




# COALITION COMMUNICATION: MANUFACTURING


## COVID-19 MESSAGING




**Governor Mike DeWine**  @GovMikeDeWine · 18h ⋮


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.






**Governor Mike DeWine**  @GovMikeDeWine · 15h ⋮


If you missed tonight's public address about this crucial phase of the pandemic and two forthcoming health orders, you can watch it here: [bit.ly/2GVLmJK](https://bit.ly/2GVLmJK) #InThisTogetherOhio #MasksOnOhio



**Governor Mike DeWine**  @GovMikeDeWine · Nov 2 ⋮

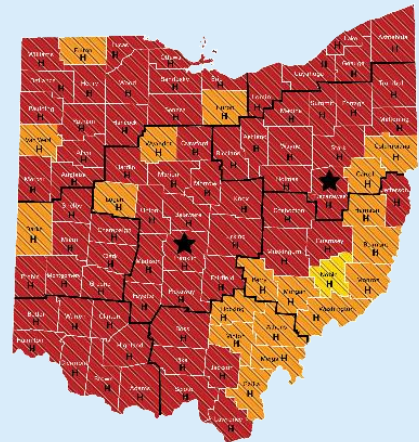
Ohio Pandemic Relief Program applications are now being accepted for the:

-  Small Business Relief Grant
-  Home Relief Grant
-  Bar & Restaurant Assistance Fund

 [Apply here: businesshelp.ohio.gov](https://businesshelp.ohio.gov)

## KEY STATISTICS

Data as of 11/13/2020



### Public Advisory System

#### New Case Trend 7,101



#### New Hospitalization Trend



### 21-Day Trends

## INDUSTRY INFORMATION

Check out these resources to help businesses.

- Updated Ohio Department of Health [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.
- Learn more about assistance programs for business at [businesshelp.ohio.gov](https://businesshelp.ohio.gov).
- This [fact sheet](#) is a quick reference for mandatory guidelines and best practices. ([In Spanish](#))
- The [Home Relief Grant](#) helps eligible Ohioans who are behind on rent, mortgage, and water or sewer utility bills.
- Local Health Districts can be an important partner. Find yours [here](#).



# SUGGESTED SOCIAL MEDIA POSTS

We all have a role to play in keeping Ohio's businesses open. Learn more [here](#). [#ResponsibleRestartOhio](#) [#InThisTogetherOhio](#)  
**[use "what you can do" graphic under helpful links]**

Think social distancing doesn't work? [Think again](#). [XYZ Corporation] reminds you that a little space makes us all safer.  
[#InThisTogetherOhio](#) [#ResponsibleRestartOhio](#)

On behalf of the [X thousand] members of [YOUR LABOR ORGANIZATION] thank you for [not letting up](#) when it comes to fighting the spread of COVID-19. [#InThisTogetherOhio](#) [#StaySafeOhio](#)

Knowing when to [stay home](#) keeps us all safe and helps keep our employees working. [#ResponsibleRestartOhio](#) [#InThisTogetherOhio](#)

## TALKING POINTS FOR YOU

### Adapt these to reflect your specific situation

- Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state.
- We care about our employees, and those in our communities, including the healthcare workers putting their lives on the line for all of us.
- The ability for us to keep working depends on all of us being safe both on and off the clock.
- Businesses have taken steps to prevent spread in the workplace, and we are committed to doing all we can including doubling down on mask requirements for employees and customers.
- We know that much of the recent spike is through social gatherings. We urge everyone to remember that while you may think your bubble is just your closest friends, it's much bigger. It's their friends, it's where you eat or shop, and where your friends eat and shop. Community spread is real, and it is dangerous.
- Now is not the time to let up. We are asking our employees, their families and the entire community to stick to the basics: wash your hands; wear your mask even when you're with friends and family; stay socially distanced; and stay home when you are sick.

## RESOURCES




### HASHTAGS TO USE

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

### VIDEOS

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

### HELPFUL LINKS

[Holiday Guidance](#)   
[Signage for your workplace](#)   
[COVID-19 Checklist for employers](#)  
[Help for businesses](#)  
[Your actual bubble graphic](#)   
[Responsible protocols for manufacturing, distribution, and construction](#)  
[What you can do graphic](#)  
[What to do if there is an infection in the workplace](#)



## 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 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 members, employees, and others in your circle of influence. If we can help you assemble materials, or if you have suggestions for spreading the safety message, please contact Bill Teets at 614.569.4509 or by emailing

[dascommunications@das.ohio.gov](mailto:dascommunications@das.ohio.gov) .