

# COALITION COMMUNICATION: HEALTHCARE



## COVID-19 MESSAGING



**Governor Mike DeWine** @GovMikeDeWine · 7m  
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.

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**Governor Mike DeWine** @GovMikeDeWine · 6m  
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

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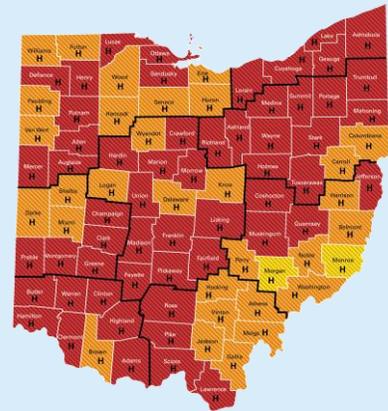


**Governor Mike DeWine** @GovMikeDeWine · 21m  
We continue to see increases in #COVID19 patients hospitalized, in the ICU, and on ventilators. There are 2,075 current patients today which is a 55% increase in hospitalized patients compared to two weeks ago. There are 541 people in ICU. The previous high was 533 in April.

## KEY STATS

Data as of Nov. 5, 2020

### Public Advisory System



### 21-Day Trends

#### New Case Trend



#### New Hospitalization Trend



## INDUSTRY INFORMATION

- Unrelenting and significant community spread is initiated by social gatherings among friends and family when people let their guards down. Healthcare providers are urged to share information through the media and social media, noting the exposure of recent cases (for example, the percent who were infected at gatherings with family and friends).
- ODH has released a new PSA, "[Rise to the Task, Wear a Mask](#)," which recognizes that some people may support masking, and others may not, but wearing a mask is a simple task that will help protect Ohioans.
- Healthcare providers and local health departments stand on the front line as we battle COVID-19. A special [landing page on coronavirus.ohio.gov](#) contains helpful resources and information to help these professionals navigate the challenges COVID-19 has forced upon our healthcare industry and communities.



## SUGGESTED SOCIAL MEDIA POSTS

Unfortunately, Ohio [#COVID19](#) hospitalizations are at an all-time high. The steps you take to prevent the spread can keep hospital beds available, allowing Ohio's [#healthcare](#) providers to give the best care possible to accident victims, cancer patients, [#COVID19](#) patients & others.

We're taking precautions 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](#)

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>

All it takes to start a chain reaction is to let up. Don't let up. The battle against [#COVID19](#) isn't over. [#InThisTogetherOhio](#) <https://youtu.be/cf5ZJ3lwwS8>

## TALKING POINTS FOR YOU

- We are in the midst of the most serious surge that we have seen thus far in the pandemic. Each of Ohio's 88 counties is now considered high-incidence by the CDC, meaning there is a high rate of infection – more than 100 cases per 100,000 residents. The risk of catching this virus in every county, whether rural, urban, or suburban, is very real.
- Ohio's healthcare industry is on high alert, with both hospitalizations and ICU admissions are at an all-time high. As of November 5, hospitalizations have increased 55% over where they were just two weeks ago.
- We need your help to keep hospital beds open, so we can provide the best available care to COVID-19 patients and also accident victims, those fighting cancer, stroke patients, and others. The preventive steps you take – wearing a mask, washing your hands, avoiding gatherings, and maintaining a social distance – prevent the spread and help keep hospital beds open.
- COVID-19 is spreading rampantly at social gatherings among friends and family when people let their guards down. Of the cases we have seen here, many are a result of these types of gatherings, like parties, informal get-togethers, weddings, and funerals.
- We're taking precautions to keep you safe during visits. Whether you're sick or keeping up with preventive care, we're here to keep you healthy.

## RESOURCES

### HASHTAGS TO USE

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

### LATEST UPDATES

[Public Health Orders](#)  
[News Releases](#)  
[Sector-Specific Requirements](#)

### 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

[Pop-Up Testing](#)  
[Travel Advisories](#)  
[Mental Health Resources](#)  
[Myths Versus Facts](#)



## 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



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](mailto:a.shoults@expo.ohio.gov)**.