



Suggested Talking Points For Communication to Employees

The Coalition to Stop the Spread
December 2020

- Our company is proud to join the Ohio business community in a coordinated Coalition to Stop the Spread, protect our family members, keep Ohio businesses open and save jobs.
- [Company name] is among hundreds of Ohio organizations that are coming together 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.
- As a role model at work, in your family, among your friends and in our community, your actions speak volumes. Help your co-workers stay safe both at work and after work.
- COVID-19 cases are spiking. Whatever you think about the pandemic, the increase in cases could prompt public policy decisions that affect our business and our jobs.
- We can't afford a shutdown. More important, we can't afford to lose any member of the [company name] family. Or our grandmas or grandpas.
- While I'm sure some of you have opinions about the pandemic, there shouldn't be any disagreement that this is a real crisis.
- This disease is far worse than the flu. COVID-19 is more contagious, lasts longer, has more side effects – like blood clots -- and has a death rate far higher than the flu.
- Cases are increasing far faster than the number of tests being given, which tells us the virus is growing by leaps and bounds.
- Hospitalizations in Ohio have surged, and doctors and nurses are getting sick so often – or having to quarantine – that some hospitals don't have enough people to treat patients.
- And because the pandemic and our economy are tied together, it threatens to impact not just our health, but our business.
- We can't eliminate COVID-19 completely until a vaccine becomes widely available sometime in 2021. But we can keep the pandemic from getting worse until then.
- There are proven methods for safeguarding our health and stopping the spread. Places where people follow these steps are experiencing smaller spikes in the disease than in places where safe steps have not been followed.
- Only individuals can stop the spread, and you have a significant part to play by being a role model for others. We are asking every employee to be an ambassador for safe steps. We all know what they are:



- Wear a mask, even if you hate them. We don't particularly like seat belts, but we wear them because they save lives. So do masks. Get one with an American flag, your favorite sports team or whatever you want to do to make a fashion statement. Wear them whenever you're around other people outside the house.
- Wash your hands frequently.
- Stay away from large groups outside your immediate family. That is where the virus is spreading fastest.
- Insist your friends and family members follow safe practices. More than half of people living with an infected household member also get the virus.
- Stay six feet away from others in public.
- If you feel sick, stay home.
- If you're exposed to someone with COVID, get tested and follow doctor's orders.
- Thank you for taking the lead on this. Let's keep our moms, dads, grandmas and grandpas safe, and our economy open.

