

COALITION COMMUNICATION: PreK-12 EDUCATION

COVID-19 MESSAGING



Governor Mike DeWine
@GovMikeDeWine

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



Governor Mike DeWine
@GovMikeDeWine

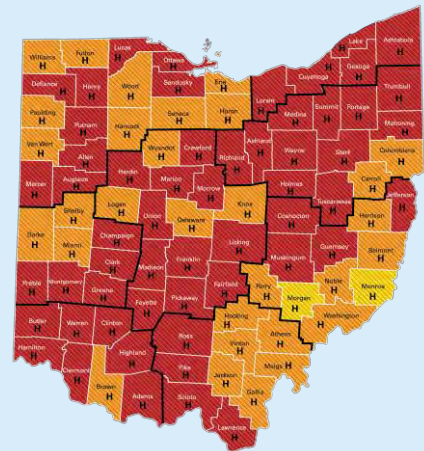
Ohio's first responders work hard each day to help and protect Ohio citizens, and you can help protect them by preventing coronavirus spread. Wear your mask, practice social distancing, and get tested if you may have been exposed. bit.ly/GetTestedOhio

#InThisTogetherOhio

KEY STATS

Data as of 11/05/2020

Public Advisory System



21-Day Trends

New Case Trend



New Hospitalization Trend



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.*



SUGGESTED SOCIAL MEDIA POSTS

Rise to the task! Wear a mask.

#MasksOnOhio #InThisTogetherOhio <https://youtu.be/07-nS5HmV9I>

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!

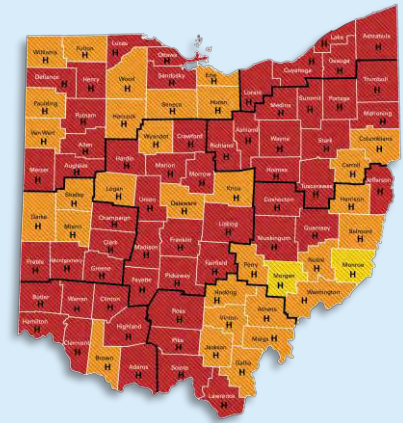
We want to help you communicate to your members, employees, and others in your circle of influence. If we can help you assemble materials or if you have suggestions for the [Ohio Department of Education](#) team please contact **Dan Minnich** at **614-466-0055** or by emailing Dan.Minnich@education.ohio.gov

COALITION COMMUNICATION: LOCAL GOVERNMENT COVID-19 MESSAGING

KEY STATISTICS

Data as of 11/5/2020

Public Advisory System



21-DAY TRENDS

New Case Trend

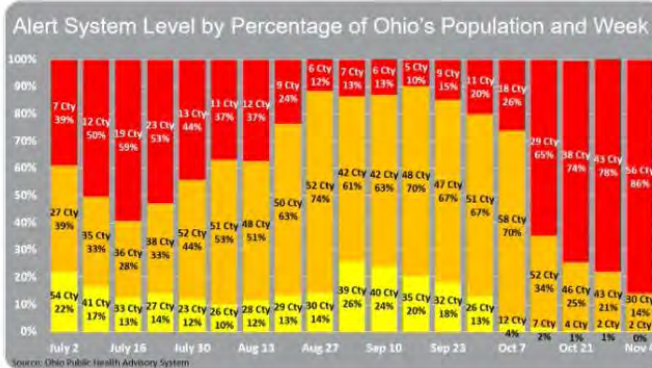


New Hospitalization Trend



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.

COALITION COMMUNICATION: Philanthropy

11/05/2020



COVID-19 MESSAGING



Governor Mike DeWine @GovMikeDeWine · Nov 4

More than 4,000 new #COVID19 cases have been reported in the past 24 hours in Ohio. Hospitalizations have increased by 186 admissions and 55 more people have died. It's up to all of us to work together to slow this spread. #InThisTogetherOhio



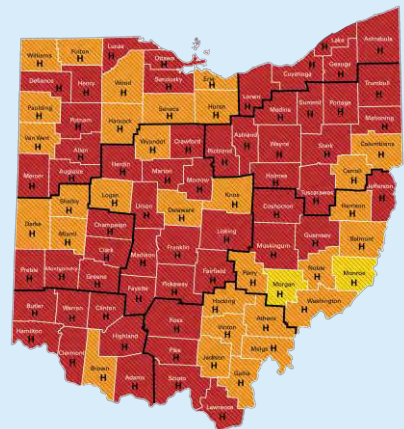
Governor Mike DeWine @GovMikeDeWine · 11h

If you are behind on rent, mortgage, water utility bills, and/or sewer utility bills, funding is available to help eligible Ohioans catch up on past payments back to 4/1/20 and to provide additional assistance through 12/30/20. More: businesshelp.ohio.gov. #InThisTogetherOhio

KEY STATS

Data as of 11/05/2020

Public Advisory System



231,170 CASES

20,015 HOSPITALIZATIONS

New Case Trend



New Hospitalization Trend



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



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

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

11/6/2020

COVID-19 MESSAGING



Governor Mike DeWine @GovMikeDeWine · Nov 4
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/36317AH #ResponsibleRestartOhio #InThisTogetherOhio



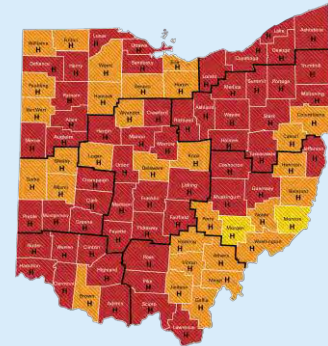
Lt. Governor Jon Husted @LtGovHusted · 5h
@OhioDevelopment is reviewing the applications - nearly 1,500 have been approved.

More information about the program and the application can be found at BusinessHelp.Ohio.gov.

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.

21-Day Trends

New Case Trend



New Hospitalization Trend





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

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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 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

Governor Mike DeWine @GovMikeDeWine · Nov 4
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/36317AH #ResponsibleRestartOhio #InThisTogetherOhio

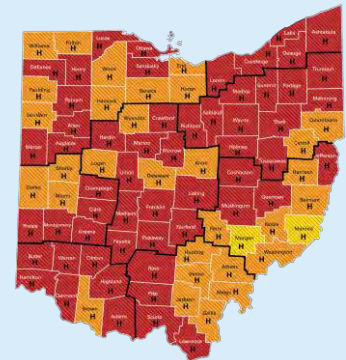


Governor Mike DeWine @GovMikeDeWine · Nov 2
Did you know Ohio tourism destinations and arts organizations can list upcoming events on [Ohio.org](https://ohio.org) for free? Visit: bit.ly/3jSox77 #InThisTogetherOhio #SupportLocal

KEY STATS

Data as of 11/05/2020

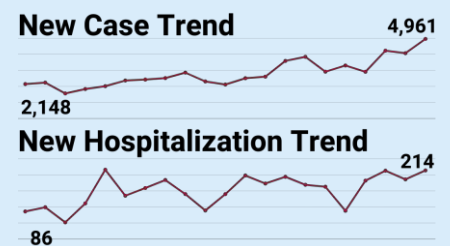
Public Advisory System



INDUSTRY INFORMATION

- Do you need PPE? The Ohio Manufacturing Alliance can help you find it from Ohio manufacturers. [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.

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

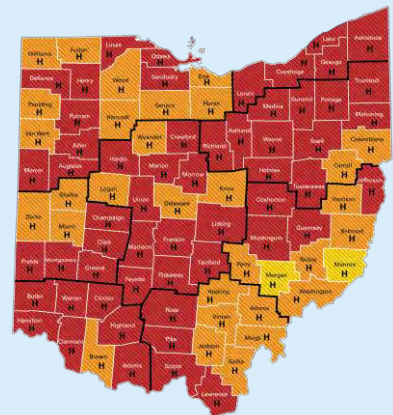
➡️ Apply here: businesshelp.ohio.gov

#InThisTogetherOhio

KEY STATS

Data as of Nov. 5, 2020

Public Advisory System



21-Day Trends

New Case Trend



New Hospitalization Trend



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.

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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



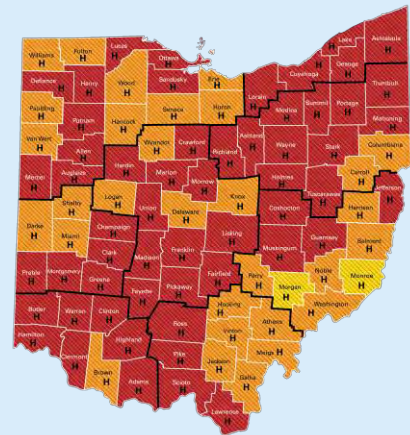
Governor Mike DeWine @GovMikeDeWine · 4h

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](#)

New Case Trend



New Hospitalization Trend



COALITION COMMUNICATION: HEALTHCARE



COVID-19 MESSAGING

Governor Mike DeWine @GovMikeDeWine · 7m

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.

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Governor Mike DeWine @GovMikeDeWine · 6m

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

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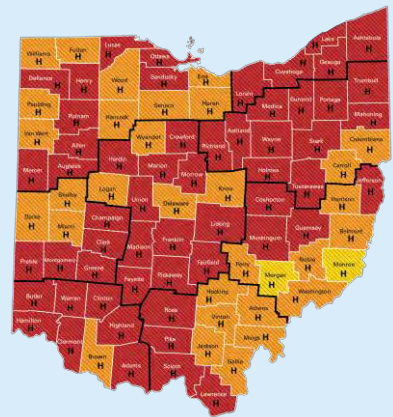
Governor Mike DeWine @GovMikeDeWine · 21m

We continue to see increases in #COVID19 patients hospitalized, in the ICU, and on ventilators. There are 2,075 current patients today which is a 55% increase in hospitalized patients compared to two weeks ago. There are 541 people in ICU. The previous high was 533 in April.

KEY STATS

Data as of Nov. 5, 2020

Public Advisory System



INDUSTRY INFORMATION

- Unrelenting 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.

21-Day Trends

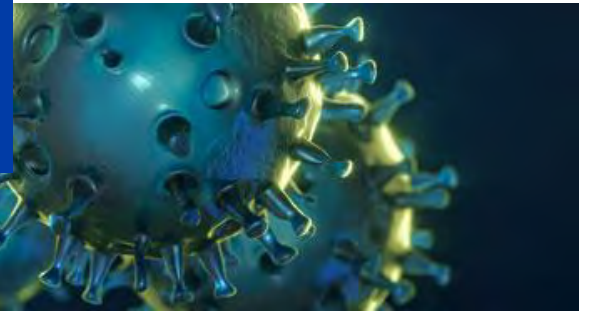
New Case Trend



New Hospitalization Trend



COALITION COMMUNICATION: HIGHER EDUCATION



COVID-19 MESSAGING



Ohio Higher Ed
@OhioHigherEd

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](#)
[youtube.com](#)



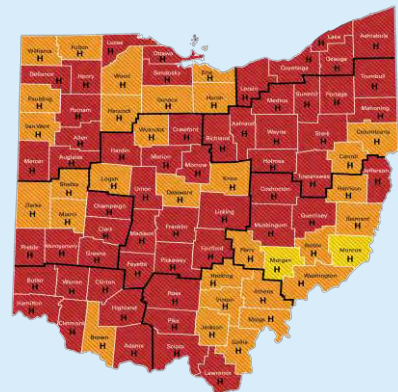
Governor Mike DeWine
@GovMikeDeWine

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

KEY STATS

Data as of 11/05/2020

Public Advisory System



New Case Trend



New Hospitalization Trend



AID TO OHIO CAMPUSES

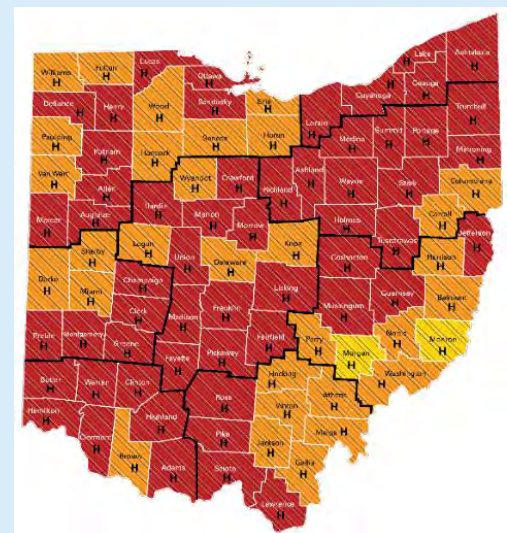
- \$200 million in Coronavirus Relief Funds (CRF) was approved on July 13 to implement public health measures necessary to combat COVID-19.
- \$13.5 million in CRF + GEER was approved on Sept. 28 to provide critical mental health services to students.
- \$100 million in CRF was approved on Oct. 26 to 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.

COALITION COMMUNICATION: MANUFACTURING

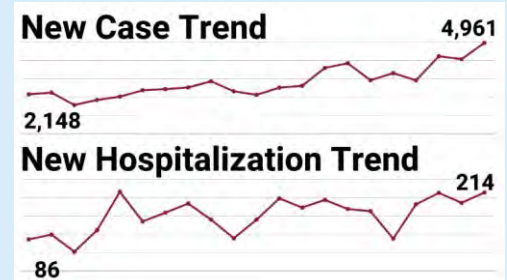
COVID-19 MESSAGING

KEY STATISTICS

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21-Day Trends

Governor Mike DeWine @GovMikeDeWine · 4h
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/363f7AH #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 #COVID19'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

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.