



COALITION COMMUNICATION: LAW ENFORCEMENT

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 · 15h

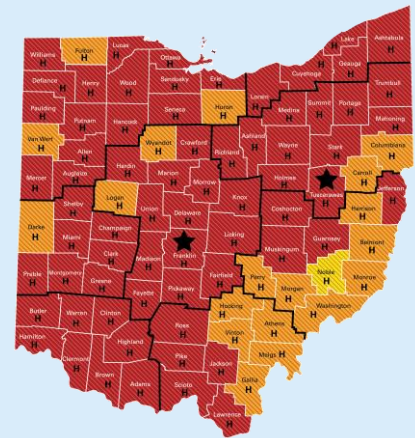
Recommit to your individual efforts to stay safe, because what you do in your private lives affects everyone. Please don't host that birthday party or that baby shower or that kids' sleepover or that get-together to watch the football game.

43 97 320

KEY STATS

Data as of 11/12/2020

Public Advisory System



INDUSTRY INFORMATION

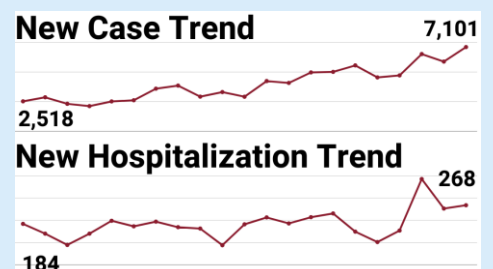
Earlier this year, the legislature passed a bill extending the expiration date of all driver's licenses, state ID cards, and vehicle registrations that expired on or after March 9, 2020. **This extension ends on Dec. 1, 2020**, when any expired licenses, etc., will no longer be considered exempt from citations.

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.

21-Day Trends






SUGGESTED SOCIAL MEDIA POSTS

#COVID19 is surging in Ohio  Let's work together to dial back the spread. Social distancing is important, and we will distance as much as possible during interactions with the public. Please do the same. Social distancing works & it saves lives. **#InThisTogetherOhio** (Link to **Mousetrap** video listed in resources)

Stick to the facts. 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 facts: <https://bit.ly/3lkpg2o> **#InThisTogetherOhio** **#MasksOnOhio** (Use graphic 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 and encouraging safe practices will help slow the spread in your community.

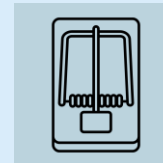
RESOURCES

HASHTAGS TO USE

#InThisTogetherOhio
#MasksOnOhio
#StaySafeOhio
#ResponsibleRestartOhio



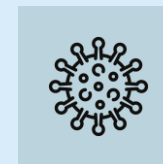
[Posters/Signs](#)



[Mousetrap PSA](#)



[Text of Governor's Statewide Address](#)



[Where to Get Tested](#)



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



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 Criminal Justice team, please contact Jill Del Greco at 614-420-6954 or jill.delgreco@governor.ohio.gov.