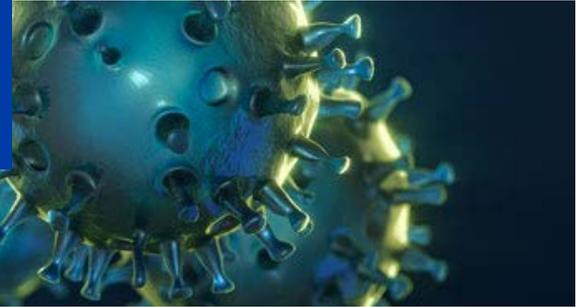


COALITION COMMUNICATION: PreK-12 EDUCATION



COVID-19 MESSAGING



Governor Mike DeWine @GovMikeDeWine · Oct 27

In the words of two great Ohio state coaches: "We do need to stick to our game plan, because we know it works....Ohio, when we stick together, we always win."

This is a game we must win. To do that, we must get back to basics.



Governor Mike DeWine @GovMikeDeWine · 2h

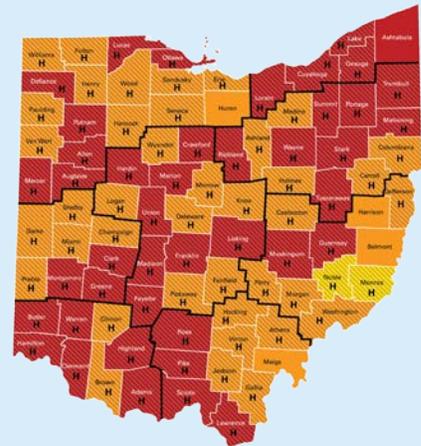
The virus is raging throughout Ohio. There is no place to hide. All of us must come together to fight this enemy. We must fight this invader.

- ✓ Wear your mask
- ✓ Keep distance
- ✓ Wash hands
- ✓ Good ventilation

KEY STATS

Data as of 10/29/2020

Public Advisory System



21-Day Trends

New Case Trend



New Hospitalization Trend



EDUCATION INFORMATION

- 370 Ohio school districts are operating with 5-day in-person return to classes.
- 40 Ohio school districts are operating with a fully-remote return to learning.
- 199 Ohio school districts are operating with a hybrid of in-person and remote return to learning.
- Many schools are holding in-person classes while offering an online option for those who prefer that route or who require it for health reasons.

**Data compiled 10/29/20. Information is subject to frequent change and does not represent an official categorization by the Ohio Department of Education.*



SUGGESTED SOCIAL MEDIA POSTS

It only takes one person to cause a domino effect of #COVID19 cases here in [community]. Protect yourself and our students by taking easy safety measures, like wearing a mask. Don't let up! [#InThisTogetherOhio](#) (Link to Domino video listed in resources)

Back up. Mask up. Wash up.
When children and adults follow these small steps, it can make a big difference in preventing the spread of #COVID19. What happens outside of the classroom impacts whether we can be together in the classroom. [#InThisTogetherOhio](#) [#MasksOnOhio](#)

Everyone plays a role to help slow the spread of #COVID19. It's up to all of us! ***Please back up, mask up and wash up to help us keep students learning safely.*** [#InThisTogetherOhio](#) [#MasksOnOhio](#)

TALKING POINTS FOR YOU

- Schools have always been places that engage in more than just academic learning. A school is a social system in which people interact with and take care of each other.
- The COVID-19 pandemic has been hard on Ohioans, but in particular, on Ohio's children.
- Our priority is student and staff health and wellness.
- Ohio students and educators are doing a great job of complying with recommended health practices. We are proud of their efforts to keep one another safe and healthy.
- The health and safety guidelines we follow at school are based on expert advice and research designed to reduce deaths, hospitalizations and overall transmission rates.
- Guidelines show caring and respect for the school community, friends, teachers, etc. Guidelines are not intended to make students afraid.
- We need to work together to practice social distancing, mask wearing and hand washing in order to keep schools and communities safe. We are all in this together.

RESOURCES

HASHTAGS TO USE

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

[Planning Guide for Ohio](#)

[Schools and Districts](#)

[Ohio Department of Health:](#)

[COVID-19 Health and](#)

[Prevention Guidance for Ohio](#)

[K-12 Schools](#)

[Health and Safety Guidance](#)

[Poster for Ohio K-12 Schools](#)

[Ohio Department of
Education Reset and Restart
Website](#)

[Domino video](#)



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 PSA’s from education 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 Education](#) team please contact [Dan Minnich](#) at 614-466-0055 or by emailing Dan.Minnich@education.ohio.gov