

COALITION COMMUNICATION: AGRICULTURE



LATEST COVID-19 UPDATES

Governor Mike DeWine @GovMikeDeWine · Dec 12

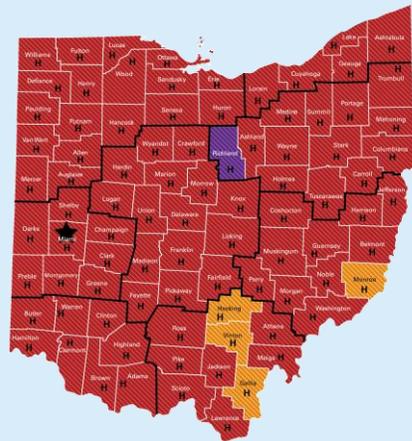
Placing a grocery order? Many of the brands you know and love, like @CampbellSoupCo, @Dannon, @atotinos, @GoldfishSmiles, @BobEvansFarms, this Sara Lee bread & more are made in Ohio. #SupportLocalOhio when you shop to thank Ohio's #agriculture industry.

106 74 387

KEY STATISTICS

Data as of 12/17/2020

Public Advisory System



21-Day Trends

New Case Trend



New Hospitalization Trend



INDUSTRY INFORMATION

- The first COVID-19 vaccines have arrived and been administered in Ohio. Access an [FAQ](#), [Myths vs. Facts](#), and more at coronavirus.ohio.gov/vaccine.
- The Ohio Department of Health released two new PSAs featuring Ohio nurses sharing what they want Ohioans to hear. The videos, "[We need your help](#)" and "[COVID-19 is unpredictable](#)," are available now.
- Reminder: [Ohio's Bar and Restaurant Assistance Fund](#) is accepting applications through December 30, 2020.
- This year, celebrate safe, celebrate small. Share the COVID-19 holiday guide, "[Safely celebrate the holiday season](#)" using this [toolkit](#).
- Everyone experiences stress - challenges on the farm, chronic disease, or an argument with a loved one. Confidential support is offered 24/7 by phone or text. Call the Ohio CareLine at **1-800-720-9616**, or text the keyword "**4hope**" to **741-741**.

SUGGESTED SOCIAL MEDIA POSTS

When we all wear masks, it lowers the chance that we get sick from [#COVID19](#). It's that simple. No matter where you live – in a city, on a farm, in the suburbs, or out in the country – rise to the task, wear a mask. 🤧
[#MasksOnOhio](#) <https://youtu.be/07-nS5HmV9I>

The [#COVID19](#) precautions you take every single day keep our [#ag](#) industry delivering food from [#farmtotable](#). [#InThisTogetherOhio](#). Follow Ohio's [#StaySafeOhio](#) Protocol.

STAY SAFE OHIO PROTOCOL



With [#COVID19](#) spreading throughout Ohio, [#holiday](#) gatherings will look different while we focus on protecting one another & preventing the spread of the virus. Download the @OHDeptofHealth holiday guide for suggestions on how to celebrate safely this season. 📄 <https://bit.ly/36H8apf>
Suggested artwork: candy cane image linked here

TALKING POINTS FOR YOU

- The pandemic is surging in Ohio, with cases, hospitalizations, and ICU admissions dramatically rising across the entire state.
- Every single county in Ohio is at least triple the rate of high-incidence as determined by the CDC; some more than 14 times the rate of high-incidence. The risk of catching the virus is very real in every single county – whether rural, urban, or suburban. No county, [including ours](#), is safe from the spread of this virus.
- Regardless of where you live, you should stay at home unless making necessary trips for supplies. And when you go out, wear a mask all the time, every time, whether you are indoors or outdoors.
- We cannot pick and choose when we follow this safety guidance. We have to follow it every single day, whether we are at work or at home, if we want to beat this virus.
- Everyone experiences stress, and just like physical health, your mental health is important. Confidential support is offered 24/7 by phone or text. Call the Ohio CareLine at 1-800-720-9616, or text the keyword “4hope” to 741-741.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)
[#MasksOnOhio](#)
[#StaySafeOhio](#)
[#ResponsibleRestartOhio](#)

LATEST UPDATES

[COVID-19 Vaccination Program](#)
[Public Health Orders](#)
[News Releases](#)
[Sector-Specific Requirements](#)
[Mental Health Services](#) NEW

VIDEOS

[COVID-19 is Unpredictable](#) NEW
[Ohio Nurses: We Need Your Help](#) NEW
[Dominos \(“Don’t Let Up”\)](#)
[Mousetrap \(social distancing\)](#)

PRINTABLES AND GRAPHICS

[COVID-19 Vaccines: Ohio’s Phased Approach](#)
[Masks Required/Capacity](#)
[What You Can Do](#)
[Social Distancing](#)
[Rural Health “5 Tips” Flier](#)
[All Printables](#)

INFORMATION RESOURCES

[Pop-Up Testing](#)
[Travel Advisories](#)
[Safely celebrate the holiday season \(supplemental toolkit\)](#)

WAYS COMMUNITY LEADERS CAN HELP

- Set a good example, by wearing a mask, making virtual accommodations, and maintaining social distance when meeting face-to-face with others.
- 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” (at right).
- 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.
- Record audio or video PSAs from industry leaders 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.
- Use 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 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



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 agriculture and rural community** team, please contact **Alicia Shoults** at **614-648-0757** or by emailing **a.shoults@expo.ohio.gov**.