


COALITION COMMUNICATION: AGRICULTURE



COVID-19 MESSAGING




Governor Mike DeWine  @GovMikeDeWine · 32m

If you can stay home, stay home. This is very, very serious. We have to take this down. The reason why we haven't issued a statewide shutdown is b/c of the ramifications of a shutdown. Everything we do during the pandemic is a balance.

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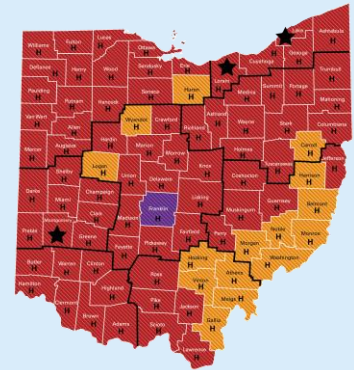
Governor Mike DeWine  @GovMikeDeWine · 1h

This is also the first week where we do not have any yellow counties—this means all parts of the state are now at elevated levels of risk, even in our smaller or more rural counties.

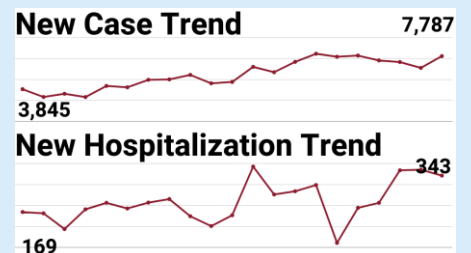
KEY STATS

Data as of Nov. 19, 2020

Public Advisory System



21-Day Trends



INDUSTRY INFORMATION

- Governor DeWine announced a [21-day statewide curfew](#), with [exceptions](#), beginning Nov. 19, 2020 from 10 p.m. to 5 a.m. nightly. The [Stay at Home Tonight Order](#) “discourages get-togethers and gatherings to minimize the spread of the virus while minimizing the economic impact of a complete shutdown.”
- Most agricultural businesses have been doing a good job ensuring that COVID-19 safety guidelines are being followed. We have a responsibility to our employees and customers to ensure that our agricultural industry is as safe as possible.
- Ohio’s COVID-19 holiday guide, “[Safely celebrate the holiday season](#),” shares suggestions for ways to safely celebrate holidays from now through January 2021. To supplement this guide, ODH [created a toolkit](#) with newsletter content, social media suggestions, and graphics to use as you see fit.
- Ohioans are encouraged to hold smaller Thanksgiving celebrations this year. Consider using your experts to share recipes and tips for those who are preparing smaller meals at home, perhaps for the first time.
- The deadline for the USDA’s Coronavirus Food Assistance Program 2 (CFAP 2) for agricultural producers is accepting CFAP 2 is just weeks away, on Dec. 11, 2020. Learn more at [farmers.gov/cfap](#).

SUGGESTED SOCIAL MEDIA POSTS

Ohioans have #grit. How do we come back from a pandemic unlike anything we've seen before? Ask Ohio, we'll show you. #InThisTogetherOhio #MasksOnOhio <https://youtu.be/4uSIRNHvJT0>

These 🐓 tips from @OhioEggFarmers can help you plan for a smaller #Thanksgiving celebration – like how to cook the perfect turkey, preparing individual portions, and figuring out how long leftovers will last in your fridge or freezer. #InThisTogetherOhio <https://bit.ly/3kINCr>

Suggested artwork: Thanksgiving image linked here.

This #Thanksgiving, consider a small dinner with members of your household & a virtual call with extended family to share what you're thankful for. Download the @OHDeptofHealth holiday guide for more ideas on how to safely celebrate all season long. <https://bit.ly/36H8apf>

Suggested artwork: Thanksgiving image linked here.

Stay healthy this harvest season with this checklist of ways to keep colds, flu, and #COVID19 at bay. 📄 #InThisTogetherOhio #StaySafeOhio <https://bit.ly/31V5XF9>

Suggested artwork: 5 ways to keep yourself healthy...

We tend to think our “bubble” is pretty small – but it is actually much larger. The #COVID19 precautions you take at home & work, like limiting contact with others, can protect others & keep our #ag industry delivering food from #farmtotable. 📷 #InThisTogetherOhio

Suggested artwork: “Bubble” graphics accessible here.

TALKING POINTS FOR YOU

- Ohio is currently experiencing an intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state.
- Every single county in Ohio is considered high-incidence by the CDC, meaning there is a high rate of infection – more than 100 cases per 100,000 residents. This means that the risk of catching the virus in every single county – whether rural, urban, or suburban – is very real. No county, [including ours](#), is safe from the spread of this virus.
- We cannot pick and choose when we follow this safety guidance. We have to follow it every single day, whether we are at work or at home, if we want to beat this virus.
- We need to stick to the basics: wash our hands; wear our masks even when we are with friends and family; stay socially distanced; work from home when possible; and stay at home when we are sick.
- We hear a lot of people in our community say, “but isn't the increase in cases just because there is more testing?” The answer is no. [In the last month \(Oct. 17 to Nov. 17\), testing has increased by 43%. During that same time period, positive cases have risen 299%.](#)
- Everyone wants things to be “normal” again. A vaccine is coming, and that will help, but we aren't there yet. This year, Thanksgiving will look a little different – and we encourage everyone to have a smaller celebration this year with members of their household.

RESOURCES

HASHTAGS TO USE

#InThisTogetherOhio
#OhioSmallBusinesses
#MasksOnOhio
#StaySafeOhio

LATEST UPDATES

[Public Health Orders](#) 

[News Releases](#)

[Sector-Specific Requirements](#)

[Zip Code Dashboard](#)

[Child Care Dashboard](#) 

VIDEOS

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

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

[Dominos \(“Don't Let Up”\)](#)

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

PRINTABLES AND GRAPHICS

[Masks Required/Capacity](#) 

[What You Can Do](#)

[Social Distancing](#)

[Rural Health “5 Tips” Flier](#)

[All Printables](#)

INFORMATION RESOURCES

[Pop-Up Testing](#)

[Travel Advisories](#)

[Air Quality Improvement](#)



WAYS COMMUNITY LEADERS CAN HELP

- Set a good example, by wearing a mask, making virtual accommodations, and maintaining social distance when meeting face-to-face with others.
- 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” (at right).
- 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.
- Record audio or video PSAs from industry leaders 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.
- Use 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 **the agriculture and rural community** team, please contact **Alicia Shoults** at **614-648-0757** or by emailing **a.shoults@expo.ohio.gov**.