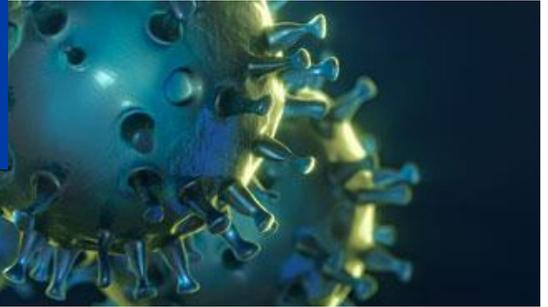


COALITION COMMUNICATION: FAITH-BASED COMMUNITY



COVID-19 MESSAGING



Governor Mike DeWine @GovMikeDeWine · 4h
We are once again at a critical juncture in our fight against #COVID19. Cases are spiking and are at an all-time high, but, the good news is that we are closer than ever to getting a vaccine. It's always darkest before the dawn, but the light is coming. Ohio needs to be ready.

252 81 268



Governor Mike DeWine @GovMikeDeWine · 4h
The best way we can defeat our common enemy is by doing three things:

- 1 Stick to the basics: Masks, social distancing, etc.
- 2 Protect the most vulnerable
- 3 Go on the offense with the pending vaccine

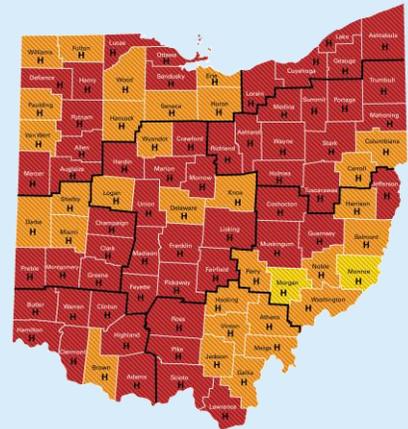


Governor Mike DeWine @GovMikeDeWine · 4h
86% of Ohioans are now living in a Red Alert Level 3 county. There have been enough cases during the past two weeks that the risk of catching this virus in all 88 counties is very real and very concerning.

KEY STATS

Data as of 11/05/2020

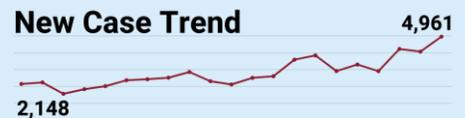
Public Advisory System



INDUSTRY INFORMATION

- [How to live stream your church services](#)
- [CDC guidelines for cleaning places of worship](#)
- [How food banks in Ohio are dealing with COVID-19](#)
- [Nearly 150 COVID cases linked to services in Boston-area church](#)
- [COVID Outbreak reported at Kanawha County church](#)

New Case Trend



New Hospitalization Trend





SUGGESTED SOCIAL MEDIA POSTS

With record COVID-19 cases in our state, we want to remind you that if you're not feeling well to stay at home to worship.

[#InThisTogetherOhio](#)

These are challenging times. If you are struggling with anxiety, here are some resources to help:

<https://coronavirus.ohio.gov/wps/portal/gov/covid-19/families-and-individuals/coping-with-covid-19-anxiety> [#InThisTogetherOhio](#)

Our faith teaches us to spread love. Don't spread the virus.

[#MasksOnOhio](#) [#InThisTogetherOhio](#)

TALKING POINTS FOR YOU

- While faith-based gatherings have been exempted from regulations, we are not exempt from the virus. We must be vigilant and take simple steps to reduce risk to each person in our congregation.
- Our faith is important, but we must be responsible in practicing that faith. Keeping ourselves and our neighbors healthy is key to Ohio's recovery.
- Cases are spiking in Ohio and are at an all-time high. But we can defeat COVID-19 by sticking to the basics (masks, social distancing, hand washing) and protecting the most vulnerable.
- Worship is certainly more enjoyable when we gather in person. However, this virus makes doing that dangerous for our most vulnerable neighbors.
- A key tradition in our faith community is helping each other. One way to show that we care is to wear a mask. This greatly reduces the risk of spreading this virus.
- The pandemic and the safety protocols have become polarizing for many. We ask that our congregation remember that faith teaches us to love and care for our fellow women and men. Many members of the congregation hope others will wear masks and social distance to help keep *them* safe, and doing so can be a sign of respect for your fellow congregant and honors our faith.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)

[#OhioSmallBusinesses](#)

[#ResponsibleRestartOhio](#)

[#MasksOnOhio](#)

[#StaySafeOhio](#)

[COVID-19 CHECKLIST](#)

[WHAT YOU CAN DO](#)

[PRECAUTIONS](#)

[SOCIAL DISTANCING](#)

[COPING WITH ANXIETY](#)

[HOW TO LIVE STREAM](#)

VIDEOS

[Rise to the Task, Wear a Mask](#)

[Dominos \("Don't Let Up"\)](#)

[Coaches \(Jim Tressel and Urban Meyer\)](#)

[Mousetrap \(social distancing\)](#)



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 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 please contact the Governor’s Office of Faith-Based and Community Initiatives by emailing gofbci@governor.ohio.gov.