news-releases/nrv-task-force-urges-residents-to-be-committed-be-well-with-new-covid-19-outreach-campaign/>

Scope and Content

The "Be committed. Be well." Face Masks include two blue face masks with printed "Be committed." in orange on a white background and "Be well." in blue on a white background.

Keywords

COVID-19 Pandemic, 2020-

Health

Local/Regional History and Appalachian South

University Archives

University History

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Description of Subordinate Components

Masks

Unit Date 2020

box 1