

COALITION COMMUNICATION: AGRICULTURE



COVID-19 MESSAGING



Governor Mike DeWine @GovMikeDeWine · 4h
Throughout the #COVID19 pandemic, Ohio's #agriculture industry has been feeding Ohioans. #SupportLocalOhio by picking up fresh, healthy food at a farmers market, a small independent grocer, or a local restaurant. 🍴 #OhioProud #InThisTogetherOhio ohio Proud.org



Governor Mike DeWine @GovMikeDeWine · Nov 2
Ohio Pandemic Relief Program applications are now being accepted for the:

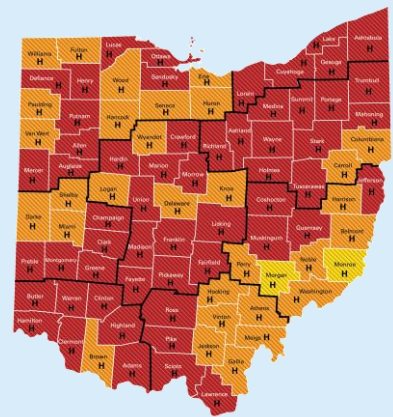
-  Small Business Relief Grant
 -  Home Relief Grant
 -  Bar & Restaurant Assistance Fund
- [Apply here: businesshelp.ohio.gov](#)

#InThisTogetherOhio

KEY STATS

Data as of Nov. 5, 2020

Public Advisory System



21-Day Trends



INDUSTRY INFORMATION

- The [Ohio Bureau of Workers' Compensation approved Gov. DeWine's request](#) to send \$5 billion in dividends to Ohio employers to ease COVID-19's continued business impact. Ohio farms should expect [an average dividend of \\$9,500](#).
- The USDA's Coronavirus Food Assistance Program 2 (CFAP 2) for agricultural producers is accepting CFAP 2 applications through Dec. 11, 2020. Learn more at [farmers.gov/cfap](#).
- Everything we do – even outside of work – contributes to the health of our workplaces and homes. Practicing safety outside of work helps us stay healthy, and keeps our industry running.
- With many families planning smaller Thanksgiving celebrations this month, November is a great time to share unique ways to use leftover turkey, even before consumers buy. It also means many households will be making their own turkey for the very first time, and will likely welcome how-to videos and tips from your organization's experts.



SUGGESTED SOCIAL MEDIA POSTS

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](#)

Harvest time is one of the busiest times of the year for Ohio's [#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>

When we all wear masks, it lowers the chance that we get sick from [#COVID19](#). It's that simple. Rise to the task, wear a mask.
[#MasksOnOhio](#) <https://youtu.be/07-nS5HmV9I>

You hear a lot about [#COVID19](#), and may not know what to believe. Here's the truth – Ohio [#COVID19](#) cases & hospitalizations are at an all-time high. Every single county is considered “high-incidence,” meaning no county is safe from the spread of [#COVID19](#).

TALKING POINTS FOR YOU


- We are in the midst of the most serious surge that we have seen thus far in the pandemic. COVID-19 cases, hospitalizations, and ICU admissions are each at an all-time high.
- Each of Ohio's 88 counties 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.
- Now is not the time to let our guards down. What we do outside of work impacts what happens here at work.
- 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. Between Sept. 24 and Nov. 3, total testing increased by about 44%. However, during the same time period, the number of positive cases increased by 280%. Cases are legitimately on the rise, and 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](#)
[Responsible Precautions](#)
[Social Distancing](#)
[Rural Health “5 Tips” Flier](#)
[All Printables](#)

INFORMATION RESOURCES

[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**.