

Coalition Communication: Business



INDUSTRY INFORMATION



Governor Mike DeWine
@GovMikeDeWine

While we have great news today about the vaccine, it will take some time for everyone to get a vaccine. We must continue following our #StaySafeOhio Protocol for the next three weeks so we can #SlowTheSpread of the virus until more people can get the vaccine.

OHIO STAY AT HOME
PROTOCOL

 STAY AT HOME	 Wear your mask.	 Keep interactions short & stay apart.	 Wash your hands.	 Work from home.
 Celebrate safe. Celebrate small.	 Don't eat or drink with anyone outside your household.	 Limit travel.	 Keep weddings & funerals safe.	 Enjoy safe holiday activities!

3:19 PM · Dec 14, 2020 · Twitter Web App

The **Bar and Restaurant Assistance Fund** is available to assist Ohio's on-premise liquor permit holders impacted by COVID-19. This applies to roughly 30 permit types, including bars, restaurants, breweries, distilleries, wineries, casinos and private clubs. To apply visit: BusinessHelp.Ohio.gov

Celebrate Safe. Celebrate Small.

The Ohio Department of Health has recommendations on how you can safely celebrate this holiday season. Start new traditions or modify others. [Click here to learn more.](#)

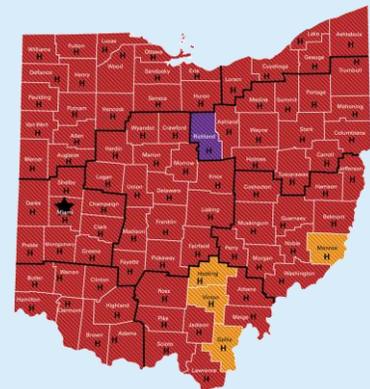
CareLine

Everyone experiences stress- challenges with work, chronic disease or an argument with loved ones. Confidential support is available. Call the Ohio CareLine at **1-800-720-9616**, or text the keyword **"4hope"** to **741-741**.

KEY STATS

Data as of 12/18/2020

Public Advisory System



21-Day Trends

New Case Trend



New Hospitalization Trend





SUGGESTED SOCIAL MEDIA POSTS

Together we can slow the spread of COVID-19 and help keep businesses, like ours open. [#InThisTogetherOhio](#) (Use [“When We’re Out” graphic](#))

Help us keep our employees safe. Join us and put [#MasksOnOhio](#) [#InThisTogetherOhio](#)

We need to limit our social gatherings and wear masks to help slow spread. Our circles of exposure are bigger than we think. Together we can [#StaySafeOhio](#) and help keep all businesses open.



Supporting your local business is as easy as 1..2..3 [#InThisTogetherOhio](#) ([Insert 123 Gif](#))

Remember you’re not alone. Text the keyword “4hope” to 741-741 for free, confidential help 24 hours a day, 7 days a week

TALKING POINTS FOR YOU

- It’s important that we limit our trips outside our home and our interactions with others. If you are around individuals that you do not live with, remember to wear a mask and limit the time you’re together.
- By practicing safety protocols, we are protecting our employees, customers, and supporting our community’s effort to slow the spread of the virus.
- As we celebrate this holiday season, it’s also important that we all follow these same safety guidelines when we are at home and with our loved ones.

RESOURCES

HASHTAGS TO USE

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

LATEST UPDATES

[COVID-19 Vaccination Program](#)

[Public Health Orders](#)

[News Releases](#)

[Zip Code Dashboard](#)

VIDEOS

[COVID-19 is Unpredictable](#) NEW

[Ohio Nurses: We Need Your Help](#) NEW

[Rise to the Task, Wear a Mask](#)

[Dominos \(“Don’t Let Up”\)](#)

[Mousetrap \(social distancing\)](#)

FACT SHEETS

[Responsible Protocols Fact Sheet](#)

[Workplace Posters and Signs](#)

[Workplace Check lists](#)

[Travel Advisories](#)

[COVID-19 Dashboard](#)



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” (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.
- Film PSA’s 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 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 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