

Coalition Communication: Healthcare



COVID-19 UPDATES

We need your help in sharing information about the COVID-19 vaccine. [Vaccine.coronavirus.ohio.gov](https://vaccine.coronavirus.ohio.gov) is an online resource for Ohioans to learn which providers received a COVID-19 vaccine allotment and how to contact them.

Tentative dates to start vaccinating these Phase 1B populations are:

- Jan. 19, 2021—Ohioans 80 years of age and older.
- Jan. 25, 2021—Ohioans 75 years of age and older; those with severe congenital or developmental disorders.
- Feb. 1, 2021—Ohioans 70 years of age and older; employees of K-12 schools that wish to remain or return to in-person or hybrid learning.
- Feb. 8, 2021—Ohioans 65 years of age and older.

When a new age group begins, vaccinations may not be complete for the previous age group. It will take a number of weeks to distribute all of the vaccines given the limited doses available.

If you are older than 65, please connect with an Area Agencies on Aging about questions or if you need transportation assistance. For more information, visit aging.ohio.gov or call 1-866-243-5678.

More information can be found at coronavirus.ohio.gov.

INDUSTRY INFORMATION

■ *“If we don’t get the vaccine, there is no future for many of our people.”* – Bishop Eugene Ward Jr., Greater Love Baptist Church MetroHealth created a powerful video in which Ohio faith leaders speak about why they are choosing to be vaccinated. Watch at <https://vimeo.com/500569138>.

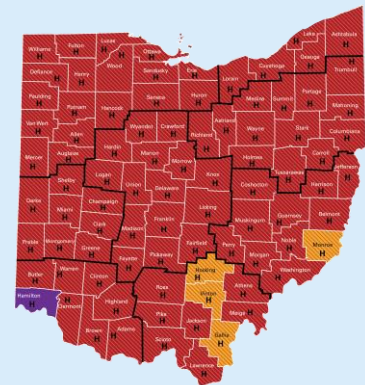
■ The Ad Council and the COVID Collaborative have released a series of videos, [available in a YouTube playlist](#), feature an introduction from Dr. Anthony Fauci and include experts leading healthcare organizations. They will be releasing a toolkit in late January.

■ As COVID-19 vaccines continue to be administered, ODH is regularly updating the [FAQ](#), [Myths vs. Facts](#), and more at coronavirus.ohio.gov/vaccine.

KEY STATS

Data as of 1/21/2021

PUBLIC ADVISORY SYSTEM



21-DAY TRENDS

Case Average	7,111
Death Average	74
Hospitalization Average	285
ICU Admission Average	28

WE WANT TO HELP YOU!

If we can help you assemble materials or if you have suggestions for the **healthcare community team**, please contact **Alicia Shoults** at 614-648-0757 or by emailing a.shoults@expo.ohio.gov.



SUGGESTED SOCIAL MEDIA POSTS

Safe. Effective. Rigorously tested. **#COVID19** vaccines are rolling out to older Ohioans. While it will take time before the vaccines are available for everyone, they are the best way to protect our health and help Ohio on the road to recovery. <https://youtu.be/p0-MgPCQFhk>

During a pandemic, every move you make comes with risk. Until we're all protected, limit your risk and stay safe, Ohio. **#InThisTogetherOhio**
<https://www.youtube.com/watch?v=vv21QLKT-Mc>

Trust the facts: Although **#COVID19** vaccines are new, the mRNA technology they use has been studied for decades. It allows our bodies to safely and effectively create antibodies to prevent **#COVID19**. Learn more at <https://bit.ly/OHVaccineMyths>.

After getting a **#COVID19** vaccine, you should expect some side effects as your body creates an immune response. This is normal. See what else you should expect in this video from @CDCgov <https://www.youtube.com/watch?v=EILCpte7GSw>

Trust the facts: **#COVID19** vaccine development and clinical trials were thorough, and thanks to a strategic scientific effort to streamline processes, could be developed more efficiently. Learn more at <https://bit.ly/OHVaccineMyths>.

TALKING POINTS FOR YOU

- The goals of Ohio's COVID-19 vaccination program is to save lives and to allow students to return to in-person learning; therefore.
- While there is no mandate to receive a vaccine, vaccinations are extremely limited. Ohioans should be aware that, due to vaccine shortages, anyone who declines the vaccine at their first opportunity may not have another chance to receive it for some time.
- It's critical that we all continue to properly protect ourselves from COVID-19. It continues to spread throughout all communities in Ohio. We need to continue to wear our masks, social distance, wash our hands, and limit our travel and interactions with those outside of our households.

HOW YOU CAN HELP

- ✓ Set a good example, by wearing a mask, making virtual accommodations, and maintaining social distance when meeting face-to-face with others.
- ✓ 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 or local news outlets that support the importance of key messages: wear a mask, wash hands often, and practice social distancing.
- ✓ Participate in local media/radio interviews to support the importance of key messages (wear a mask, wash hands often, and practice social distancing) and help showcase how you and your colleagues in the industry are supporting Ohio's Responsible Restart.

RESOURCES

HASHTAGS TO USE

- #InThisTogetherOhio**
- #OhioSmallBusinesses**
- #ResponsibleRestartOhio**
- #MasksOnOhio**
- #StaySafeOhio**

VACCINE RESOURCES

- [COVID-19 Vaccine Communications Toolkit](#)
- [Vaccination Distribution Factsheet](#)
- [COVID Vaccine Myths vs. Facts](#)
- [Phase 1A Graphic](#)
- [Phase 1B Graphic](#)

LATEST UPDATES

- [COVID-19 Vaccination Program](#)
- [Public Health Orders](#)
- [News Releases](#)
- [Sector-Specific Requirements](#)

VIDEOS

- [Remember When](#)
- [Limit Your Risk](#)
- [COVID-19 is Unpredictable](#)
- [Ohio Nurses: We Need Your Help](#)
- [Grit \(Clark Kellogg PSA\)](#)



GRAPHICS

- [COVID-19 Vaccines: Ohio's Phased Approach](#)
- [Masks Required/Capacity](#)
- [What You Can Do](#)
- [Social Distancing](#)
- [All Printables](#)

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