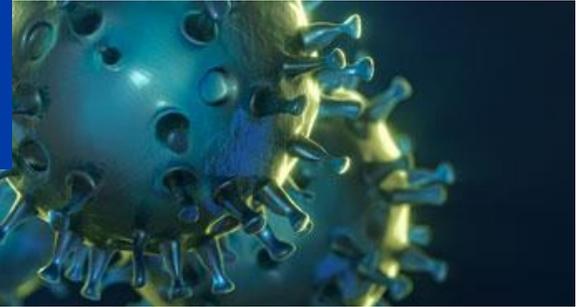


COALITION COMMUNICATION: HIGHER EDUCATION



COVID-19 MESSAGING



Ohio Higher Ed ✓
@OhioHigherEd

When we all wear masks, it lowers the chance that we get sick from COVID-19. It's that simple.

#InThisTogetherOhio #MasksOnOhio



Rise to the Task! Wear a Mask.
When we all wear masks, it lowers the chance that we get sick from COVID-19. It's that simple. #InThisTogetherOhio
[youtube.com](#)



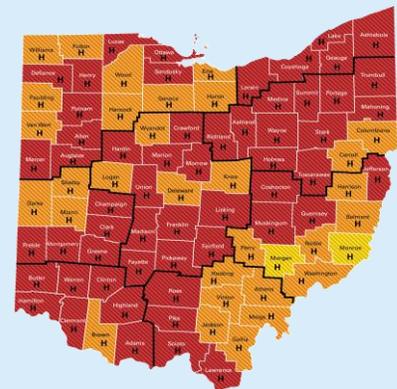
Governor Mike DeWine ✓
@GovMikeDeWine

Not everyone with #COVID19 will show symptoms. If you believe you may have been exposed to the coronavirus, help #SlowTheSpread by getting tested.

KEY STATS

Data as of 11/05/2020

Public Advisory System



AID TO OHIO CAMPUSES

- \$200 million in Coronavirus Relief Funds (CRF) was approved on July 13 to implement public health measures necessary to combat COVID-19.
- \$13.5 million in CRF + GEER was approved on Sept. 28 to provide critical mental health services to students.
- \$100 million in CRF was approved on Oct. 26 to implement public health measures necessary to combat COVID-19.
- 1 million masks were sent to colleges and universities in consultation with the Department of Public Safety.

New Case Trend



New Hospitalization Trend





SUGGESTED SOCIAL MEDIA POSTS

- ✓ Back up
- ✓ Mask up
- ✓ Wash up

These steps make a big difference in preventing the spread of #COVID19. [#InThisTogetherOhio](#) [#MasksOnOhio](#)

What you do outside the classroom impacts your ability to be in the classroom! Do your part to keep our campus open and safe.

[#InThisTogether](#) [#StaySafeOhio](#)

Colleges & universities are focused on keeping students, faculty & staff safe, but we need your help! What happens in our community impacts campus, so please do your part. [#MasksOnOhio](#)

[#InThisTogetherOhio](#)

TALKING POINTS FOR YOU

- Ohio's campuses are the economic engine of communities and producers of talent that fuel essential workforce pipelines. We play a critical role the economic resurgence that lies ahead.
- Cases are spiking in Ohio and are at an all-time high. But we can defeat COVID-19 by sticking to the basics like wearing masks, social distancing and washing hands.
- Campuses across Ohio have adapted to the COVID-19 pandemic by redesigning classroom and community spaces to practice social distancing, deployed signage to remind students and staff to wear masks and wash their hand frequently, and instituted intense cleaning procedures to disinfect frequently touched surfaces.
- Colleges and universities are working hard to keep students, faculty and staff safe, but everyone must do their part to slow the spread and allow education to continue and the economy to continue to recover. What happens in the community impacts what happens in the classroom.
- Following recommended health guidelines reflects how we care for each other, and how we show respect for the campus community, friends, professors, etc.
- We are all in this together.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)

[#ResponsibleRestartOhio](#)

[#MasksOnOhio](#)

[#StaySafeOhio](#)

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

[video](#)

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

[video](#)

[Coaches \(Jim Tressel and](#)

[Urban Meyer\) video](#)

[Mousetrap video](#)

[Coronavirus Relief Fund](#)

[Guidance and FAQs](#)

[Articulation and Transfer](#)

[Guidance](#)

[Responsible Restart](#)

[Guidelines for Higher](#)

[Education Institutions](#)



WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your school communities 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 are supporting Ohio’s Responsible restart.
- Film PSAs from leaders in your community using the messaging outlined in this document. Ask your associates to 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 school community.
- 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 for the [Ohio Department of Higher Education](#) team please contact [Jeff Robinson](#) at 614-752-9487 or by emailing jrobinson@highered.ohio.gov