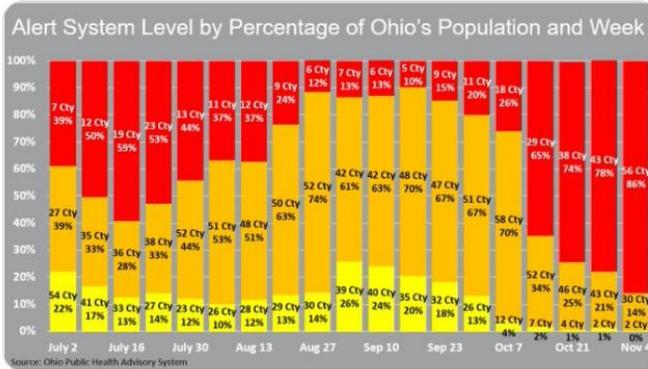


# COALITION COMMUNICATION: LOCAL GOVERNMENT COVID-19 MESSAGING



**Governor Mike DeWine** @GovMikeDeWine · 2h  
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.

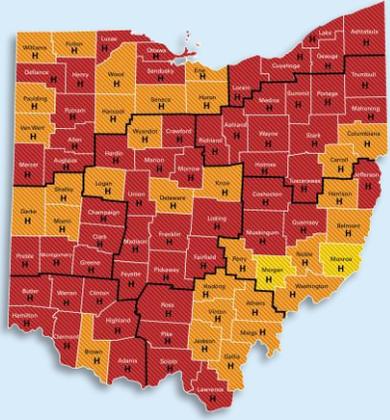


**Governor Mike DeWine** @GovMikeDeWine · 2h  
As of today - every single county in the state of Ohio is high incidence. #COVID19 is everywhere. We can't hide from it, we have to face it.

## KEY STATISTICS

Data as of 11/5/2020

### Public Advisory System



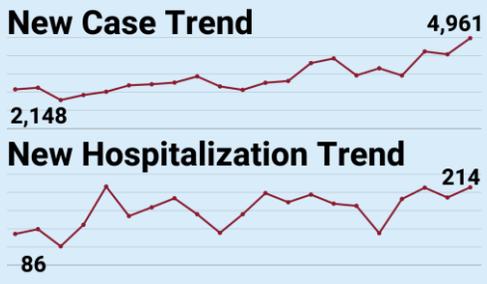
# INDUSTRY INFORMATION

For counties that would like assistance forming or enhancing their existing collaborative COVID Defense Team, contact your regional liaison listed on pages 4 or 5 of our [Local Leaders Resource Guide](#).

On Nov. 2, the Ohio BWC Board of Directors [approved Governor DeWine's request for a \\$5 billion dividend](#) to ease financial pressures that employers are experiencing due to COVID-19.

Governor DeWine announced a new administrative structure at the Ohio Department of Health which includes the addition of Stephanie McCloud as the new ODH director and Dr. Bruce Vanderhoff as chief medical officer.

## 21-DAY TRENDS



# SUGGESTED SOCIAL MEDIA POSTS

A big [#ThankYou](#) to all of the poll workers who worked on Election Day! Nov. 3 would not have run smoothly without you! 🙌 Now that Election Day is over, let's all focus our attention back on preventing spread of [#COVID19](#). Here's what you can do 📌

**(Use "What You Can Do" graphic listed in resources)**

The improvement of Ohio's economy depends on our ability to come together to [#SlowTheSpread](#) of [#COVID19](#)! When spread is high, our businesses see fewer customers. Let's work together to keep the virus down and [#SupportLocalOhio](#).

**(Use photo of local business area)**

If you are behind on rent, mortgage, water utility bills, and/or sewer utility bills, funding is available to help eligible Ohioans catch up on past payments back to 4/1/20 and to provide additional assistance through 12/30/20. More: [businesshelp.ohio.gov](https://businesshelp.ohio.gov). [#InThisTogetherOhio](#)

**(Use graphic found [here](#))**

Your mental health is just as important as your physical health. The [@OhioMHAS](#) confidential CareLine is staffed with health professionals who are ready to help. 📞 800-720-9616 📞 [#InThisTogetherOhio](#)

**(Add a graphic from the Ohio Careline social media toolkit listed in resources)**

## TALKING POINTS FOR YOU

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.

Since the start of the pandemic, community leaders have been working hard to help keep you safe, but it's up to all of us – together as a community - to prevent the spread of this deadly virus. Everyone must recognize their personal responsibility to slow the spread.

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://Coronavirus.ohio.gov)



[Ohio Travel Advisory](#)



[School Reporting Dashboard](#)



[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 Local Government team, please contact Jill Del Greco at 614-420-6954 or [jill.delgreco@governor.ohio.gov](mailto:jill.delgreco@governor.ohio.gov).