

Coalition Communication: Healthcare



COVID-19 UPDATES

Additional details for Phase 1B vaccinations announced

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 as outlined above.
- 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 models.
- 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 vaccine given the limited doses available.

Groups defined by age will receive the vaccine from physicians, local health departments, hospitals, federally-qualified health centers, in-home health service providers, as well as some retail pharmacies. Providers for other audiences are yet to be announced. A provider search will be available at coronavirus.ohio.gov on Thursday, January 14, allowing Ohioans to search by county, ZIP code, and category to find a provider in their area to administer the vaccine.

INDUSTRY INFORMATION

■ Everyone experiences stress - challenges with work, chronic disease, or an argument with a loved one. Confidential support is offered 24/7 by phone or text. Call the Ohio CareLine at **1-800-720-9616**, or text the keyword **"4hope"** to **741-741**.

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

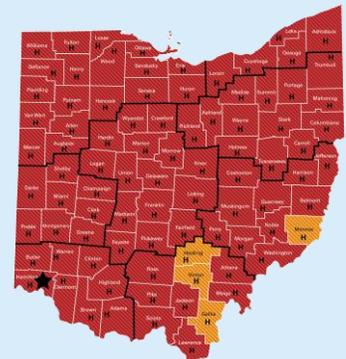
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■ The Ad Council and the COVID Collaborative have released a series of videos, [available in a YouTube playlist](#), feature an introduction from Dr. Anthony Fauci and include experts leading healthcare organizations.

KEY STATS

Data as of 1/7/2021

PUBLIC HEALTH ADVISORY SYSTEM



21-DAY TRENDS

Case Average	7,471
Death Average	75
Hospitalization Average	320
ICU Admission Average	34

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

In the early phase of #COVID19 vaccinations, supply will be limited. As supply increases, the #COVID19 vaccines will be available to all Ohioans who choose to be vaccinated. Learn more <https://coronavirus.ohio.gov/vaccine>
Suggested artwork: [COVID-19 Vaccines: Ohio's Phased Approach](#)

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: #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>.

Trust the FACTS: #COVID19 vaccines don't implant you with tracking chips, give you #COVID19, cause autism, or alter your DNA. They are safe and effective. See more debunked myths 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>

TALKING POINTS FOR YOU

- Many of Ohio's caregivers have been treating COVID-19 patients since March – and they are exhausted. Because of vast community spread, these individuals are now at a much greater risk of being exposed to COVID-19 in their community – either directly, or through the exposure of a one of their family members. If this happens, they could be quarantined or become ill.
- Our healthcare heroes need your help. Stay at home unless making a necessary trip for supplies. Wear a mask every time you leave your house, all the time. Don't gather with those outside of your household, and work from home if you can.
- Healthcare professionals statewide are receiving their first doses of safe, effective COVID-19 vaccines.

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

VACCINE COMMUNICATIONS TOOLKIT



[COVID-19 Vaccine Communications Toolkit](#)

HASHTAGS TO USE

#InThisTogetherOhio
#OhioSmallBusinesses
#ResponsibleRestartOhio
#MasksOnOhio
#StaySafeOhio

LATEST UPDATES

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

VIDEOS

[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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