

Masks on, Fairfield County!



Mask up for each other!



**For more information go to:
coronavirus.ohio.gov**

FAIRFIELD COUNTY COVID-19 AWARENESS CAMPAIGN TOOLKIT

Prepared for: Fairfield County Commissioners

YOUR VOICE AS A LEADER MATTERS – HELP SLOW THE SPREAD!

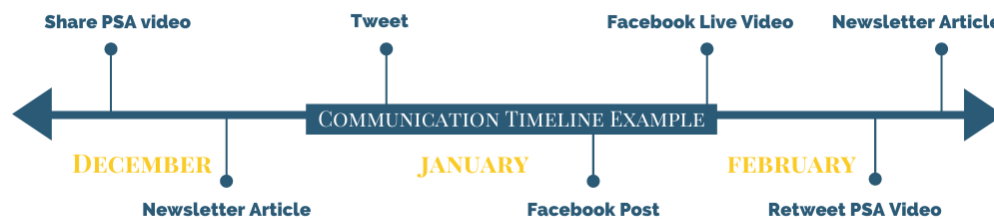
ABOUT THIS TOOLKIT

As the COVID-19 pandemic continues to spread rapidly across our community, and our hospital system is working to address challenges related to capacity and staffing due to COVID-19 cases and quarantine requirements, the need for a consistent, community-wide message around the important safeguarding measures to fight the spread is critically important. As a community leader and influencer, we are relying on you to help us spread accurate, medically-sound information that will inspire behavior change throughout the community and ultimately help us get the spread under control while we wait for broad distribution of the vaccine.

This toolkit contains a variety of resources that can be used on various communications channels to spread the word. This information is currently being shared through the **Fairfield County Emergency Management Agency** social media accounts, in mailers to county residents, on billboards throughout the county, on local radio and through YouTube and streaming radio advertisements.

We are asking that you help us supplement these efforts by considering how, over the next two months, you can share the information through your organization's internal communications channels (intranet, SharePoint, employee newsletters, etc.) your external platforms, where appropriate, and on your personal channels, if you are comfortable doing so. Help us create a strong leadership voice in our community around the importance of following the guidance from our healthcare leaders.

Here is a simple timeline that shows how you can support our efforts over the next two months:



TOOLKIT CONTENTS

To help you spread the word, we have created a toolkit full of resources that you can customize and share with your employees, friends and supporters. In this toolkit, you will find:

- A flyer/poster to post in high traffic locations at your office or business
- A rack card you can print and share with employees, customers or partners
- A 'Masks On Fairfield County' graphic that can be used with social media posts, in emails or newsletters
- Video & Print PSAs developed and shared by the county, which you can also share on your channels
- A graphic in transparent png format that can be placed over a unique image you choose to share of yourself or your team. You can utilize Microsoft Paint or Photoshop, or apps like Canva or Pixlr to place the png image over your photo.
- Template language that can be customized and used in an email, newsletter, social media post or speech
- Sample social media posts

Digital files for all of the materials can be found on this [Dropbox link](#)

Template language

Following is general language that can be customized and used in an email, newsletter, social media post, Facebook Live post or speech:

Hello, Fairfield County!

I hope you are staying well and keeping in good spirits as we continue living with COVID-19. These months have been long, but the efforts each individual puts in each day have made a difference for our community. Thank you for practicing social distancing, sanitizing, mask wearing and limiting gatherings outside of your household. Our team here at (ORGANIZATION) encourages you to keep up the good work, and we'll keep it up too, so we can help our community stay as healthy as possible. If each of us prevents just one case, saving one life, these temporary efforts are more than worth it. We're in this together, Fairfield County!

- Post with a phot of yourself or your team wearing masks, social distancing

Following is language related to the upcoming holiday season:

Happy Holidays, Fairfield County!

The holidays sure do look different this year, but that doesn't mean we can't still enjoy them. We at (ORGANIZATION) are practicing gratitude and thinking about different ways to honor each other and our traditions this holiday season. We'll be celebrating small, social distancing and wearing our masks to protect the health and safety of our family and friends. We hope you will too!!

- Post with a holiday photo with your team wearing masks.

Following is language that can be used to raise awareness of the vaccination process:

We are excited to hear that COVID-19 vaccines will be coming to Fairfield County soon!! The Health Department is seeking volunteers to help with these vaccinations. The trainings and clinics will likely begin in late winter. Anyone interested in serving as a volunteer for the Health Department, can register here: [COVID-19 Volunteer Form - Fairfield Department of Health, Fairfield County, Ohio \(myfdh.org\)](https://myfdh.org)

Sample Social Media Content

- #MaskUpFairfieldCounty! Do it for our healthcare workers, our vulnerable neighbors and those with developing or weakened immune systems so that our community can get through these difficult days together.
- #MaskUpFairfieldCounty! Together we can slow the spread of COVID-19 and help keep businesses, like ours open.
- We care about our employees, their families, and our community. Join us and #MaskUpFairfieldCounty
- We need to limit our social gatherings and wear masks to help slow spread. Our circles of exposure are bigger than we think. Let's work together and help keep all businesses open. #MaskUpFairfieldCounty
- Wearing a mask is one of the best ways to combat the spread of COVID-19. It's also an affirmation of love for others. Let's show the love - #MaskUpFairfieldCounty
- The best way to protect yourself and your loved ones during the COVID-19 pandemic is to celebrate holidays at home with members of your household. If you decide to get together with others, please keep the gathering small (10 people or fewer) and stick to the basics: wear your mask, keep at least 6 feet of distance, wash hands or sanitize and wipe down surfaces frequently. #MaskUpFairfieldCounty
- We all want things to be "normal" again. A vaccine is coming, and that will help, but we aren't there yet. This year, the holidays will look a little different – let's embrace the change and create new, smaller traditions that will help slow the spread in our community. #MaskUpFairfieldCounty