

Coalition Communication: Tourism & Arts



COVID-19 UPDATES

- A county-by-county breakdown outlining the presence of COVID-19 in all of Ohio's 88 counties can be found on the [Ohio Public Health Advisory System's website](#).
- **Beginning on Tuesday, January 19**, those 80 years of age and older will be prioritized for vaccination, roughly totaling 420,000 Ohioans. Vaccines will be administered by physicians, local health departments, hospitals, federally qualified health centers, in-home health service providers, and some retail pharmacies.
- Please note the preferred length of quarantine remains 14 days. However, for those without symptoms, exceptions may allow for a 10-day or 7-day quarantine with testing. See the full guidance here.

INDUSTRY INFORMATION

- The first COVID-19 vaccines have arrived and been administered in Ohio. Access a [FAQ](#), [Myths vs. Facts](#), and more at coronavirus.ohio.gov/vaccine.
- The state tourism department, TourismOhio, offers a co-op advertising program that is open to all Ohio **organizations that contribute to a healthy tourism economy including retail, restaurants**, lodging, destinations, events, and non-profits. Learn more about this opportunity by [signing up for the webinar](#) on January 12th or 19th
- Introducing ArtsChat Ohio, an audio blog bringing you the latest news and updates from Ohio Arts Council staff members! Listen to Episode 1, featuring our fabulous arts learning team, on the OAC website. A transcript and show notes are also available: <https://rebrand.ly/artschat-ohio-ep1>

KEY STATS

Data as of 1/7/2021

PUBLIC 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 Ohio Development Services Agency team please contact Penny Martin at (614) 425-8342 or by emailing Penny.Martin@development.ohio.gov



SUGGESTED SOCIAL MEDIA POSTS

It's important that you are aware of how many people are actually in your "bubble" during the pandemic. Your "bubble" may be a lot larger than you think. (Attach ["bubble" infographic](#))

Before you visit your favorite museum, art gallery, or historic site, make sure to call ahead and learn more about the hours and safety protocols. We want you to #StaySafeOhio, so we can stay open. #ArtsOhio #SupportLocalOhio

It's time to put our #MasksOnOhio! Together we can slow the spread of COVID-19 and help keep businesses, like ours open. #InThisTogetherOhio (Attach ["When We're Out" graphic](#))

TALKING POINTS FOR YOU

- The COVID vaccine is now available. However, it remains in short supply not only in Ohio, but across the country. It will take a number of weeks to distribute all of the vaccine given the limited doses available.
- Until a substantial number of Ohioans can be vaccinated, proper prevention, like wearing masks and social distancing, will reduce your risk of being exposed to or spreading.
- Vaccination is a personal decision. 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.
- Research shows that clear safety and cleanliness protocols matter to Americans when considering where to visit and stay.

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

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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