



## Sample Email from CEO to Employees

The Coalition to Stop the Spread  
December 2020

Dear Colleague,

I am writing today to ask you to join me in a vitally important all-out effort to Stop the Spread of the coronavirus, keep our businesses open, and save our jobs.

We are among hundreds of Ohio organizations that are coming together as part of the Coalition to Stop the Spread. We all have committed to mobilize our workforces, our customers, our vendors and our friends in advocating for the steps we know are effective in fighting back against COVID-19.

Whatever you may think about the pandemic, it is a serious challenge to our families and to every company. And if we don't do something about it, starting now, it could cost Ohioans' business and jobs.

Hospitalizations in Ohio have surged in the last month, and so many healthcare workers have become infected or exposed we risk not being able to care for all the other patients in our hospitals. Public health and the economy are tied together, and the situation has become so dire that we risk another big hit to our business. None of us can afford that.

We know now what we didn't know in March: COVID-19 is more infectious, lasts longer, causes more serious complications and kills far more people than the flu. While it's important to protect grandma and grandpa, it doesn't just affect the elderly; about a quarter of all deaths are among those younger than 65. And it has recently become clear that the virus spreads easily in households, with one study finding that 51% of people living with an infected person also caught the disease.

Despite what you may have heard, there is no proven cure. And while some promising vaccines have been announced, none have been approved for use and may take months to become available.

What we do know is there are proven methods for safeguarding our family members, stopping the spread and staying open for business. But we have to practice these habits relentlessly, every day, in every setting – even when we don't want to or when we think it's inconvenient.

It starts with individuals, as only they can stop the spread. As a role model at work, in your family, among your friends and in our community, your actions speak volumes to others and could save their lives. Please join me and others throughout Ohio to slow the spread of coronavirus by encouraging your friends to:



- Wear a mask, even where no law or business mandates it. Make a fashion statement, but wear it. Grin and bear it if you have to.
- Keep your distance from any person outside of your immediate household, at least six feet apart. The virus spreads mainly through air escaping other peoples' mouths.
- Avoid indoor activities where masks are not worn – even with your close family or friends if you don't live in the same house.
- Wash your hands often.
- Get tested if you feel sick and avoid others until the tests come back.
- Keep up your guard. It's hard, but necessary to keep our jobs.
- Encourage others to follow these guidelines.

We already have our own rules for staying safe at work, and I thank everyone for following them. It's now more important than ever to pay attention to what we do outside the workplace. In the days ahead we will be sharing more ways you can help promote healthy practices and keep our moms, dads, grandparents, children and our company strong.

Thank you for being a difference-maker.

