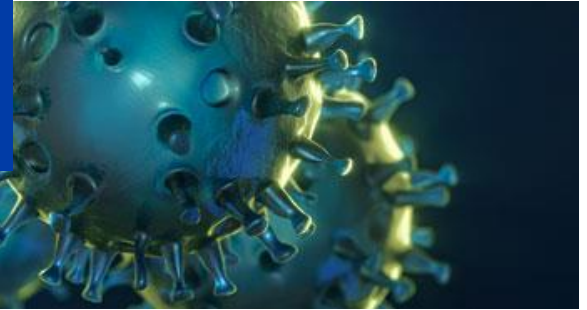


# COALITION COMMUNICATION: PreK-12 EDUCATION



## COVID-19 MESSAGING



We are all living in a time unparalleled in the past 100 years. Let's continue to do all we can to slow the spread of #COVID19, and inspire Ohio's kids by staying positive, encouraging kindness, & modeling healthy behaviors. It's up to all of us. #InThisTogetherOhio #StaySafeOhio

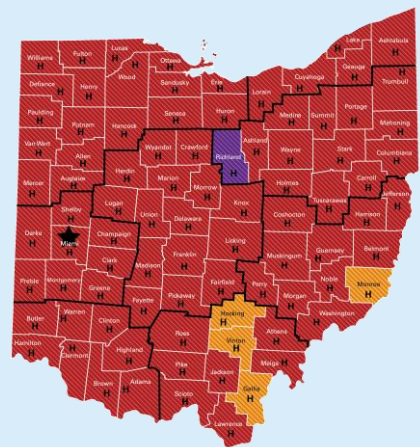


Around 70% of K-12 kids are going to class remotely or hybrid right now. Students are counting on us to slow the spread of #COVID19. It's important to limit gatherings, wear masks, and model safe behavior to get our kids back to class. Every Ohioan can make a difference.

## KEY STATISTICS

Data as of 12/17/2020

### Public Advisory System



### 21-Day Trends

#### New Case Trend



#### New Hospitalization Trend



## EDUCATION INFORMATION

- 233 Ohio school districts are operating with 5-day in-person return to classes.
- 204 Ohio school districts are operating with a fully remote return to learning.
- 171 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 12/17/20. Information is subject to frequent change and does not represent an official categorization by the Ohio Department of Education.*



## SUGGESTED SOCIAL MEDIA POSTS

We're preparing our students to continue Ohio's incredible legacy. Our actions today will impact the future of our state. Let's #StaySafeOhio!

<https://youtu.be/4uSIRNHvJTO>

[Hyperlink directs to the state's "Ask Ohio" public service announcement video featuring Clark Kellogg.]

Ohio's healthcare heroes are keeping us safe and they need our help. Let's continue to practice healthy habits, limit gatherings and do our part to slow the spread of #COVID19. We're all in this together! #InThisTogetherOhio

<https://youtu.be/4I57if6fNFQ>

[Hyperlink directs to the state's "We Need Your Help" public service announcement video from Ohio nurses.]

Does a member of your household need to get a #COVID19 test? Visit <https://coronavirus.ohio.gov> for an interactive map with testing locations across Ohio to find a site near you. #InThisTogetherOhio #StaySafeOhio

## TALKING POINTS FOR YOU

- Ohio's students and educators are working hard to keep one another safe by wearing masks, washing hands, maintaining distance between one another and, when necessary, staying home.
- As the holidays approach, remember the best way to protect yourself and our students is to celebrate at home with members of your household.
- If you decide to get together with others, please keep the gathering small (10 people or fewer).
- Everyone should wear a mask who can safely do so.
- Make sure everyone washes their hands frequently and uses hand sanitizer.
- Whenever feasible, stay 6 feet away from one another.
- Regularly disinfect frequently touched surfaces.
- If you are sick, remain home and stay away from others as much as possible
- Throughout the holiday season it will be more important than ever to bear in mind that our actions outside of the classroom determine when, if and how students are able to be inside the classroom. Remember, we are all in this together.

## RESOURCES

### HASHTAGS TO USE

#InThisTogetherOhio

#ResponsibleRestartOhio

#MasksOnOhio

#StaySafeOhio

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

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

[COVID-19 Vaccine FAQ](#)

[Safely Celebrate the Holiday Season](#)

[Safely Celebrate the Holiday Season Toolkit](#)

[Ohio Department of Mental Health and Addiction Services: Campaigns and Digital Toolkits](#)

[Get Help Now | Wellness Resources](#)

[Coronavirus Pandemic Child Care Information for Providers](#)

[Talking to Kids: COVID-19 Checklist](#)

# 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](mailto:Dan.Minnich@education.ohio.gov)