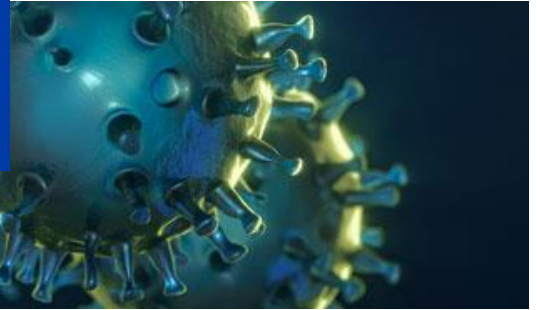




COALITION COMMUNICATION: FAITH-BASED COMMUNITY




COVID-19 MESSAGING

- 


Governor Mike DeWine @GovMikeDeWine · 1h

I'm not going to tell anyone not to go to church, but if you do go, you certainly should wear a mask. There is an inherent danger of people getting together and gathering inside. We know that when people are speaking louder, there is more spread. People must be careful.
- 

Governor Mike DeWine @GovMikeDeWine · 1h

We didn't really realize the power of masks when this pandemic started, but now we do. Masks are important. If you're going to be in contact with people outside of your household, wear a mask. Pull your social interactions back. Make the right decisions.
- 

Governor Mike DeWine @GovMikeDeWine · 4h

Many Ohioans like to help others during the holidays, but if you want to volunteer this year, reach out and learn how you can contribute from home. If you volunteer in person, do so safely: wear a mask, maintain social distance, and use hand sanitizer. #StaySafeOhio
- 

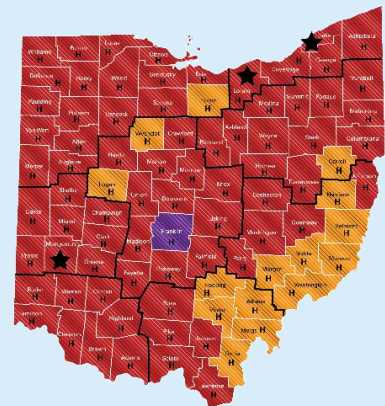
Governor Mike DeWine @GovMikeDeWine · 1h

We are #InThisTogetherOhio. Each one of us will make a difference. If we can cut down contacts by 20-25 percent, this will make a difference. Paired with mask-wearing, this will go a long way from stopping our hospitals from being overrun.

KEY STATS

Data as of 11/19/2020

Public Advisory System



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.”
- [Toledo churches aim to feed, uplift community this holiday season amid ongoing pandemic](#)
- [Local couple shares story after wedding becomes a 'super spreader' event](#)
- [Waterville church moves services online only amid COVID-19 concerns](#)
- [Nonprofits and COVID-19... Continuing to care for families](#)

New Case Trend 7,787



New Hospitalization Trend 343





SUGGESTED SOCIAL MEDIA POSTS

We want to keep all our members safe. If you're not feeling well, please worship with us from home. Let's all work together to beat COVID-19. [#InThisTogetherOhio](#)

Link to [your bubble image](#)

Many more of our friends and neighbors are in need due to the financial hardships of the pandemic. Donate to food banks and shelters if you are able to do so. [#InThisTogetherOhio](#)

Wearing a mask is one of the best ways to combat the spread of COVID-19. It's also an affirmation of love for others. [#MasksOnOhio](#)

TALKING POINTS FOR YOU

- Gov. DeWine has been very clear about what he's asking of us when we worship together: Wear a mask. It's a simple ask that can make a big impact on slowing the spread of this virus.
- Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state. 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.
- The pandemic and the safety protocols have become polarizing for many. We ask that our congregation remember that faith teaches us to love and care for our fellow women and men. Many members of the congregation hope others will wear masks and practice social distancing to help keep *them* safe, and doing so can be a sign of respect for your fellow congregant and honors our faith.
- Each one of us plays a role in determining what the future holds. We must continue to live, but that doesn't mean we should be careless.

RESOURCES

HASHTAGS TO USE

- #InThisTogetherOhio
- #MasksOnOhio
- #StaySafeOhio

HOLIDAY GUIDANCE NEW

ZIP CODE DASHBOARD

COVID-19 CHECKLIST

HOW BIG IS YOUR BUBBLE

WHAT YOU CAN DO

PRECAUTIONS

SOCIAL DISTANCING

COPING WITH ANXIETY

HOW TO LIVE STREAM



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” (to the 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 please contact the Governor’s Office of Faith-Based and Community Initiatives by emailing gofbci@governor.ohio.gov.