

COALITION COMMUNICATION: FAITH-BASED COMMUNITY



COVID-19 MESSAGING

Governor Mike DeWine @GovMikeDeWine · 16m

All of the world's great religions have their own version of what most of us learned as children as the "Golden Rule." Treat others as we wish to be treated.

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Governor Mike DeWine @GovMikeDeWine · 16m

Whether you were raised in a religious household or not, and whether you adhere to religious teachings or not, all of our most revered teachings are based on the principle of believing in, and working for, something bigger than ourselves. The common good.

Governor Mike DeWine @GovMikeDeWine · 16m

There is no higher purpose than to work for that common good. Each one of us has a moral obligation to do our part. And I believe each one of us will do this.

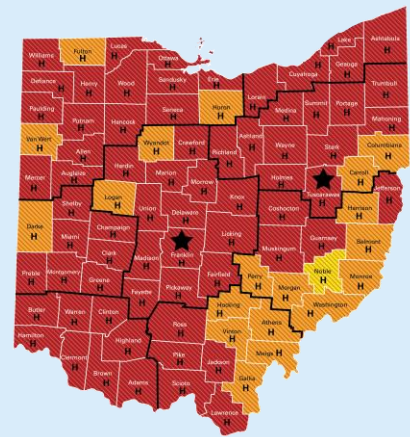
Governor Mike DeWine @GovMikeDeWine · 1h

None of us could easily forgive ourselves if we learned that a loved one contracted the virus because we had it and did not know it. It's not worth the chance.

KEY STATS

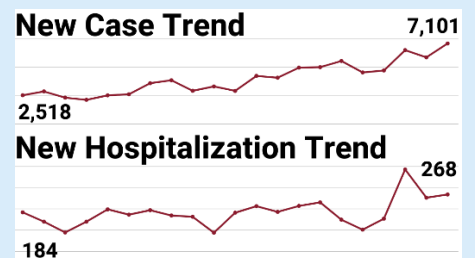
Data as of 11/12/2020

Public Advisory System



INDUSTRY INFORMATION

- On Wednesday, Nov. 11, Governor DeWine called on Ohioans to recommit to COVID-19 safety practices. [Click here to view Governor DeWine's address](#) or [read the recap](#).
- The Ohio Department of Health recently issued an additional [mask order](#) for retail locations and a revised [social gathering order](#).
 - The [July 23 ODH order](#) for facial coverings throughout the state of Ohio is still in effect as well.
- [CDC guidelines for providing spiritual support](#)
- [How one pastor is keeping his Midwestern church safe from COVID-19](#)
- [Grand Ledge church now linked to 74 cases of COVID-19](#)





SUGGESTED SOCIAL MEDIA POSTS

We want to keep all our members safe. If you're not feeling well, please worship with us from home. Let's all work together to beat COVID-19. [#InThisTogetherOhio](#)

Link to image:

<https://coronavirus.ohio.gov/static/responsible/signs/ohio-bubble-infographic.pdf>

COVID-19 is spreading rapidly in Ohio. Let's all do our part to help contain it: Wear a mask. Wash your hands often. Maintain social distancing. [#InThisTogetherOhio](#)

It's a myth that only older people can get seriously sick with [#COVID19](#). Symptoms can be severe no matter how old you are. More coronavirus myths vs. facts: bit.ly/3lkpg2o [#MasksOnOhio](#)

TALKING POINTS FOR YOU

- Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state. We need to stick to the basics: wash your hands; wear your mask even when you're with friends and family; stay socially distanced; work from home when you can; and stay at home when you are sick.
- The pandemic and the safety protocols have become polarizing for many. We ask that our congregation remember that faith teaches us to love and care for our fellow women and men. Many members of the congregation hope others will wear masks and social distance to help keep *them* safe, and doing so can be a sign of respect for your fellow congregant and honors our faith.
- Worship is certainly more enjoyable when we gather in person. However, this virus makes doing that dangerous for our most vulnerable neighbors.
- It's important that you are aware of how many people are actually in your "bubble" during the pandemic. Your "bubble" may be a lot larger than you think.
- Each one of us plays a role in determining what the future holds. We must continue to live, but that doesn't mean we have to be careless. If we each do little things, we can avoid big problems.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)

[#MasksOnOhio](#)

[#StaySafeOhio](#)

ZIP CODE DASHBOARD NEW

HOLIDAY GUIDANCE NEW

HOW BIG IS YOUR BUBBLE NEW

COVID-19 CHECKLIST

WHAT YOU CAN DO

PRECAUTIONS

SOCIAL DISTANCING

COPING WITH ANXIETY

HOW TO LIVE STREAM



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” (to the 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 please contact the Governor’s Office of Faith-Based and Community Initiatives by emailing gofbci@governor.ohio.gov.