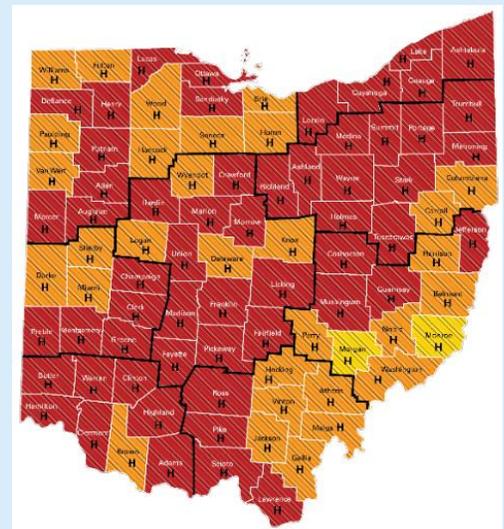


COALITION COMMUNICATION: MANUFACTURING

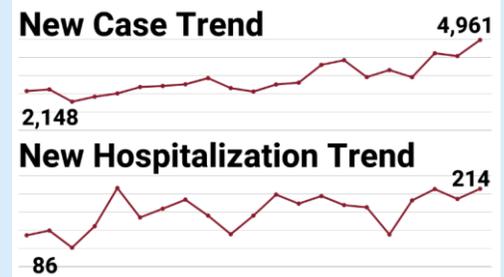
COVID-19 MESSAGING

KEY STATISTICS

Data as of 11/05/2020



Public Advisory System



21-Day Trends

Governor Mike DeWine @GovMikeDeWine · 4h
Safety doesn't take a break. If you have a business with a break room, you can use this printable sign to remind employees of the importance of social distancing: bit.ly/363f7AH #ResponsibleRestartOhio #InThisTogetherOhio

Governor Mike DeWine @GovMikeDeWine · Nov 2
Today the @OhioBWC board approved my request to send \$5 billion in dividends to Ohio employers to ease #COVID19's continued impact on the state's business community and workforce. These dividends will help keep businesses open and citizens employed. #InThisTogetherOhio

Governor Mike DeWine @GovMikeDeWine · Nov 2
Ohio Pandemic Relief Program applications are now being accepted for the:

- Small Business Relief Grant
- Home Relief Grant
- Bar & Restaurant Assistance Fund

Apply here: businesshelp.ohio.gov

INDUSTRY INFORMATION

Check out these resources to help businesses.

- [The Small Business Relief Grant](#) provides \$10,000 grants to small businesses.
- Learn more about the recently approved [\\$5 billion workers' comp dividend](#) for Ohio businesses.
- The [Home Relief Grant](#) helps eligible Ohioans who are behind on rent, mortgage, and water or sewer utility bills.
- Are you a small business? Here are [some considerations](#) during the COVID-19 outbreak.
- Learn more about these and other assistance programs at businesshelp.ohio.gov.



SUGGESTED SOCIAL MEDIA POSTS

[XYZ Corp] is part of the responsible reopening of Ohio's businesses. We encourage everyone to mask up, wash up, and keep your distance. [#ResponsibleRestartOhio](#) [#InThisTogetherOhio](#)

[include photo from XYZ Corp]

The employees of XYZ Corp remind you that when you wear a mask, wash your hands, and practice social distancing, you're keeping us all safe and helping our business stay up and running. [#OhioSmallBusinesses](#) [#ResponsibleRestartOhio](#)

The [X thousand] members of [YOUR LABOR ORGANIZATION] applaud Ohio's first responders and ask everyone to join us in helping to protect them by combating the spread of COVID-19. [#MasksOnOhio](#) [#StaySafeOhio](#)

Safety doesn't take a break. If you're a business with a break room use [this](#) to promote social distancing. [#ResponsibleRestartOhio](#) [#InThisTogetherOhio](#)

TALKING POINTS FOR YOU

Adapt these to reflect your specific situation

- As a responsible business, our priorities are to:
 - Protect the health of employees, customers, and their families
 - Support community efforts to control the spread of the virus
 - Lead in responsibly getting Ohio back to work
- We care about our employees and understand they need a safe workplace to not only protect themselves, but their families. That's why we are following the recommended protocol:
 - Requiring face coverings for employees and visitors
 - Conducting (or asking employees to conduct) daily health checks and requiring those with symptoms to stay home
 - Emphasizing good hygiene
 - Sanitizing work and common areas throughout the day
 - Enforcing social distancing during work and breaks
- Throughout this pandemic, the [X THOUSAND] employees of [LABOR ORGANIZATION] have come up with creative ways to keep our workplaces safe and businesses functioning. We urge all Ohioans to join us in taking steps to slow the spread.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)

[#OhioSmallBusinesses](#)

[#ResponsibleRestartOhio](#)

VIDEOS

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

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

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

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

HELPFUL LINKS

[COVID-19 Checklist for employers](#)
[Help for businesses](#)

[Responsible protocols for all businesses](#)

[Responsible protocols for manufacturing, distribution, and construction](#)
[Signage for your workplace](#)

[Home Relief Grant](#)

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 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 members, employees, and others in your circle of influence. If we can help you assemble materials, or if you have suggestions for spreading the safety message, please contact Bill Teets at 614.569.4509 or by emailing

dascommunications@das.ohio.gov .