



COALITION COMMUNICATION: LAW ENFORCEMENT

COVID-19 MESSAGING

 **Governor Mike DeWine**  @GovMikeDeWine · 1h ⋮
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 · 1h ⋮
The best way we can defeat our common enemy is by doing three things:

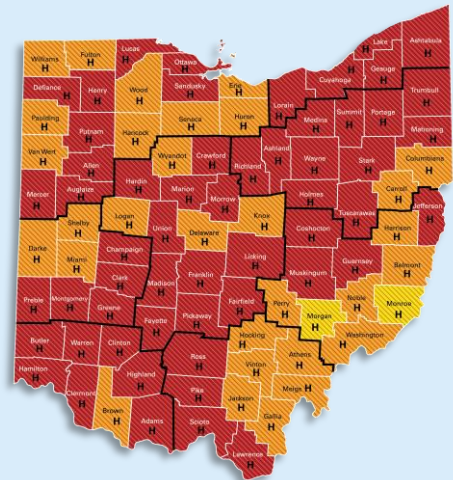
- 1 Stick to the basics: Masks, social distancing, etc.
- 2 Protect the most vulnerable
- 3 Go on the offense with the pending vaccine

83 42 105

KEY STATISTICS

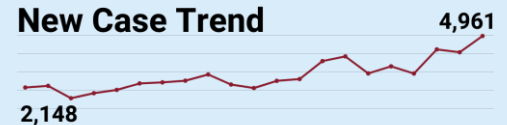
Data as of 11/5/2020

Public Advisory System



21-Day Trends

New Case Trend



New Hospitalization Trend



INDUSTRY INFORMATION

The state is seeing an increase in drug crimes and overdoses during the pandemic. If you need assistance with intelligence-driven drug investigations, the new [Ohio Narcotics Intelligence Center](#) can provide free investigative support.

Your officers are under immense stress every day, and the COVID-19 pandemic only adds to the pressure. The Ohio Department of Mental Health and Addiction Services' [CareLine](#) is free, confidential, and available 24/7 for anyone who needs to talk. **800-780-9616**

It is possible to get the flu and COVID-19 at once. Please encourage members of your staff to get a flu shot this year. [VaccineFinder.org](#) can help you find a vaccination site.

SUGGESTED SOCIAL MEDIA POSTS

As the [#COVID19](#) pandemic and opioid epidemic collide, Ohio has seen an increase in overdoses throughout the state. Please know that recovery assistance is available. Contact [\[local resource\]](#) or visit [RecoveryOhio.gov](https://www.RecoveryOhio.gov) for help.

Are you feeling stressed or sad because of the pandemic? Your mental health is just as important as your physical health. Please call the [@OhioMHAS](#) confidential CareLine to talk about it with a health professional. 📞 800-720-9616 📞 [#InThisTogetherOhio](#)
(Add a graphic from the Ohio Careline social media toolkit listed in resources)

We need to rally together to [#SlowTheSpread](#) of [#COVID19](#) in [\[community\]](#)! How can you do your part to avoid spreading (or getting) the coronavirus? Just remember the basics! 📌 [#InThisTogetherOhio](#) [#MasksOnOhio](#)

(Use “What You Can Do” graphic listed in resources)

TALKING POINTS FOR YOU

- Ohio is seeing significant spread from things like parties, weddings, funerals, and other informal gatherings. Please be cautious any time you are in a setting with individuals who reside outside of your household.
- The entire state of Ohio now has a “high incidence” of COVID-19 spread – meaning the risk of encountering the virus in all 88 counties is very high. The virus is spreading significantly into counties that had not seen high rates of coronavirus in the past.
- The improvement of our economy is tied to the decrease in COVID-19 spread. If consumers don’t want to leave home because community spread is high, then they’re not out shopping at our local businesses. It’s up to all of us to prevent coronavirus spread to keep the economy on the right track.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)

[#MasksOnOhio](#)

[#StaySafeOhio](#)

[#ResponsibleRestartOhio](#)

[coronavirus.ohio.gov](https://www.coronavirus.ohio.gov)



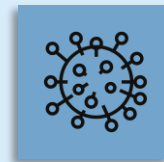
[CDC Guidance for Law Enforcement](#)



[Checklist for Courts & Judges](#)



[Ohio Careline](#)



[What You Can Do](#)

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 law enforcement leadership using the messaging outlined in this document. Send them to others who will 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 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 with community members, staff, and others in your circle of influence. If you need assistance or have suggestions for Governor DeWine’s Criminal Justice team, please contact Jill Del Greco at 614-420-6954 or jill.delgreco@governor.ohio.gov.