

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 agin.ohio.gov or call 1-866-243-5678.

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

INDUSTRY INFORMATION

■ 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.

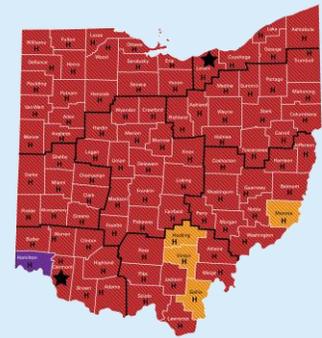
■ BlackDoctor.org's [Making It Plain: What Black America Needs to Know About COVID-19 and Vaccines](#) aired on January 7 and is now available on-demand on YouTube. Dr. Anthony Fauci and Dr. Kizzmekia Corbett lead a host of top medical professionals as they discuss the vaccine, distribution, and next steps for Black Americans.

■ 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 1/14/2021

PUBLIC HEALTH ADVISORY SYSTEM



21-DAY TRENDS

Case Average	7,316
Death Average	73
Hospitalization Average	293
ICU Admission Average	29

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 Shoultz](mailto:a.shoultz@expo.ohio.gov) at 614-648-0757 or by emailing a.shoultz@expo.ohio.gov.



SUGGESTED SOCIAL MEDIA POSTS

We need all available tools to stop the **#COVID19** pandemic. Getting a COVID-19 **#vaccine**, wearing a mask, staying at least 6 feet away from others, and washing your hands often will work together to get us through the pandemic. **#InThisTogetherOhio**

FACT: 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>.

FACT: **#COVID19** vaccine injections do NOT contain microchips or tracking devices. Find reliable, trustworthy information from the **@OHDeptofHealth** or **@CDCgov**, and read more myths vs. facts at <https://bit.ly/OHVaccineMyths>.

FACT: **#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>.

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>

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 "COVID-19 Key Messages;" wear a mask, wash hands often, and social distance.
- ✓ 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.

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

- [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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