



GuideSafe™

General GuideSafe™ Fact Sheet

- The Alabama Department of Public Health, alongside The University of Alabama at Birmingham (UAB) — a part of The University of Alabama System — has launched GuideSafe™, a multitool platform encompassing the formerly announced Stay Safe Together™ and Testing for Alabama initiatives.
- GuideSafe is the uniting platform/brand for ongoing communication about COVID-19 testing, tools and actions. GuideSafe was developed by a team of experts at UAB to promote a safe entry to higher education campuses and ongoing COVID-19 monitoring for students and the community at large.
- The GuideSafe™ platform is made possible by \$30M of the federal Coronavirus Aid, Relief and Economic Security (CARES) Act.
- GuideSafe™ is mainly comprised of three key components: GuideSafe™ HealthCheck, GuideSafe™ Exposure Notification Application and GuideSafe™ Event Passport. Click on each hyperlink below for full facts on each capability:
 - **HealthCheck** — A COVID-19 assessment tool that allows individuals nationwide to report COVID-19 health status, symptoms and exposure.
 - **Exposure Notification App** — Facilitates anonymous self-reporting and automates alerts to individuals with previous proximity or close contact with a later positive COVID-19 person.
 - **Event Passport** — A COVID-19 assessment tool for meetings, conferences, and events of more than 10 people.
- Also included under the GuideSafe™ platform are key spread mitigation behaviors for ongoing mass adoption. These include Practicing Social Distancing, Washing Hands / Using Hand Sanitizers, Covering Coughs or Sneezes, Reducing Exposure, and Wearing Face Coverings.
- GuideSafe™ — formerly Stay Safe Together — now has its own brand identity and color scheme. **Approved logos are attached in media assets.**
- The launch of GuideSafe™ represents a continued commitment from the State of Alabama in promoting safe entry to all two- and four-year public and private campuses and providing ongoing COVID-19 monitoring for students.
- While focused on higher education at present, ultimately, the community at large will benefit from — and have the ability to adopt — the GuideSafe platform and its many functionalities.
- Governor Kay Ivey's decision to provide the level of CARES Act support needed for this initiative represents the most aggressive, higher education entry and community spread mitigation program in U.S.