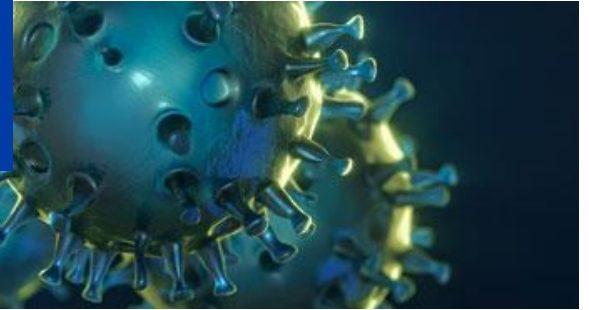


# COALITION COMMUNICATION: PreK-12 EDUCATION



## COVID-19 MESSAGING



Governor Mike DeWine  
@GovMikeDeWine

Backpack? Check. Notebook? Check. Pens and pencils? Check.

Masks? Double-check!

This year's school supplies help students continue learning, promote healthy habits, and slow the spread of #COVID19.

#MasksOnOhio #InThisTogetherOhio

[coronavirus.ohio.gov](https://coronavirus.ohio.gov)



Governor Mike DeWine  
@GovMikeDeWine

What each Ohioan does in his or her own life, impacts all of us.

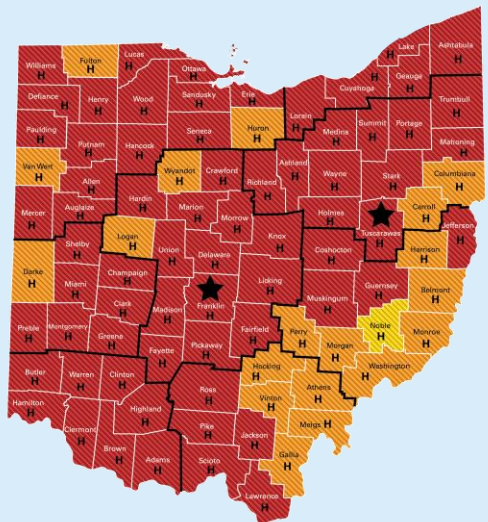
It impacts every community.

It impacts every school, every nursing home, every hospital, every business.

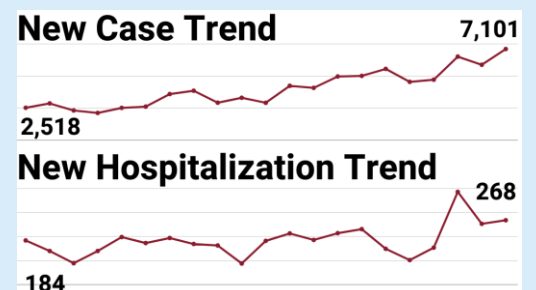
## KEY STATS

Data as of 11/12/2020

### Public Advisory System



### 21-Day Trends



## EDUCATION INFORMATION

- 353 Ohio school districts are operating with 5-day in-person return to classes.
- 45 Ohio school districts are operating with a fully remote return to learning.
- 211 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 11/12/20. Information is subject to frequent change and does not represent an official categorization by the Ohio Department of Education.*



# SUGGESTED SOCIAL MEDIA POSTS

What happens in our community impacts learning for students in our schools. Let's continue to practice healthy habits to slow the spread of #COVID19. #MasksOnOhio #InThisTogetherOhio

Remember the mental health ABCs:

- Ask yourself how you're feeling
- Be aware of signs and symptoms
- Care for yourself and others

If you are feeling lonely, or experiencing sadness, depression or anxiety, call the Ohio Careline at 1-800-720-9616.

#InThisTogetherOhio

[Images available in Resources column]

Let's continue supporting each other, practicing healthy habits and making sure everyone stays safe in our school community.

#StaySafeOhio #InThisTogetherOhio

[Schools may wish to include photos to illustrate handwashing, social distancing and wearing masks]

## TALKING POINTS FOR YOU

- A school is a social system in which people interact with and take care of each other. It is important for us all to take care of one another and do our part to slow the spread of COVID-19.
- Our priority is the health and wellness of our students and staff at <insert school district/ school name>. I can guarantee you that we are following the recommended guidance to ensure a healthy environment for everyone.
- Ohio students and educators are doing a great job of following the recommended health practices while at school. We'd like to remind everyone to continue following the same health practices while at home too.
- Guidelines show caring and respect for the school community and each other. Guidelines are not intended to make students afraid.
- We cannot pick and choose when we follow safety guidance. We have to follow it every single day.
- **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

[Governor DeWine's Address to Ohioans](#) NEW

[ODH Retail Mask Order](#) NEW

[ODH Mass Gathering Order](#) NEW

[Holiday Guidance](#) NEW

[Planning Guide for Ohio Schools and Districts](#)

[ODH: COVID-19 Health and Prevention Guidance for Ohio K-12 Schools](#)

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

[Face coverings poster for Ohio Schools](#)

[Social distance poster for Ohio Schools](#)

[Symptoms poster](#)

[ABCs of Mental Health Toolkit](#)

["Masks? Double-check!" video from Twitter](#)



## 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” (at right).
- 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 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](mailto:Dan.Minnich@education.ohio.gov)