

COALITION COMMUNICATION: MANUFACTURING

COVID-19 MESSAGING

FOR EMPLOYEES

Share this information with your employees.

- The stress and mental toll of the COVID-19 outbreak is real. These [resources](#) can help.
- If you think your bubble is small, take a [look](#) again.
- If you've got kids heading home for the holidays, here are some [tips](#) to keep everyone safe.
- With the holidays upon us, here is [fun guide](#) to more than a dozen holidays, along with tips for celebrating safely.

INDUSTRY INFORMATION

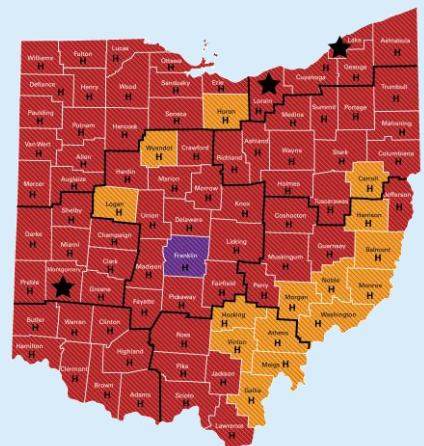
Check out these resources to help businesses.

- Updated Ohio Department of Health [21-day statewide curfew](#), [retail mandatory mask order](#) and [social gathering order](#).
- Learn more about assistance programs for business at businesshelp.ohio.gov.
- This [fact sheet](#) is a quick reference for mandatory guidelines and best practices. ([In Spanish](#))
- Need signs alerting customers to Ohio's mask mandate? Signs can be found [here](#) and [here](#) on the coronavirus.ohio.gov website.

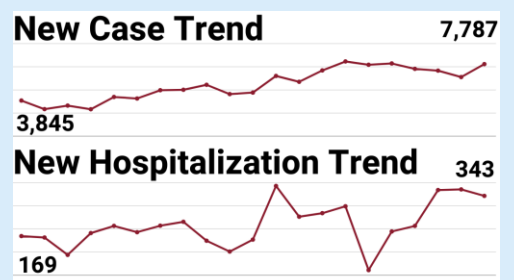
KEY STATISTICS

Data as of 11/19/2020

Public Advisory System



21-Day Trends





SUGGESTED SOCIAL MEDIA POSTS

We all have a role to play in keeping Ohio's businesses open. Learn more [here](#). [#ResponsibleRestartOhio](#) [#InThisTogetherOhio](#)
[use "what you can do" graphic under helpful links]

[XYZ Corporation] joins the businesses in our community in supporting Ohio's mask requirements. Need signs for your business? Try [this](#) or [this](#). [#InThisTogetherOhio](#) [#ResponsibleRestartOhio](#)
[use a pic of a sign outside your building]

The [X thousand] members of [YOUR LABOR ORGANIZATION] wish you and yours a happy and safe start to the holiday season. Check out these [tips](#) for being festive and staying safe. [#InThisTogetherOhio](#) [#StaySafeOhio](#)

Businesses can help their employees deal with the stress and mental toll of the COVID-19 outbreak with these [resources](#).
[#InThisTogetherOhio](#)

TALKING POINTS FOR YOU

Adapt these to reflect your specific situation

- Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state.
- We care about our employees, and those in our communities, including our healthcare workers.
- The ability for us to keep working depends on all of us being safe both on and off the clock, especially during the holidays.
- Businesses have taken steps to prevent spread in the workplace, and we are committed to doing all we can, including doubling down on mask requirements for employees and customers.
- We know that much of the recent spike in COVID cases is through social gatherings. With the holidays starting up, we urge everyone to remember to celebrate safety.
- Now is not the time to let up. We are asking our employees, their families and the entire community to stick to the basics: wash your hands; wear your mask even when you're with friends and family; stay socially distanced; and stay home when you are sick.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)

[#OhioSmallBusinesses](#)

[#ResponsibleRestartOhio](#)

VIDEOS

[Grit \(Clark Kellogg PSA\)](#) 

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

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

[Coaches \(Jim Tressel and](#)

[Urban Meyer\)](#)

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

HELPFUL LINKS

[Safe holiday took kit](#)

[Help for businesses](#)

[Your actual bubble graphic](#)

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

[Signage for your workplace](#)

[What you can do graphic](#)

[What to do if there is an infection in the workplace](#)



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 .