

Coalition Communication: Tourism & the Arts



INDUSTRY INFORMATION

The Ohio Arts Council [COVID-19 website](#) provides COVID-19 resources, updates on the agency's work and grant opportunities. [ArtsinOhio.com](#) offers a free arts and cultural events listing service.

Download social media graphics, posters and signs to help you inform your staff and customers on health protocols [here](#).

The Ohio Department of Health reissued Ohio's mask order requires 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](#).

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.

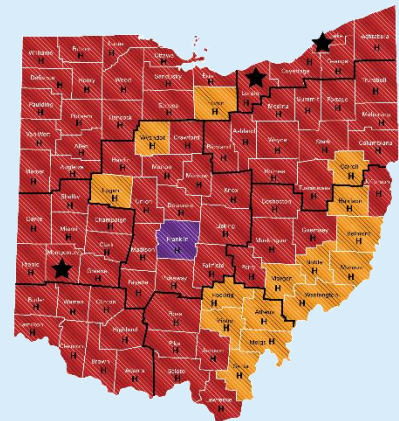
Follow these steps if an employee is diagnosed with COVID-19:

- Immediately report employee or customer infections to the local health district.
- Work with 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.

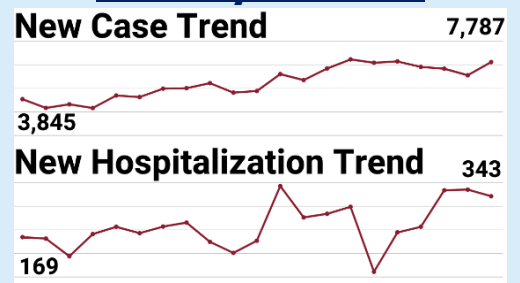
KEY STATS

Data as of 11/19/2020

Public Advisory System



21-Day Trends





SUGGESTED SOCIAL MEDIA POSTS

It's important that you are aware of how many people are actually in your "bubble" during the pandemic. Your "bubble" may be a lot larger than you think. (Attach "[bubble](#)" infographic)

Before you visit your favorite museum, art gallery, or historic site, make sure to call ahead and learn more about the hours and safety protocols. We want you to [#StaySafeOhio](#), so we can stay open. [#ArtsOhio](#) [#SupportLocalOhio](#)

Holiday shopping? Support your favorite museum, gallery or Ohio attraction by purchasing gift cards or memberships to use next year. [#SupportLocalOhio](#)

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

TALKING POINTS FOR YOU

- 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.
- Research shows that clear safety and cleanliness protocols matter to Americans when considering where to visit and stay.
- Social distancing, washing hands, and wearing masks are important ways we can keep our friends, family, employees safe. Following these guidelines will also help keep our business open.
- We should each do one thing a day to decrease the spread of the virus through mask wearing, social distancing, and limiting the number of people we come in contact with.
- Our holiday traditions will be different this year, but following the health guidelines will keep our families safe and slow the spread of the virus.

RESOURCES

HASHTAGS TO USE

[#InThisTogetherOhio](#)
[#ShopLocalOhio](#)
[#MasksOnOhio](#)
[#StaySafeOhio](#)
[#ShowYourArt2020](#)
[#ArtsOhio](#)

LATEST UPDATES

[Public Health Orders](#)

[News Releases](#)

[Sector-Specific Requirements](#)

[Zip Code Dashboard](#) 

VIDEOS

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

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

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

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

PRINTABLES AND GRAPHICS

[All Printables](#)

[Preparing for Contact Tracing](#)

[Waiting for Test Results](#)

[Community Spread](#)

[What You Can Do](#)

[Coaches Wear a Mask Poster](#)

RESOURCES

[Pop-Up Testing](#)

[Travel Advisories](#)

[Mental Health Resources](#)

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 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 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