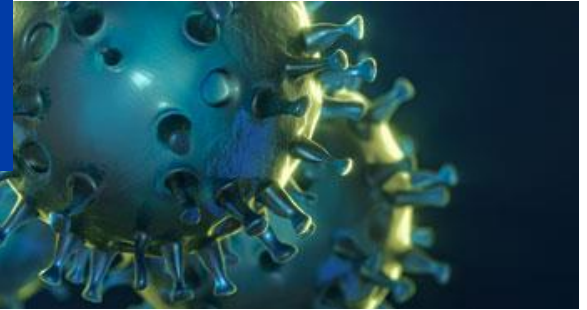


COALITION COMMUNICATION: HIGHER EDUCATION



COVID-19 MESSAGING



Governor Mike DeWine ✓
@GovMikeDeWine

It's a myth that only older people can get seriously sick with #COVID19. Symptoms can be severe no matter how old you are.

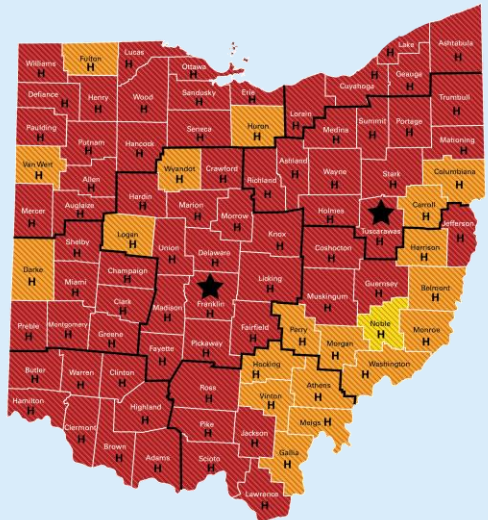
More coronavirus myths vs. facts: bit.ly/3lkpg2o

#InThisTogetherOhio #MasksOnOhio #StaySafeOhio

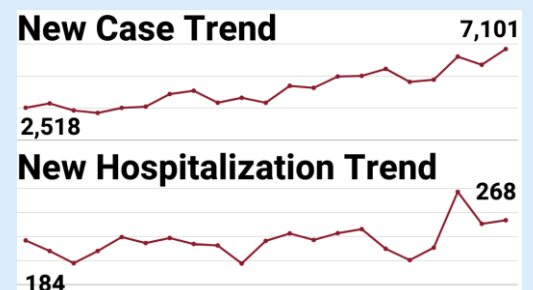
KEY STATS

Data as of 11/12/2020

Public Advisory System



21-Day Trends



AID TO OHIO CAMPUSES

- \$200 million in Coronavirus Relief Funds (CRF) was approved on July 13 to implement public health measures necessary to combat COVID-19.
- \$13.5 million in CRF + GEER was approved on Sept. 28 to provide critical mental health services to students.
- \$100 million in CRF was approved on Oct. 26 to implement public health measures necessary to combat COVID-19.
- 1 million masks were sent to colleges and universities in consultation with the Department of Public Safety.



SUGGESTED SOCIAL MEDIA POSTS

- ✓ Back up
- ✓ Mask up
- ✓ Wash up

It's important to share how these small steps can make a big difference in preventing the spread of #COVID19.

[#InThisTogetherOhio](#) [#MasksOnOhio](#)

What you do outside the classroom impacts your ability to be in the classroom! Do your part to stay safe during the holidays.

[#InThisTogether](#) [#StaySafeOhio](#)

Colleges & universities have focused on keeping students, faculty & staff safe, but we need your help! What happens on and off campus can impact your community during the holidays.

[#MasksOnOhio](#) [#InThisTogetherOhio](#)

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 adapted 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.
- Colleges and universities have worked hard this semester to keep students, faculty and staff safe, but everyone must do their part to slow the spread and allow education to continue. As you return home for the holidays, remember that what happens on and off campus can impact what happens in your community.
- Following recommended health guidelines reflects how we care for each other, and how we show respect for the campus community, friends, professors, etc.
- 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](#)

OTHER RESOURCES

[ODH Retail Mask Order](#) 

[ODH Mass Gathering Order](#) 

[Holiday Guidance](#) 

[Coronavirus Relief Fund Guidance and FAQs](#)

[Articulation and Transfer Guidance](#)

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



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 member, 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