In This Together Ohio

COALITION COMMUNICATION:
HEALTHCARE

COVID-19 MESSAGING

Governor Mike DeWine ✓ @GovMikeDeWine · 18h

Today, I was asked by our hospital leaders to confirm that Ohio remains in a state of emergency. It most certainly does.

💬 110   🔁 188   ♡ 976   ⬆

Governor Mike DeWine ✓ @GovMikeDeWine · 18h

This state of emergency supports hospitals' ongoing efforts to make staffing adjustments in accordance with CDC guidance, as they work to care for our rising number of COVID hospital patients.
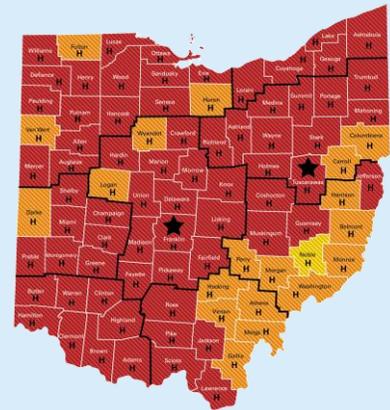
💬 11   🔁 22   ♡ 131   ⬆

Governor Mike DeWine ✓ @GovMikeDeWine · Nov 7

Well-visits, vaccinations, vision and dental check-ups, and preventive care can help keep us healthy while we fight the battle against #COVID19. Hospitals, doctors, and healthcare providers are all taking steps to keep you safe during visits. #StaySafeOhio #InThisTogetherOhio
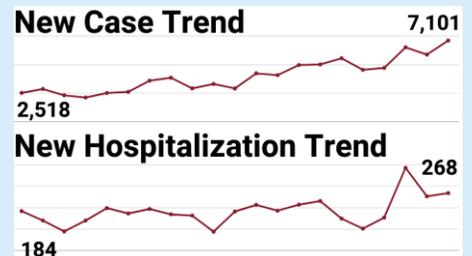
INDUSTRY INFORMATION

- 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.
  - o The July 23 ODH order for facial coverings throughout the state of Ohio is still in effect as well.

- 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 created.

- Emergency department visits, ICU admissions, and hospitalizations are each at an all-time high for the entire pandemic. Hospitalizations statewide are doubling approximately every 21 days.

KEY STATS
Data as of Nov. 12, 2020

Public Advisory System

21-Day Trends

New Case Trend   7,101

2,518

New Hospitalization Trend   268

184

SUGGESTED SOCIAL MEDIA POSTS

The sad truth is that Ohio #COVID19 emergency department visits, hospitalizations & ICU admissions are at an all-time high. 🏨 The things you do to reduce the spread can keep hospital beds available, allowing #healthcare providers to care for our fellow Ohioans.

Suggested artwork: community spread graphic

Ohio's #healthcare industry needs your help. The precautions you take can #SlowTheSpread & reduce the stress on our #healthcare system. Help us by:
😷 Wearing a mask
✖ Avoiding gatherings
🧼 Washing your hands
🧍↔🧍Practicing social distancing
#MasksOnOhio

Suggested artwork: What you can do

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. #MasksOnOhio.

Suggested artwork: "Bubble" graphics accessible here.

We're taking steps to keep you safe during #healthcare visits. Remember - well-visits, vaccinations, vision and dental check-ups, and preventive care can help keep us healthy while we fight the battle against #COVID19. 🩺 #InThisTogetherOhio #MasksOnOhio

Suggested artwork: photo or video of your precautions – like a temperature check station, wear a mask sign, etc.

TALKING POINTS FOR YOU

- We are in a critical stage of this pandemic, with COVID-19 cases surging throughout the entire state.

- Ohio's healthcare industry is on high alert, with emergency department visits, hospitalizations, and ICU admissions each at an all-time high. Since Nov. 5, COVID-19 hospital occupancy has increased by 46%, and the number of COVID-19 patients in the ICU has increased by 40%.

- 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.

- We need your help to keep hospital beds open, so we can provide the best available care to COVID-19 patients, as well as accident victims, those fighting cancer, heart attack patients, and others.

- 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. Taking these preventive steps can reduce the spread and help keep hospital beds open.

- We cannot pick and choose when we follow this safety guidance. We have to follow it every single day if we want to beat this virus.

RESOURCES

HASHTAGS TO USE
#InThisTogetherOhio
#MasksOnOhio
#StaySafeOhio

LATEST UPDATES
Public Health Orders ᴺᴱᵂ
News Releases
Sector-Specific Requirements
Zip Code Dashboard ᴺᴱᵂ

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
All Printables
Preparing for Contact Tracing
Waiting for Test Results
Community Spread
What You Can Do
Coaches Wear a Mask Poster

INFORMATION RESOURCES
Holiday Guidance ᴺᴱᵂ
Pop-Up Testing
Travel Advisories
Mental Health Resources

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" (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 physicians and industry leadership using the messaging outlined in this document. Send those to members, use them in medical facilities on TV screens or in phone messaging, 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

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 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 healthcare community team, please contact Alicia Shoults at 614-648-0757 or by emailing a.shoults@expo.ohio.gov.