

Coalition Communication: Higher Education



LATEST UPDATES

21-Day Curfew

Due to record numbers of COVID-19 hospitalizations throughout Ohio, a statewide curfew is in effect between 10 p.m. and 5 a.m. The curfew is intended to slow virus spread and prevent hospitals from reaching capacity and postponing important medical procedures. By reducing person-to-person contact by 20-30 percent, medical experts anticipate a more manageable amount of cases and hospitalizations.

Steps to extend the curfew and/or new efforts to curb virus spread may be taken if virus spread is not adequately reduced.

Campus leaders are strongly urged to [read the curfew order](#), understand the various [exemptions](#), and encourage students to abide by the order.

HOME FOR THE HOLIDAYS

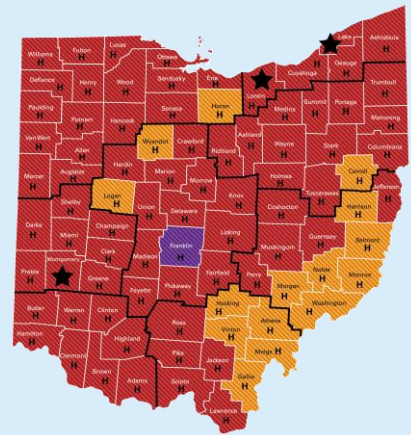
The holidays are coming, and the best way to celebrate is at home with members of the same household. If you must get together with others, wear a mask, stay six feet apart, and wash your hands and frequently-touched surfaces. If you're sick, stay home.

Ohio's COVID-19 holiday guide, "[Safely celebrate the holiday season](#)," shares suggestions for ways to safely celebrate holidays. To supplement this guide, ODH [created a toolkit](#) with newsletter content, social media suggestions, and graphics to use as you see fit.

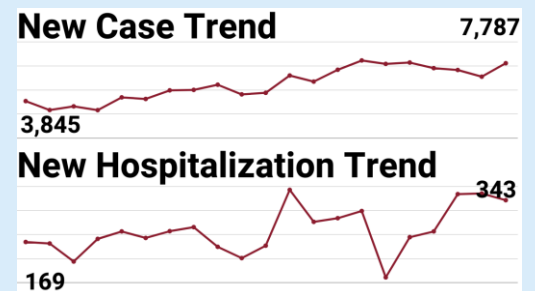
KEY STATS

Data as of 11/19/2020

Public Advisory System



21-Day Trends





SUGGESTED SOCIAL MEDIA POSTS

Before traveling, follow these 3 tips to keep yourself, your family & community safe.

1. Decrease social contacts 7-14 days before.
2. Monitor for #COVID19 symptoms like fever, cough, aches, etc.
3. Get tested if you can.

More here: <https://bit.ly/3ndkfJM>

[#HomeAndHealthyForTheHolidays](#) [#BackOnCampus21](#)

You've been positive, responsible and disciplined this year and you've made a real difference. Keep up the momentum this holiday season. Not only for you, but for your friends and family.

<https://bit.ly/3ndkfJM> [#HomeAndHealthyForTheHolidays](#)

With the holidays approaching, it couldn't be more important to keep yourself, your family and community safe. Follow these tips: <https://bit.ly/3ndkfJM> [#HomeAndHealthyForTheHolidays](#)

TALKING POINTS FOR YOU

- Ohio is currently experiencing a more intense surge in COVID-19 cases, hospitalizations, and ICU admissions across the entire state. As you prepare to head home for the holidays, remember to stick to the basics: wash your hands; wear your mask even when you're with friends and family; and stay socially distanced.
- Campuses across Ohio have adapted to the COVID-19 threat by redesigning classroom and community spaces to practice social distancing, deployed signage to remind students and staff to wear masks and wash their hand frequently, and instituted intense cleaning procedures to disinfect frequently touched surfaces.
- Following recommended health guidelines reflects how we care for each other, and how we show respect for the campus community, friends, professors, etc.
- There's no place like home for the holidays! Just remember to stay vigilant and safe. You'll be glad you did—and so will your family and friends.
- We are all in this together.

RESOURCES

HASHTAGS TO USE

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

VIDEOS

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

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

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

[Mousetrap video](#)

OTHER RESOURCES

[Coronavirus Relief Fund Guidance and FAQs](#)

[Articulation and Transfer Guidance](#)

[Responsible Restart Guidelines for Higher Education Institutions](#)



WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your school communities 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.”
- Participate in local media/radio interviews to support “COVID-19 Key Messages,” and help showcase how you and your colleagues are supporting Ohio’s Responsible restart.
- Film PSAs from leaders in your community using the messaging outlined in this document. Ask your associates to 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 school community.
- 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 [Ohio Department of Higher Education](#) team, please contact [Jeff Robinson](#) at [614-752-9487](#) or by emailing jrobinson@highered.ohio.gov.