

# COALITION COMMUNICATION: HEALTHCARE



## LATEST COVID-19 UPDATES



**Governor Mike DeWine** @GovMikeDeWine · 6h

Ohio's [#healthcare](#) providers are heroes working tirelessly to save lives. They need your help. Take steps to [#SlowTheSpread](#) and reduce the stress on our [#healthcare](#) system & staff:

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

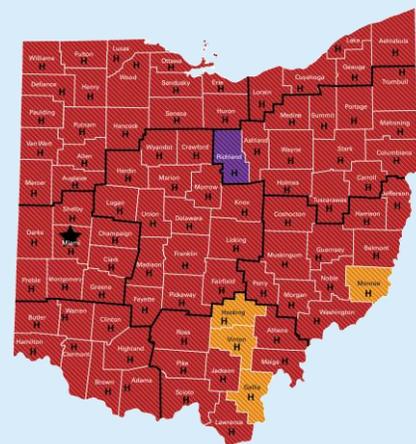


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## KEY STATISTICS

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](https://coronavirus.ohio.gov/vaccine).
- Healthcare workers are starting to receive COVID-19 vaccines across the state. See why the caregivers at MetroHealth are choosing to get the vaccine in [this video](#).
- 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.
- Healthcare professionals fighting the battle against the pandemic are up against significant stress. Confidential support is offered 24/7: call the Ohio CareLine at 1-800-720-9616 or text "4hope" to 741-741.
- This year, celebrate safe, celebrate small. Share the COVID-19 holiday guide, "[Safely celebrate the holiday season](#) using this [toolkit](#)."
- Ohio is offering a \$28 million air quality program for senior living facilities. See the [FAQ sheet](#) or [apply](#) by December 30, 2020.

# SUGGESTED SOCIAL MEDIA POSTS

In the early phase of [#COVID19](#) vaccinations, supply will be limited. As supply increases, the [#COVID19](#) vaccines will be available to all Ohioans who choose to be vaccinated. Learn more [☞](#)

<https://coronavirus.ohio.gov/vaccine>

*Suggested artwork: COVID-19 Vaccines: Ohio's Phased Approach*

Spread joy, not [#COVID19](#). Download the @OHDeptofHealth Holiday guide for tips on safely celebrating so we can all be healthy and merry this season.

[☞ https://bit.ly/36H8apf](https://bit.ly/36H8apf)

*Suggested artwork: candy cane image linked here*

Every day, Ohio's [#healthcare](#) heroes perform miracles, but they need your support. Help reduce the strain on our [#healthcare](#) staff and system by following Ohio's [#MasksOnOhio](#) Protocol [↓](#)

## STAY SAFE OHIO 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!

## TALKING POINTS FOR YOU

- Many of Ohio's caregivers have been treating COVID-19 patients since March – and they are exhausted. Because of vast community spread, these individuals are now at a much greater risk of being exposed to COVID-19 in their community – either directly, or through the exposure of a one of their family members. If this happens, they could be quarantined or become ill.
- Our healthcare heroes need your help. Stay at home unless making a necessary trip for supplies. Wear a mask every time you leave your house, all the time. Don't gather with those outside of your household, and work from home if you can.
- Healthcare professionals statewide are receiving their first doses of safe, effective COVID-19 vaccines.
- Using all the tools available to help prevent the spread of the virus continues to be critical until a substantial number of Ohioans can be vaccinated. Continuing to wear masks and social distance will reduce your chance of being exposed to or spreading the virus. Proper prevention measures coupled with the vaccine will provide the best protection from COVID-19.

## RESOURCES

### HASHTAGS TO USE

[#InThisTogetherOhio](#)

[#MasksOnOhio](#)

[#StaySafeOhio](#)

### LATEST UPDATES

[Public Health Orders](#)

[News Releases](#)

[Sector-Specific Requirements](#)

### VIDEOS

[COVID-19 is Unpredictable](#) NEW

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

[Grit \(Clark Kellogg PSA\)](#)

[Dominos \("Don't Let Up"\)](#)

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

### PRINTABLES AND GRAPHICS

[All Printables](#)

[COVID-19 Vaccines: Ohio's Phased Approach](#)

[Preparing for Contact Tracing](#)

[Waiting for Test Results](#)

[Community Spread](#)

[What You Can Do](#)

### INFORMATION RESOURCES

[Pop-Up Testing](#)

[Travel Advisories](#)

[Mental Health Resources](#)

[Safely celebrate the holiday season \(supplemental toolkit\)](#)



## 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” (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 physicians and industry leadership using the messaging outlined in this document. Send those to members, use them in medical facilities on TV screens or in phone messaging, 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 **healthcare community** team, please contact **Alicia Shoults** at **614-648-0757** or by emailing **[a.shoults@expo.ohio.gov](mailto:a.shoults@expo.ohio.gov)**.