

Coalition Communication: Business



INDUSTRY INFORMATION

Ohio is preparing to distribute safe, effective **COVID-19 vaccines** statewide to those who choose to be vaccinated. More information can be found at coronavirus.ohio.gov.

The CDC provided [new quarantine guidance](#) for those who have been exposed to COVID-19, but are not showing symptoms.

- 10-day quarantine that does not require testing, provided that there are no symptoms
- 7-day quarantine if test results are negative, provided that there are no symptoms

The **Bar and Restaurant Assistance Fund** is available to assist Ohio's on-premise liquor permit holders impacted by COVID-19. This applies to roughly 30 permit types, including bars, restaurants, breweries, distilleries, wineries, casinos and private clubs. To apply visit: BusinessHelp.Ohio.gov

If an employee is diagnosed with COVID-19:

- Immediately report employee or customer infections to the local health district and identify potentially exposed individuals to help facilitate appropriate contact tracing.
- Professionally clean and sanitize site/location.
- Reopen in consultation with the local health department.

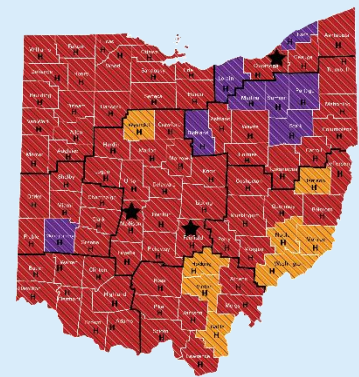
The holidays can be stressful, but the pandemic is adding stress and anxiety. Remember that mental health is just as important as physical health.

- Here's a [list of resources](#) for your employees and their families, whether they need support immediately or need help connecting to a mental health provider.

KEY STATS

Data as of 12/3/2020

Public Advisory System



21-Day Trends

New Case Trend



New Hospitalization Trend





SUGGESTED SOCIAL MEDIA POSTS

Together we can slow the spread of COVID-19 and help keep businesses, like ours open. [#InThisTogetherOhio](#) (Use [“When We’re Out” graphic](#))

Wearing a mask, social distancing, and staying home when we feel sick, helps us [#StaySafeOhio](#). Together, we can slow the spread and keep our economy open. [#InThisTogetherOhio](#)

Help us keep our employees safe. 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](#))

Supporting your local business is as easy as 1..2..3 [#InThisTogetherOhio](#) ([Insert 123 Gif](#))

Remember you’re not alone. Text the keyword “4hope” to 741-741 for free, confidential help 24 hours a day, 7 days a week

TALKING POINTS FOR YOU

- It’s important that we limit our trips outside our home and our interactions with others. If you are around individuals that you do not live with, remember to wear a mask and limit the time you’re together.
- 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.
- 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.

RESOURCES

HASHTAGS TO USE

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

LATEST UPDATES

[COVID-19 Vaccination Program](#)

[Public Health Orders](#)

[News Releases](#)

[Zip Code Dashboard](#)

VIDEOS

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

[Dominos \(“Don’t Let Up”\)](#)

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

FACT SHEETS

[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