

COALITION COMMUNICATION: Business



COVID-19 MESSAGING



Governor Mike DeWine @GovMikeDeWine · 4h
#COVID19 in the Workplace: If you have an employee who has tested positive for the coronavirus, you can help prevent the spread by contacting your local health department and pausing operations for a deep cleaning. #ResponsibleRestartOhio #StaySafeOhio

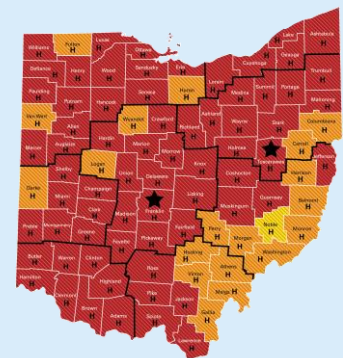


Governor Mike DeWine @GovMikeDeWine · 19h
You could have #COVID19 if you have these symptoms, but you could also be infected and spreading the virus if you have no symptoms at all. Wear your mask, practice social distancing, stay home when you can. These simple steps will save lives. Please do your part.

KEY STATS

Data as of Nov. 12, 2020

Public Advisory System



INDUSTRY INFORMATION

Visit BusinessHelp.ohio.gov for resources to help Ohio businesses navigate the COVID-19 health crisis.

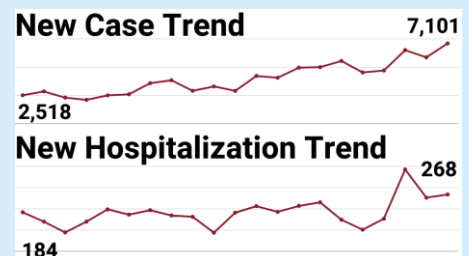
The Ohio Department of Health issued an [additional mask order](#) for retail locations and a revised [mass gathering order](#).

- The [July 23 ODH order](#) for facial coverings throughout the state of Ohio is still in effect as well.

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 a recap](#).

The updated 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 formed.

21-Day Trends



SUGGESTED SOCIAL MEDIA POSTS

Help us stay open and keep the community safe by wearing a mask, practicing social distancing, and avoiding large gatherings.

#MasksOnOhio #InThisTogetherOhio
(Use "[When We're Out](#)" graphic)

Our employees undergo daily health checks and are required to wear masks to help slow the spread. We need you to do the same. We're #InThisTogetherOhio! #StaySafeOhio

Don't let up Ohio! We're counting on you to help us stay open!
#InThisTogetherOhio <https://bit.ly/3pm7tdJ>

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.

(Use "[Ohio Bubble](#)" graphic)

TALKING POINTS FOR YOU

- Gov. DeWine reminded us that the social gathering order limits public and private gathering to no more than 10 people.
- It's important that we limit our attendance at large events. It will help slow the spread. But what will make the biggest difference is wearing a mask and practicing social distancing.
- By practicing safety protocols, we are protecting our employees, customers, and supporting our community's effort to slow the spread of the virus.
- <Insert company name> is following all the recommended safety guidance to protect our employees and customers. But it's also important that we all follow these same safety guidelines when we are at home and with our loved ones.
- Make sure you know the difference between flu symptoms and COVID-19. But most important – stay home if you aren't feeling well.

Flu and COVID-19 - The Key Differences	
↓ FLU	↓ COVID-19
Symptoms Begin: 1 to 4 days after infection.	Symptoms Begin: As early as 2 days after infection or as late as 14.
Complications: Can occur, but are less likely because of immunity built up over time.	Complications: COVID-19 is a new virus, so most people have no immunity. Severe respiratory complication may come on extremely quickly.
Hallmark Symptoms: Fever, cough, shortness of breath, fatigue, sore throat, runny nose, headache, and body aches.	Hallmark Symptoms: Many symptoms are similar to the flu, however those infected with COVID-19 sometimes experience loss of taste or smell.
Spread: Both flu and COVID-19 can spread from person-to-person, between people who are in close contact with one another and mainly by air droplets.	Spread: COVID-19 is more contagious among certain people and age groups than flu. Also, the virus can spread more quickly and easily than the flu, resulting in continuous spread, also called superspread.

MIKE DeWINE GOVERNOR OF OHIO Ohio Department of Health coronavirus.ohio.gov

RESOURCES

HASHTAGS TO USE

#InThisTogetherOhio
#OhioSmallBusinesses
#ResponsibleRestartOhio
#MasksOnOhio
#StaySafeOhio

VIDEOS TO SHARE

[Dominos](#)

[Coaches Meyer and Tressel](#)

[Why I Wear a Mask](#)

FACT SHEETS & RESOURCES

[Holiday Guidance](#) NEW

[Zip Code Dashboard](#) NEW

[Responsible Protocols Fact Sheet](#)

[Workplace Posters and Signs](#)

[Workplace Check lists](#)

[Travel Advisories](#)

[COVID-19 Dashboard](#)



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 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 for **the Ohio Development Services Agency** team please contact **Penny Martin** at **(614) 425-8342** or by emailing **Penny.Martin@development.ohio.gov**