

COALITION COMMUNICATION: MANUFACTURING

COVID-19 MESSAGING



Governor Mike DeWine @GovMikeDeWine · 7h

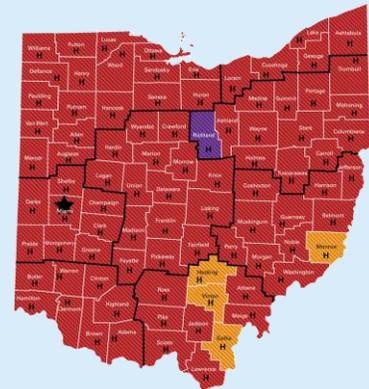
One of the most important recommendations in the #StaySafeOhio Protocol is that you stay home as much as you can. Home is the safest place you can be, and by reducing face-to-face contacts, you'll also help reduce the spread of #COVID19. #InThisTogetherOhio #MasksOnOhio



KEY STATISTICS

Data as of 12/17/2020

Public Advisory System



21-Day Trends

New Case Trend



New Hospitalization Trend



INDUSTRY INFORMATION

With the holidays upon us, now is a critical time to continue exercising caution. Here are some things to consider.

- The Ohio Department of Health has extended the 10 p.m. to 5 a.m. statewide [curfew](#) until January 2, 2021.
- The curfew does not prevent employees from working, but is intended to reduce COVID-19 spread, keep Ohioans safe, minimize the risk of major limitations or economic shutdowns, and reduce the impact on the healthcare and hospital system.
- Our healthcare workers are at a breaking point. See the struggles of Ohio nurses [here](#), and encourage employees and others to consider this when making holiday plans.
- There are safe ways to celebrate and maybe create new traditions. Use this [toolkit](#) to communicate with employees.



SUGGESTED SOCIAL MEDIA POSTS

We all have a role to play in keeping Ohio's businesses open. Learn more [here](#). [#ResponsibleRestartOhio](#) [#InThisTogetherOhio](#)
[use "what you can do" graphic under helpful links]

Ohio's nurses are here for us. They need all of us to be there for them. [XYZ Corp] has your back [nurses](#). [#StaySafeOhio](#) [#MaksOnOhio](#)

The employees of [XYZ Corp] wish you happy holidays and encourage you to spread joy, not [#COVID-19](#). Explore ways to celebrate safely with this [holiday guide](#). [#InThisTogetherOhio](#) [#StaySafeOhio](#)

As an Ohio company, [XYZ Corp.] knows what Ohioans are made of. Clark Kellogg says it best in this [video](#). [#ResponsibleRestartOhio](#) [#InThisTogetherOhio](#)

TALKING POINTS FOR YOU

Adapt these to reflect your specific situation

- As we head into the holidays, Ohio continues to experience an intense surge in COVID-19 cases, hospitalizations, and deaths.
- Our nurses and other hospital workers are begging us to take this pandemic seriously. If we don't, it will have serious impacts on our hospitals and healthcare workers.
- Staying home and finding safe ways to celebrate not only keeps us and our families safe, it protects the health and wellbeing of our healthcare workers, many of whom will miss their own holiday with family to care for others.
- Now is not the time to let up. We are asking our employees, their families and the entire community to stick to the basics: wash your hands; wear your mask even when you're with friends and family; stay socially distanced; and stay home when you are sick.
- 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**.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)
[#OhioSmallBusinesses](#)
[#ResponsibleRestartOhio](#)

VIDEOS

[Ohio Nurses PSA](#) 

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

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

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

HELPFUL LINKS

[COVID-19 Vaccination Program](#)

[Safe holiday took kit](#)

[Safe holiday guide](#)

[Help for businesses](#)

[Your actual bubble graphic](#)

[Responsible protocols for manufacturing, distribution, and construction](#)

[Signage for your workplace](#)

[What you can do graphic](#)

[Stay at home tonight fact sheet](#)

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 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 spreading the safety message, please contact Bill Teets at 614.569.4509 or by emailing

dascommunications@das.ohio.gov .