

Coalition Communication: Business



INDUSTRY INFORMATION

The Ohio Department of Health reissued Ohio's mask order requiring businesses to post a sign at all public entrances requiring that everyone wears a face covering. ([Sample signs](#))

Beginning Thursday, November 19, a 10 p.m. to 5 a.m. statewide curfew will be in effect for 21 days. More information on the curfew can be found at coronavirus.ohio.gov.

Help your employees safely celebrate the holiday season with tips from this [holiday guide](#). The best way they can protect themselves and their families is to:

- Keep gatherings small (10 people or fewer)
- Have guests wear masks
- Washing your hands frequently and use hand sanitizer
- Provide socially distanced seating

The holidays can be stressful. Remember that mental health is just as important as physical health. The Ohio Careline (**800-720-9616**) is available 24 hours a day, seven days a week to help Ohioans struggling with stress during this challenging time.

Check your local [Health Department website](#) for more information on local advisories and coronavirus updates.

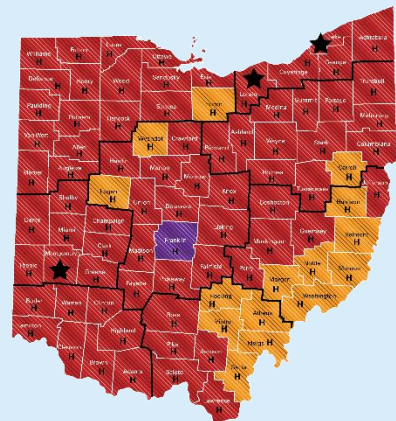
Follow these steps if an employee is diagnosed with COVID-19:

- Immediately report employee or customer infections to the local health district.
- Work with the local health department to identify potentially exposed individuals to help facilitate appropriate communication/contact tracing.
- Shutdown shop/floor for deep sanitation if possible.
- Professionally clean and sanitize site/location.
- Reopen in consultation with the local health department.

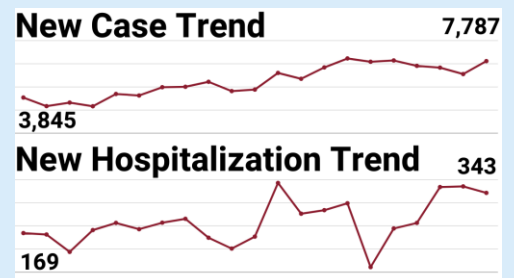
KEY STATS

Data as of 11/19/2020

Public Advisory System



21-Day Trends





SUGGESTED SOCIAL MEDIA POSTS

It's time to put our [#MasksOnOhio](#)! Together we can slow the spread of COVID-19 and help keep businesses, like ours open.

[#InThisTogetherOhio](#) (Use ["When We're Out"](#) graphic)

[#StaySafeOhio](#) – wear a mask, practice social distancing, and if you don't feel well, stay home. Together, we can slow the spread and keep our economy open. [#InThisTogetherOhio](#)

We care about our employees, their families, and our community. Join us and put [#MasksOnOhio](#) [#InThisTogetherOhio](#)

We need to limit our social gatherings and wear masks to help slow spread. Our circles of exposure are bigger than we think. Together we can [#StaySafeOhio](#) and help keep all businesses open.

(Use ["Ohio Bubble"](#) graphic)

TALKING POINTS FOR YOU

- Gov. DeWine reminded us that the social gathering order limits public and private gathering to no more than 10 people.
- It's important that we limit our trips outside our home and adhere to the curfew. The curfew is a slow down, not a shut down. It does not apply to employees going to or from work, if there is an emergency or if you need medical care.
- The curfew is not intended to stop anyone from getting groceries or going to a pharmacy. Picking up carry-out or a drive-thru meal and ordering for delivery will be permitted, but serving food and drink in person must cease at 10 p.m.
- By practicing safety protocols, we are protecting our employees, customers, and supporting our community's effort to slow the spread of the virus.
- <Insert company name> is following all the recommended safety guidance to protect our employees and customers. But it's also important that we all follow these same safety guidelines when we are at home and with our loved ones.
- Ohio Department of Higher Education and Ohio Hospital Association have tips for college students to follow before, during, and after holiday travel. ["Home and Healthy for the Holidays" campaign](#) will keep your family, co-workers, and friends safe during the holiday season.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)
[#OhioSmallBusinesses](#)
[#ResponsibleRestartOhio](#)
[#MasksOnOhio](#)
[#StaySafeOhio](#)

LATEST UPDATES

[Public Health Orders](#)

[News Releases](#)

[Zip Code Dashboard](#)

VIDEOS

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

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

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

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

FACT SHEETS

[FAQ for Statewide Curfew](#) NEW

[Responsible Protocols Fact Sheet](#)

[Workplace Posters and Signs](#)

[Workplace Check lists](#)

[Travel Advisories](#)

[COVID-19 Dashboard](#)



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” (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.
- Film PSA’s 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 member, employees, and others in your circle of influence. If we can help you assemble materials or if you have suggestions for the **Ohio Development Services Agency** team please contact **Penny Martin** at (614) 425-8342 or by emailing Penny.Martin@development.ohio.gov