#IN THIS TOGETHER Ohio

COALITION COMMUNICATION:
LOCAL GOVERNMENT

COVID-19 MESSAGING

Governor Mike DeWine @GovMikeDeWine · 16h
This surge is much more intense, widespread, and dangerous. As of today, every single one of our 88 counties has a high rate of virus spread, and areas of our state that were previously untouched - our rural areas - are being hit especially hard.

💬 23   ↻ 34   ♡ 106

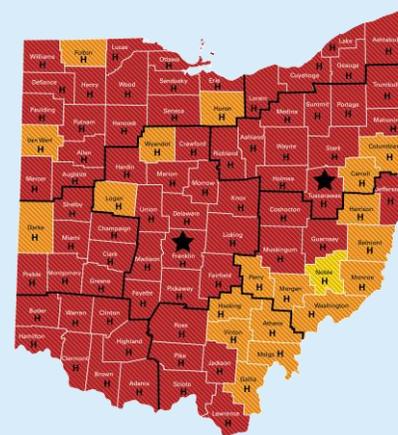**Governor Mike DeWine** @GovMikeDeWine · 13m
We don't want another shutdown. We can all avoid a shutdown if we are very careful. This is within our control. We don't have to let it get that bad. We don't have to let it get to the point where hospitals are full. We all have it in our power to prevent this.
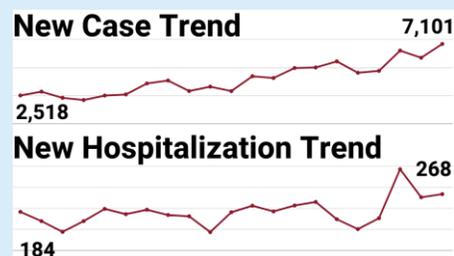
💬 260   ↻ 208   ♡ 597

KEY STATS
Data as of 11/12/2020

Public Advisory System

21-Day Trends

New Case Trend   7,101

2,518

New Hospitalization Trend   268

184

LATEST UPDATES

To combat the highest-ever peak of COVID-19 cases and hospitalizations in Ohio, Governor DeWine announced two health orders: a modified mask order for retail locations and revised mass gathering order.
- The July 23 ODH order for facial coverings throughout the state of Ohio is still in effect as well.

No shutdown orders have been issued, but bars, restaurants, and fitness centers (where mask-wearing is difficult to maintain) could be ordered to close if current trends continue. Citizens are strongly encouraged to practice safety precautions to avoid another shutdown.

Ohio's local health departments will each receive $200,000 in CARES Act funding to use at their discretion to fight COVID-19. Additional contact tracers will also be hired to support local health departments.

Citizens can now get more detailed case data in Ohio's Zip Code Dashboard. A new Flu Dashboard also expands statewide data on seasonal flu activity.

SUGGESTED SOCIAL MEDIA POSTS

Ohio is seeing its biggest surge of #COVID19 cases yet. This may cause another mandatory closure to our bars, restaurants, & fitness centers. We need everyone in [community] to step up and stop the spread! Do it for our businesses! 🏢 #MasksOnOhio #InThisTogetherOhio **(Add map image found here.)**

The increase in #COVID19 cases in Ohio is directly related to dangerous community spread, not increased testing. This chart shows that while testing has gone up 38% in the past month, positive cases have gone up 266%. It's up to all of us to #SlowTheSpread. Please #StaySafeOhio. **(Add image found here)**

🔊 Attention [community] businesses: The @OHDeptofHealth now requires you to post a sign at your entrances alerting customers to Ohio's mask mandate. Here are two ready-made posters you can print: https://bit.ly/2UnB2xf and https://bit.ly/38AjiH4 **(Add image found here)**

TALKING POINTS FOR YOU

The entire state of Ohio is at a high incidence for coronavirus spread. Ohio's rural areas are being hit especially hard.

At the end of September, Ohio averaged 1,000 new cases a day. On Nov. 12, Ohio reported more than 7,000 new cases in 24 hours.

Ohio's hospitals currently report an adequate level of bed space, PPE, and ventilators, however, there are concerns of low staffing as more and more healthcare workers are impacted by community spread. Hospitals report that this could affect their ability to care for patients in as soon as two weeks, requiring less urgent care to be postponed.

A vaccine may be available as soon as next month, but members of our community must pull together until then. Everyone should recommit themselves to practice basic safety measures: washing hands, wearing masks, social distancing, and avoiding gatherings.

In words that are often attributed to Winston Churchill during WWII, "When you are going through hell, keep going!" We need everyone to keep going – don't stop taking safety precautions! What you do in your private lives impacts everyone.

Please use these talking points and social media posts to help amplify the message about the importance of slowing the spread of COVID-19. High spread impacts the health of your employees and the public. Encouraging safe practices will help slow the spread in your community.

RESOURCES

HASHTAGS TO USE
#InThisTogetherOhio
#MasksOnOhio
#StaySafeOhio
#ResponsibleRestartOhio

Posters/Signs

Data Dashboards

Text of Governor's Statewide Address

Flu Shot Vaccine Finder

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 law enforcement leadership using the messaging outlined in this document. Send them to others who will 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 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

6 FEET

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 with community members, staff, and others in your circle of influence. If you need assistance or have suggestions for Governor DeWine's Local Government team, please contact Jill Del Greco at 614-420-6954 or jill.delgreco@governor.ohio.gov.