


COALITION COMMUNICATION: AGRICULTURE




COVID-19 MESSAGING



Governor Mike DeWine  @GovMikeDeWine · 18h ⋮
Our beautiful Ohio state seal depicts the sun shining brightly over Mt. Logan in Ross County. That rising sun holds the promise that the light is coming. The dawn is near. And we will get through this together - because we are Ohioans.



Governor Mike DeWine  @GovMikeDeWine · 19h ⋮
Recommit to your individual efforts to stay safe, because what you do in your private lives affects everyone. Please don't host that birthday party or that baby shower or that kids' sleepover or that get-to-together to watch the football game.

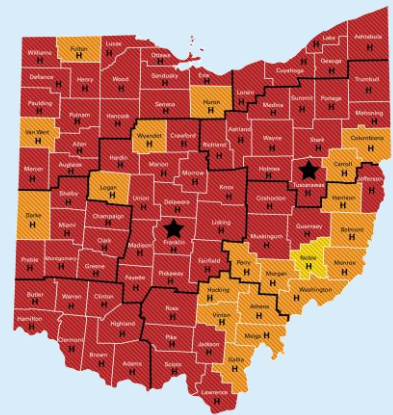


Governor Mike DeWine  @GovMikeDeWine · Nov 8 ⋮
Ohio's [#agriculture](#) industry is working hard to keep you safe during the [#COVID19](#) pandemic from farm to table - and every step in between. [#SupportLocalOhio](#) by purchasing [#OhioProud](#) food from a farmers market, local restaurant, or grocery store. ohioproud.org

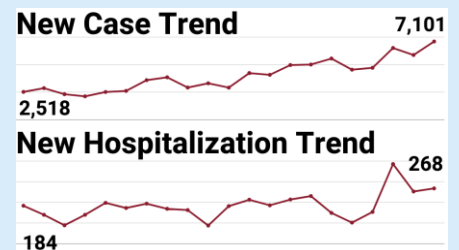
KEY STATS

Data as of Nov. 12, 2020

Public Advisory System



21-Day Trends



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 [mass gathering order](#).
 - The [July 23 ODH order](#) for facial coverings throughout the state of Ohio is still in effect as well.
- The additional mask order includes the following new provisions: businesses are required to post a [Face Covering Requirement sign](#) at public entrances, businesses are responsible for ensuring customers and employees wear masks, and a new Retail Compliance Unit has been created.
- Most agricultural businesses have been doing a good job ensuring that COVID-19 safety guidelines are being followed. We have a responsibility to our employees and customers to ensure that our agricultural industry is as safe as possible.

SUGGESTED SOCIAL MEDIA POSTS

When we're at home, on the farm, or socializing with close friends and family, we tend to think we have a small "bubble" – but it is actually much larger. 🤔 Protect yourselves, and loved ones, with [#MasksOnOhio](#).

Suggested artwork: "Bubble" graphics accessible [here](#).

Harvest time is always one of the busiest times of the year for our Ohio [#ag](#) industry, and you simply can't afford to be sick. 📋 Here's a quick checklist to keep colds, flu, and [#COVID19](#) at bay. [#InThisTogetherOhio](#) [#StaySafeOhio](#) <https://bit.ly/31V5XF9>

Suggested artwork: [5 ways to keep yourself healthy...](#)

Whether you are at home or work, taking [#COVID19](#) precautions like social distancing, wearing masks, avoiding gatherings, & washing hands can keep everyone healthy & protect vulnerable Ohioans – which keeps our [#ag](#) industry delivering food from [#farmtotable](#). 📺 [#InThisTogetherOhio](#)

Suggested artwork: "What you can do" or video URL <https://youtu.be/07-nS5HmV9I>

When we all wear masks, it lowers the chance that we get sick from [#COVID19](#). It's that simple. No matter where you live – in a city, on a farm, in the suburbs, or out in the country – rise to the task, wear a mask. 🤝 [#MasksOnOhio](#) <https://youtu.be/07-nS5HmV9I>

TALKING POINTS FOR YOU

- Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state.
- Every single county in Ohio is considered high-incidence by the CDC, meaning there is a high rate of infection – more than 100 cases per 100,000 residents. This means that the risk of catching the virus in every single county – whether rural, urban, or suburban – is very real. No county, [including ours](#), is safe from the spread of this virus.
- We cannot pick and choose when we follow this safety guidance. We have to follow it every single day, whether we are at work or at home, if we want to beat this virus.
- We need to stick to the basics: wash our hands; wear our masks even when we are with friends and family; stay socially distanced; work from home when possible; and stay at home when we are sick.
- We all tend to think that we're in a safe little "bubble" whether we are at home, on the farm, or socializing with friends and family, and we let our guard down. However, when you think about everyone we have in [our](#) bubble, and how some of those people have [their own](#) bubble, and so on and so forth, it is apparent that our "bubble" may be a lot larger than we think. Now is not the time to let up.
- We hear a lot of people in our community say, "but isn't the increase in cases just because there is more testing?" The answer is no. Cases are on the rise, and hospitalizations, emergency department visits, and ICU admissions are each at an all-time high. We should all be on high alert.

RESOURCES

HASHTAGS TO USE

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

VIDEOS

[Rise to the Task, Wear a Mask](#)
[Dominos \("Don't Let Up"\)](#)
[Coaches \(Jim Tressel and Urban Meyer\)](#)
[Mousetrap \(social distancing\)](#)

PRINTABLES AND GRAPHICS

[Coaches Wear a Mask Poster](#)
[What You Can Do](#)
[Responsible Restart Wear Mask](#) NEW
[Responsible Precautions](#)
[Social Distancing](#)
[Rural Health "5 Tips" Flier](#)
[All Printables](#)

INFORMATION RESOURCES

[Holiday Guidance](#) NEW
[Pop-Up Testing](#)
[Travel Advisories](#)
[Mental Health Resources](#)
[Air Quality Improvement](#)
[Economic Resources](#)
[Myths Versus Facts](#)



WAYS COMMUNITY LEADERS CAN HELP

- Set a good example, by wearing a mask, making virtual accommodations, and maintaining social distance when meeting face-to-face with others.
- 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” (at 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.
- Record audio or video PSAs from industry leaders 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.
- Use 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 **the agriculture and rural community** team, please contact **Alicia Shoults** at **614-648-0757** or by emailing **a.shoults@expo.ohio.gov**.