

# Coalition Communication: Higher Education



## COVID-19 MESSAGING



This holiday season, spread joy - not #COVID19.

Ideas for celebrating safely [bit.ly/OhioHolidayGui...](https://bit.ly/OhioHolidayGui...)

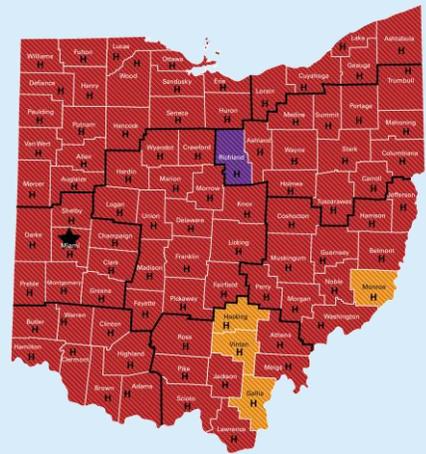
#InThisTogetherOhio #MasksOnOhio #StaySafeOhio



## KEY STATISTICS

Data as of 12/17/2020

### Public Advisory System



## COVID-19 Vaccination Program

Ohio is preparing to [distribute safe, effective COVID-19 vaccines statewide](#) to those who choose to be vaccinated.

 **Ohio's Vaccination Program**  
– A Phased Approach

**GOALS** Save lives and slow the spread of the virus. In the early vaccination phase, supply will be limited. The speed at which Ohio will move through the phases is largely dependent upon the number of vaccine doses available.

PHASE 1	PHASE 2	PHASE 3 - 4
<b>Supply Limited</b>	<b>Supply Increasing</b>	<b>Widely Available</b>
Vaccine is available in limited supply for specific critical populations. Ohio will focus on vaccinating those most at risk, as well as essential healthcare workers and personal caring for COVID-19 patients. Vaccines will not yet be available for all Ohioans.	Vaccine is increasing and available for other specific critical populations who choose to be vaccinated. Vaccines will not yet be available for all Ohioans.	Once the vaccine is widely available, Ohio will continue to strategically vaccinate Ohioans if they choose. During these phases, vaccines will begin to be available to all Ohioans.

As supply increases, COVID-19 vaccines will be available to all Ohioans who choose to be vaccinated.





### 21-Day Trends

#### New Case Trend



#### New Hospitalization Trend





## SUGGESTED SOCIAL MEDIA POSTS

Ohio's [#healthcare](#) heroes continue to courageously fight to save lives during the pandemic. The precautions you take – wearing a mask, avoiding gatherings, washing hands, and practicing social distancing – help Ohio's healthcare staff. [#MasksOnOhio](#) [#InThisTogetherOhio](#)

Before traveling, follow these 3 tips to keep yourself, your family & community safe.

1. Decrease social contacts 7-14 days before.
2. Monitor for [#COVID19](#) symptoms like fever, cough, aches, etc.
3. Get tested if you can.

More here: <https://bit.ly/3ndkfJM>

[#HomeAndHealthyForTheHolidays](#) [#BackOnCampus21](#)

With the holidays approaching, it couldn't be more important to keep yourself, your family and community safe. Follow these tips: <https://bit.ly/3ndkfJM> [#HomeAndHealthyForTheHolidays](#)

## TALKING POINTS FOR YOU

- Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state. As you prepare to head home for the holidays, remember to stick to the basics: wash your hands; wear your mask even when you're with friends and family; and stay socially distanced.
- Campuses across Ohio have adopted to the COVID-19 threat by redesigning classroom and community spaces to practice social distancing, deployed signage to remind students and staff to wear masks and wash their hand frequently, and instituted intense cleaning procedures to disinfect frequently touched surfaces.
- Following recommended health guidelines reflects how we care for each other, and how we show respect for the campus community, friends, professors, etc.
- There's no place like home for the holidays! Just remember to stay vigilant and safe. You'll be glad you did—and so will your family and friends.
- We are all in this together.

## RESOURCES

### HASHTAGS TO USE

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

### VIDEOS

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

[Dominos \(“Don't Let Up”\) video](#)

[Coaches \(Jim Tressel and Urban Meyer\) video](#)

[Mousetrap video](#)

[We need your help nurses video](#)

[COVID-19 is unpredictable video](#)

### OTHER RESOURCES

[Coronavirus Relief Fund Guidance and FAQs](#)

[Articulation and Transfer Guidance](#)

[Responsible Restart Guidelines for Higher Education Institutions](#)

[Mental Health Services](#)

# 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 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 Higher Education](#) team, please contact [Jeff Robinson](#) at [614-752-9487](#) or by emailing [jrobinson@highered.ohio.gov](mailto:jrobinson@highered.ohio.gov).