



This is Our Shot – Suggested Talking Points For Communication to Employees

The Coalition to Stop the Spread
April - May 2021

Our Only Shot

- This is our shot.
- This is our shot to move on and move forward.
- This is our only shot to return to what we love and miss dearly.
- This is our shot to: _____ (See family, see friends, travel, go to events, etc.)
- There is no doubt we will do what's right. Because when we have a shot at success, we take it.

Where We Are

- Our nation's and Ohio's vaccination programs have increased supply dramatically and made the vaccines more accessible than ever before.
- Following many weeks of Ohio increasing eligibility in five-year increments, March saw the age requirement drop down to 16+. This means that the entire adult population is able to schedule their appointments.
- The business community, including members of our Coalition, continue to be part of the solution by disseminating facts and positive encouragement through their internal communication channels.
- Optimism is on the rise.
- Lately we've seen the trajectory of case declines begin to level out and we've seen a predictable increase in cases following a period of spring breaks and warmer weather.
- We all know what is at stake here. We've been talking about it for a year.
- We've shown what we can accomplish if we all dedicate to the cause, to protecting our families, neighbors and coworkers.

Perseverance and Effectiveness

- Contrary to just 12 months ago, we can see light at the end of the tunnel.



- We'll continue to be smart and protective when we need to be – in public, in the workplace or around those at higher risk.
- The authorized vaccines are safe and incredibly effective at protecting us from getting COVID-19, but most importantly keeping us all out of hospitals or worse.
- Vaccines continue to be carefully evaluated by health and medical experts, and serious side-effects have shown to be extremely rare.
- The tens of millions of vaccinated Americans are leading us forward. But it's going to take many more than that to get us back to where we want to be.

The Coalition to Stop the Spread sourced these facts from trusted sources including the CDC, FDA and the Ohio Department of Health. This information was accurate at the time and may be updated should the guidelines and recommendations from the medical community evolve.

