

Coalition Communication: Tourism & the Arts



INDUSTRY INFORMATION



As you finish up your holiday shopping this year, it's more important than ever to #SupportLocalOhio.

Shop Ohio Retailers bit.ly/3aipjck

#InThisTogetherOhio



4:31 PM · Dec 16, 2020 · Twitter Media Studio

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**.

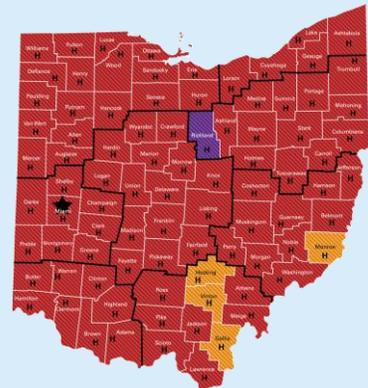
Ohio.org

[Ohio.org](https://ohio.org) has many different resources, including how to support local businesses near you, as well as a listing of events (socially distanced and virtual) happening throughout the state. You can [list your event for free here.](#)

KEY STATS

Data as of 12/17/2020

Public Advisory System



21-Day Trends

New Case Trend



New Hospitalization Trend



SUGGESTED SOCIAL MEDIA POSTS

Before you visit your favorite museum, art gallery, or historic site, make sure to call ahead and learn more about the hours and safety protocols. We want you to [#StaySafeOhio](#), so we can stay open. [#ArtsOhio](#) [#SupportLocalOhio](#)

Holiday shopping? Support your favorite museum, gallery or Ohio attraction by purchasing gift cards or memberships to use next year. [#SupportLocalOhio](#)

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.



TALKING POINTS FOR YOU

- It's important that we limit our trips outside our home and adhere to the curfew. If you are around individuals that you do not live with, remember to wear your mask.
- Research shows that clear safety and cleanliness protocols matter to Americans when considering where to visit and stay.
- Social distancing, washing hands, and wearing masks are important ways we can keep our friends, family, employees safe. Following these guidelines will also help keep our business open.
- 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](#)
[#ShopLocalOhio](#)
[#MasksOnOhio](#)
[#StaySafeOhio](#)
[#ShowYourArt2020](#)
[#ArtsOhio](#)

LATEST UPDATES

[COVID-19 Vaccination Program](#)
[Public Health Orders](#)
[News Releases](#)
[Sector-Specific Requirements](#)
[Zip Code Dashboard](#)

VIDEOS

[COVID-19 is Unpredictable](#) NEW
[Ohio Nurses: We Need Your Help](#) NEW
[Rise to the Task, Wear a Mask](#)

PRINTABLES AND GRAPHICS

[All Printables](#)
[Preparing for Contact Tracing](#)
[Waiting for Test Results](#)
[Community Spread](#)
[What You Can Do](#)
[Coaches Wear a Mask Poster](#)

RESOURCES

[Pop-Up Testing](#)
[Travel Advisories](#)
[Mental Health Resources](#)



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 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 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