

# COALITION COMMUNICATION: HEALTHCARE



## COVID-19 MESSAGING



**Governor Mike DeWine** @GovMikeDeWine · 1h  
Please take care to prevent the coronavirus from spreading to our healthcare workers. We need them to be healthy so that they can care for those who are not.

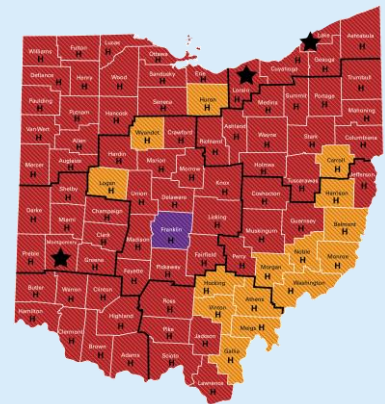
[bit.ly/2IRjV4z](https://bit.ly/2IRjV4z) #MasksOnOhio #InThisTogetherOhio

“  
No one appreciates that exposing a health care worker to coronavirus leads to the inability for that physician, nurse, or therapist to work.  
At the current pace, the increased caseload of COVID-19 threatens to overwhelm our hospitals, potentially impacting the access to and the delivery of appropriate medical care for all of us.  
”  
Dr. Tom Lamarre  
Christ Hospital Health Network

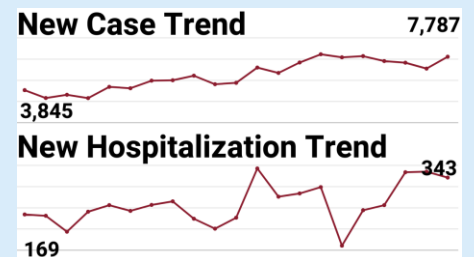
## KEY STATS

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.”
- Health experts, doctors, nurses, and public health officials have testified in opposition to [SB 311](#), which would greatly handcuff the state and its ability to issue public health orders. Governor DeWine has promised to veto the bill if approved.
- Ohio’s healthcare industry is in the midst of a “people crisis.” Our caregivers are at risk of illness because of high exposure outside the hospital. We all need to do everything we can to ask Ohioans to take precautions against COVID-19 to help our healthcare heroes.
- Ohio’s COVID-19 holiday guide, “[Safely celebrate the holiday season](#),” shares suggestions for ways to safely celebrate holidays 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.



# SUGGESTED SOCIAL MEDIA POSTS

We are in a [#people](#) crisis. [#Healthcare](#) providers who have been tirelessly treating patients since March are at risk of community exposure to [#COVID19](#). The things you do to [#SlowTheSpread](#) – wearing a mask, washing hands & practicing social distancing – will help. [#MasksOnOhio](#)

*Suggested artwork: “Bubble” graphics accessible [here](#).*

Every day, Ohio’s [#healthcare](#) heroes perform miracles, but they need your support. Everything you do can [#SlowTheSpread](#) & reduce the stress on our [#healthcare](#) system:

- 😊 Wearing a mask
- ✖ Avoiding gatherings
- 🧼 Washing your hands
- 👤↔️👤 Practicing social distancing

[#MasksOnOhio](#)

*Suggested artwork: [What you can do](#)*

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>

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](#).*

# TALKING POINTS FOR YOU

- We are in a [critical stage](#) of this pandemic, with COVID-19 cases surging throughout the entire state.
- Ohio’s healthcare industry is on high alert. In the spring, we focused our efforts on conserving PPE and building physical capacity for our healthcare system. Now, we face a “people crisis.”
- Many of Ohio’s caregivers have been treating COVID-19 patients since March – and they are exhausted. Because of vast community spread, these individuals are now at a much greater risk of being exposed to COVID-19 in their community – either directly, or through the exposure of a one of their family members. If this happens, they could be quarantined or become ill.
- Our healthcare heroes need your help. We need to stick to the basics: wash your hands; wear your mask even when you’re with friends and family; stay socially distanced; work from home when you can; and stay at home when you are sick.
- When you take preventive steps against COVID-19, it reduces the strain on our healthcare staff and systems, allowing providers to give the best available care to COVID-19 patients, as well as others, like those suffering from cancer, strokes, and heart attacks.
- We cannot pick and choose when we follow this safety guidance. We have to follow it every single day if we want to beat this virus.

## RESOURCES

### HASHTAGS TO USE

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

### LATEST UPDATES

[Public Health Orders](#) NEW

[News Releases](#)

[Sector-Specific Requirements](#)

[Zip Code Dashboard](#)

[Child Care Dashboard](#) NEW

### VIDEOS

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

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

[Dominos \(“Don’t Let Up”\)](#)

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

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

### PRINTABLES AND GRAPHICS

[All Printables](#)

[Preparing for Contact Tracing](#)

[Waiting for Test Results](#)

[Community Spread](#)

[What You Can Do](#)

### INFORMATION RESOURCES

[Pop-Up Testing](#)

[Travel Advisories](#)

[Mental Health Resources](#)

[Myths Versus Facts](#)



## 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” (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 physicians and industry leadership using the messaging outlined in this document. Send those to members, use them in medical facilities on TV screens or in phone messaging, 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 **healthcare community** team, please contact **Alicia Shoults** at **614-648-0757** or by emailing **[a.shoults@expo.ohio.gov](mailto:a.shoults@expo.ohio.gov)**.