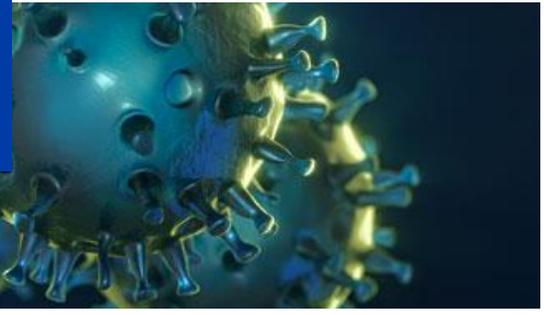


# COALITION COMMUNICATION: FAITH-BASED COMMUNITY



## COVID-19 MESSAGING

 **Governor Mike DeWine** ✓ @GovMikeDeWine · 9m ...  
Despite today's grim data, I'm optimistic. Ohioans have the tools, they know what works, and we always rally when we need to rally. I know people will do that. We can slow down this invader. The decisions each Ohioan makes each day will determine what kind of winter we have.

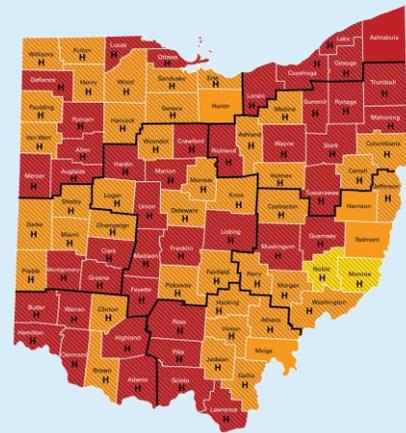
 **Governor Mike DeWine** ✓ @GovMikeDeWine · 14m ...  
Today I'm calling on the leaders of each county, each community, in Ohio to come together to create a COVID Defense Team. This is what we need to fight back. It should include commissioners, mayors, hospital leaders, business leaders, religious leaders, health commissioner, etc.

 **Governor Mike DeWine** ✓ @GovMikeDeWine · 23h ...  
I'm not saying there is no spread in workplaces, schools, bars, etc. What I am saying is that a big part of the spread - according to those dealing with it every day - is coming from informal gatherings.

## KEY STATS

*Data as of 10/29/2020*

### Public Advisory System



## INDUSTRY INFORMATION

- [How to live stream your church services](#)
- [CDC guidelines for cleaning places of worship](#)
- [How food banks in Ohio are dealing with COVID-19](#)
- [CDC report shows how a Wisconsin summer retreat became a 'superspreading' event](#)
- [Religious congregations respond during COVID-19](#)
- [Baltimore County Health Officials Call On Faith-Based Institutions To Help Curb COVID-19 Spread](#)

### New Case Trend



### New Hospitalization Trend





## SUGGESTED SOCIAL MEDIA POSTS

COVID-19 continues to spread in our state. We want you to worship with us, but do so in a way that keeps everyone safe. If you're not feeling well, help keep our congregation safe by joining us in worship from home. [#InThisTogetherOhio](#)

These are challenging times. We must NOT let COVID win. If you're feeling ill, worship with us from home. [#InThisTogetherOhio](#)

Our faith teaches us to spread love. Don't spread the virus. [#MasksOnOhio](#) [#InThisTogetherOhio](#)

## TALKING POINTS FOR YOU

- While faith-based gatherings have been exempted from regulations, we are not exempt from the virus. We must be vigilant and take simple steps to reduce risk to each person in our congregation.
- Our faith is important, but we must be responsible in practicing that faith. Keeping each other healthy is key to Ohio's recovery.
- Worship is certainly more enjoyable when we gather in person. However, this virus makes doing that dangerous for our most vulnerable neighbors.
- A key tradition in our faith community is helping each other. One way to show that we care is to wear a mask. This greatly reduces the risk of spreading this evil virus.
- 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 social distance to help keep *them* safe, and doing so can be a sign of respect for your fellow congregant and honors our faith.

## RESOURCES

### HASHTAGS TO USE

[#InThisTogetherOhio](#)

[#OhioSmallBusinesses](#)

[#ResponsibleRestartOhio](#)

[#MasksOnOhio](#)

[#StaySafeOhio](#)

### WHAT YOU CAN DO

### PRECAUTIONS

### SOCIAL DISTANCING

### COPING WITH ANXIETY



## 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.”
- 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](mailto:gofbci@governor.ohio.gov).