COVID-19 MESSAGING

Please do your part to protect your family, friends, neighbors, and yourself.

- Practice social distancing
- Wear a mask
- Wash your hands
- Avoid large gatherings

We’re still #InThisTogetherOhio. Don’t let up.

coronavirus.ohio.gov

Ohio’s first responders work hard each day to help and protect Ohio citizens, and you can help protect them by preventing coronavirus spread. Wear your mask, practice social distancing, and get tested if you may have been exposed. bit.ly/GetTestedOhio

#InThisTogetherOhio

KEY STATS
Data as of 11/05/2020

PUBLIC ADVISORY SYSTEM

21-Day Trends

New Case Trend

- 4,961
- 2,148

New Hospitalization Trend

- 214
- 86

EDUCATION INFORMATION

- 371 Ohio school districts are operating with 5-day in-person return to classes.
- 37 Ohio school districts are operating with a fully remote return to learning.
- 201 Ohio school districts are operating with a hybrid of in-person and remote return to learning.
- Many schools are holding in-person classes while offering an online option for those who prefer that route or who require it for health reasons.

*Data compiled 11/05/20. Information is subject to frequent change and does not represent an official categorization by the Ohio Department of Education.
Welcome to our teaching and learning community! We support each other, practice healthy habits and make sure everyone stays safe. #StaySafeOhio #InThisTogetherOhio

[Schools may wish to include photos of students and staff to illustrate handwashing, social distancing and wearing masks]

We have a caring community of students and staff. Everyone in our school is focused on staying safe and supporting each other on our lifelong learning journeys. Let’s keep our #MasksOnOhio! #InThisTogetherOhio #StaySafeOhio

### TALKING POINTS FOR YOU

- Schools have always been places that engage in more than just academic learning. A school is a social system in which people interact with and take care of each other.

- The COVID-19 pandemic has been hard on Ohioans, but in particular, on Ohio’s children.

- Our priority is student and staff health and wellness.

- Ohio students and educators are doing a great job of complying with recommended health practices. We are proud of their efforts to keep one another safe and healthy.

- The health and safety guidelines we follow at school are based on expert advice and research designed to reduce deaths, hospitalizations and overall transmission rates.

- Guidelines show caring and respect for the school community, friends, teachers, etc. Guidelines are not intended to make students afraid.

- We need to work together to practice social distancing, mask wearing and hand washing in order to keep schools and communities safe. We are all in this together.

### RESOURCES

**HASHTAGS TO USE**

#InThisTogetherOhio

#ResponsibleRestartOhio

#MasksOnOhio

#StaySafeOhio

Planning Guide for Ohio Schools and Districts

Ohio Department of Health: COVID-19 Health and Prevention Guidance for Ohio K-12 Schools

Ohio Department of Education Reset and Restart Website

Face coverings poster for Ohio Schools

Social distance poster for Ohio Schools

Rise to the Task, Wear a Mask

Dominos (“Don’t Let Up”)

Coaches (Jim Tressel and Urban Meyer)

Mousetrap (social distancing)
WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your school communities safe (and what they can do to help you maintain a safe environment) using the suggested hashtags.

- Submit Letters to the Editor to local news outlets that support the “COVID-19 Key Messages.”

- Participate in local media/radio interviews to support “COVID-19 Key Messages,” and help showcase how you and your colleagues are supporting Ohio’s Responsible Restart.

- Film PSAs from education leaders in your community using the messaging outlined in this document. Ask your associates to post them on websites/social media.

- Develop a COVID-19 resource page for your website and share that page on social media using the suggested hashtags.

- Utilize local speaking opportunities and virtual meetings to reiterate the messaging in this document.

- Send out regular communications to your network and ask members to post personal messages on social media. This could include a regular newsletter or message to your school community.

- Leverage relationships with “local celebrities” and ask them to promote your efforts as well.

KEY MESSAGES

We can control the spread of COVID-19 through what we do every single day.

WEAR A MASK

WASH HANDS OFTEN

SOCIAL DISTANCE

It is still recommended that you stay home as much as possible. Work from home if you can.

HELP US HELP YOU!

We want to help you communicate to your members, employees, and others in your circle of influence. If we can help you assemble materials or if you have suggestions for the Ohio Department of Education team please contact Dan Minnich at 614-466-0055 or by emailing Dan.Minnich@education.ohio.gov.
COALITION COMMUNICATION: LOCAL GOVERNMENT

COVID-19 MESSAGING

Governor Mike DeWine • @GovMikeDeWine - 2h
86% of Ohioans are now living in a Red Alert Level 3 county. There have been enough cases during the past two weeks that the risk of catching this virus in all 88 counties is very real and very concerning.

Governor Mike DeWine • @GovMikeDeWine - 2h
As of today - every single county in the state of Ohio is high incidence. #COVID19 is everywhere. We can’t hide from it, we have to face it.

INDUSTRY INFORMATION

For counties that would like assistance forming or enhancing their existing collaborative COVID Defense Team, contact your regional liaison listed on pages 4 or 5 of our Local Leaders Resource Guide.

On Nov. 2, the Ohio BWC Board of Directors approved Governor DeWine’s request for a $5 billion dividend to ease financial pressures that employers are experiencing due to COVID-19.

Governor DeWine announced a new administrative structure at the Ohio Department of Health which includes the addition of Stephanie McCloud as the new ODH director and Dr. Bruce Vanderhoff as chief medical officer.

KEY STATISTICS
Data as of 11/5/2020

Public Advisory System

21-DAY TRENDS

New Case Trend 4,961

New Hospitalization Trend 214
COVID-19 MESSAGING

**KEY STATS**

*Data as of 11/05/2020*

- **Public Advisory System**

![Map of Ohio showing COVID-19 cases and hospitalizations](map_image)

- **231,170 CASES**
- **20,015 HOSPITALIZATIONS**

**INDUSTRY INFORMATION**

- Support for Ohio businesses and nonprofits affected by COVID-19
- New Charitable Ohio website offers resources for charitable leaders
- Resources for Ohio Nonprofits Dealing with COVID-19
- COVID-19 Survey of Ohio's Charities Webinar
- The Ohio Nonprofit COVID-19 Survey
WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your employees, volunteers, donors, and members safe (and what they can do to help you maintain a safe environment) using the suggested hashtags.

- Submit Letters to the Editor to local news outlets that support the "COVID-19 Key Messages."

- Participate in local media/radio interviews to support "COVID-19 Key Messages" and help showcase how you and your organization are supporting Ohio's Responsible restart.

- Film PSAs from business/sector/philanthropy leadership using the messaging outlined in this document. Send those to members and post them on websites/social media.

- Develop a COVID-19 Resource page for your website and share that page on social media using the suggested hashtags.

- Utilize local speaking opportunities and virtual meetings to reiterate the messaging in this document.

- Send out regular communications to your network and ask members to post personal messages on social media. This could include a regular newsletter or message to your entire company/organization.

- Leverage relationships with "local celebrities" and ask them to promote your efforts as well.

KEY MESSAGES

We can control the spread of covid-19 through what we do every single day.

WEAR A MASK

WASH HANDS OFTEN

SOCIAL DISTANCE

HELP US HELP YOU!

We want to help you communicate with your members employees, and others in your circle of influence. If we can help you assemble materials or if you have suggestions for Ohio philanthropies team, please contact Fern Miele at (614) 842-3660 or by emailing Fern.Miele@ood.ohio.gov.
COALITION COMMUNICATION: Business

COVID-19 MESSAGING

KEY STATS
Data as of 11/05/2020

Public Advisory System

INDUSTRY INFORMATION

- Do you need PPE? The Ohio Manufacturing Alliance can help you find it from Ohio manufacturers. Visit ReproposingProjects.com for additional information.
- Visit BusinessHelp.ohio.gov for resources to help Ohio businesses navigate the COVID-19 health crisis.
- Ohio businesses can post job openings and search for resumes to find candidates to fill open positions at OhioMeansJobs.com.
- If an employee is diagnosed with COVID-19 remember to: contact your local health department and work with them to identify potentially exposed individuals; and professionally clean and sanitize your office/location.
WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your employees and customers safe (and what they can do to help you maintain a safe environment) using the suggested hashtags.

- Submit Letters to the Editor to local news outlets that support the “COVID-19 Key Messages.”

- Participate in local media/radio interviews to support “COVID-19 Key Messages,” and help showcase how you and your colleagues in the industry are supporting Ohio’s Responsible restart.

- Film PSAs from business/sector/industry leadership using the messaging outlined in this document. Send those to members and post them on websites/social media.

- Develop a COVID-19 Resource page for your website and share that page on social media using the suggested hashtags.

- Utilize local speaking opportunities and virtual meetings to reiterate the safety messaging in this document.

- Send out regular communications to your network and ask members to post personal messages on social media. This could include a regular newsletter or message to your full company/organization.

- Leverage relationships with “local celebrities” and ask them to promote your efforts as well.

KEY MESSAGES

We can control the spread of COVID-19 through what we do every single day.

WEAR A MASK

WASH HANDS OFTEN

SOCIAL DISTANCE

HELP US HELP YOU!

We want to help you communicate to your member, employees, and others in your circle of influence. If we can help you assemble materials or if you have suggestions for the Ohio Development Services Agency team please contact Penny Martin at (614) 425-8342 or by emailing Penny.Martin@development.ohio.gov
COALITION COMMUNICATION:
Tourism & the Arts

COVID-19 MESSAGING

INDUSTRY INFORMATION

- Do you need PPE? The Ohio Manufacturing Alliance can help you find it from Ohio manufacturers. Click Here for additional information.

- Download social media graphics, posters and signs to help you educate your staff and customers on health protocols here.

- Ohio Arts Council is sponsoring a free webinar focusing on the latest Zoom functionality and case studies for moving meetings, workshops, fundraising, community events, and performances online! Register here: https://rebrand.ly/GoingVirtual

- The 2021 Ohio. Find It Here. Co-op program can help grow your advertising budget! Ohio. Find It Here. will match each dollar you invest in the co-op, up to $25,000, in exchange for displaying the Ohio. Find It Here. logo on your advertising.

KEY STATS
Data as of 11/05/2020

Public Advisory System

21-Day Trends
COALITION COMMUNICATION:
AGRICULTURE

COVID-19 MESSAGING

Governor Mike DeWine ♧@GovMikeDeWine · 4h
Throughout the #COVID19 pandemic, Ohio’s #agriculture industry has been feeding Ohioans. #SupportLocalOhio by picking up fresh, healthy food at a farmers market, a small independent grocer, or a local restaurant. 🚤 #OhioProud #InThisTogetherOhio ohioproud.org

Governor Mike DeWine ♧@GovMikeDeWine · Nov 2
Ohio Pandemic Relief Program applications are now being accepted for the:
- Small Business Relief Grant
- Home Relief Grant
- Bar & Restaurant Assistance Fund

Apply here: businesshelp.ohio.gov
#InThisTogetherOhio

KEY STATS
Data as of Nov. 5, 2020

Public Advisory System

INDUSTRY INFORMATION

• The Ohio Bureau of Workers’ Compensation approved Gov. DeWine’s request to send $5 billion in dividends to Ohio employers to ease COVID-19’s continued business impact. Ohio farms should expect an average dividend of $9,500.

• The USDA’s Coronavirus Food Assistance Program 2 (CFAP 2) for agricultural producers is accepting CFAP 2 applications through Dec. 11, 2020. Learn more at farmers.gov/cfap.

• Everything we do – even outside of work – contributes to the health of our workplaces and homes. Practicing safety outside of work helps us stay healthy, and keeps our industry running.

• With many families planning smaller Thanksgiving celebrations this month, November is a great time to share unique ways to use leftover turkey, even before consumers buy. It also means many households will be making their own turkey for the very first time, and will likely welcome how-to videos and tips from your organization’s experts.
COALITION COMMUNICATION: FAITH-BASED COMMUNITY

COVID-19 MESSAGING

Governor Mike DeWine @GovMikeDeWine · 4h
We are once again at a critical juncture in our fight against #COVID19. Cases are spiking and are at an all-time high, but, the good news is that we are closer than ever to getting a vaccine. It's always darkest before the dawn, but the light is coming. Ohio needs to be ready.

Governor Mike DeWine @GovMikeDeWine · 4h
The best way we can defeat our common enemy is by doing three things:
1. Stick to the basics: Masks, social distancing, etc.
2. Protect the most vulnerable
3. Go on the offense with the pending vaccine

Governor Mike DeWine @GovMikeDeWine · 4h
86% of Ohioans are now living in a Red Alert Level 3 county. There have been enough cases during the past two weeks that the risk of catching this virus in all 88 counties is very real and very concerning.

KEY STATS
Data as of 11/05/2020

Public Advisory System

INDUSTRY INFORMATION

- How to live stream your church services
- CDC guidelines for cleaning places of worship
- How food banks in Ohio are dealing with COVID-19
- Nearly 150 COVID cases linked to services in Boston-area church
- COVID Outbreak reported at Kanawha County church
Unremitting and significant community spread is initiated by social gatherings among friends and family when people let their guards down. Healthcare providers are urged to share information through the media and social media, noting the exposure of recent cases (for example, the percent who were infected at gatherings with family and friends).

ODH has released a new PSA, “Rise to the Task, Wear a Mask,” which recognizes that some people may support masking, and others may not, but wearing a mask is a simple task that will help protect Ohioans.

Healthcare providers and local health departments stand on the front line as we battle COVID-19. A special landing page on coronavirus.ohio.gov contains helpful resources and information to help these professionals navigate the challenges COVID-19 has forced upon our healthcare industry and communities.
COALITION COMMUNICATION: HIGHER EDUCATION

COVID-19 MESSAGING

When we all wear masks, it lowers the chance that we get sick from COVID-19. It’s that simple.
#InThisTogetherOhio #MasksOnOhio

Rise to the Task! Wear a Mask.
When we all wear masks, it lowers the chance that we get sick from COVID-19. It’s that simple. #InThisTogetherOhio

Not everyone with #COVID19 will show symptoms. If you believe you may have been exposed to the coronavirus, help #SlowTheSpread by getting tested.

AID TO OHIO CAMPUSES

- $200 million in Coronavirus Relief Funds (CRF) was approved on July 13 to implement public health measures necessary to combat COVID-19.

- $13.5 million in CRF + GEER was approved on Sept. 28 to provide critical mental health services to students.

- $100 million in CRF was approved on Oct. 26 to implement public health measures necessary to combat COVID-19.

- 1 million masks were sent to colleges and universities in consultation with the Department of Public Safety.

KEY STATS

Data as of 11/05/2020

Public Advisory System

New Case Trend

3,590
1,840
101

New Hospitalization Trend

194
COALITION COMMUNICATION:
MANUFACTURING

COVID-19 MESSAGING

Governor Mike DeWine 📤 @GovMikeDeWine · Nov 2
Safety doesn’t take a break. If you have a business with a break room, you can use this printable sign to remind employees of the importance of social distancing: bit.ly/3637AH #ResponsibleRestartOhio #InThisTogetherOhio

Governor Mike DeWine 📤 @GovMikeDeWine · Nov 2
Today the @OhioBWC board approved my request to send $5 billion in dividends to Ohio employers to ease COVID-19’s continued impact on the state’s business community and workforce. These dividends will help keep businesses open and citizens employed. #InThisTogetherOhio

Governor Mike DeWine 📤 @GovMikeDeWine · Nov 2
Ohio Pandemic Relief Program applications are now being accepted for the:
- Small Business Relief Grant
- Home Relief Grant
- Bar & Restaurant Assistance Fund
- Apply here: businesshelp.ohio.gov

KEY STATISTICS
Data as of 11/05/2020

INDUSTRY INFORMATION

Check out these resources to help businesses.

- **The Small Business Relief Grant** provides $10,000 grants to small businesses.
- Learn more about the recently approved $5 billion workers’ comp dividend for Ohio businesses.
- The **Home Relief Grant** helps eligible Ohioans who are behind on rent, mortgage, and water or sewer utility bills.
- Are you a small business? Here are some considerations during the COVID-19 outbreak.
- Learn more about these and other assistance programs at businesshelp.ohio.gov.