



Ride Easy Ohio 2020 Timeline

This timeline is meant to guide your agency in the promotion of the Ride Easy Ohio campaign. Use #RideEasyOhio on social media.

Tuesday, September 29 – Launch Date. #RideEasyOhio trending on Twitter. Introduction/overview of campaign, direct people to webpage.

Tuesday, October 6 – Promote the use of facial coverings & PPE.

- Share photos of operators & riders wearing their PPE.
- Share resources for riders if they need facial coverings, including guidance on how to fashion a face covering from common household items.
 - [Guidance from CDC](#)

Tuesday, October 13 – Promote social distancing.

- Share photos of social distancing markers and/or signage on vehicles and properties, if on display.
- Highlight barriers used in workstations and vehicles.

Tuesday, October 20 – Promote cleaning & sanitization practices.

- Share photos or videos of vehicles and facilities being cleaned.
- Highlight employees responsible for cleaning of vehicles and properties.

Tuesday, October 27 – Promote safe hygiene.

- Highlight public hand sanitizer stations on vehicles and facilities.
- Remind riders and employees of proper hand hygiene, using guidance from the CDC or local health agency.
- Remind everyone to properly dispose of single-use PPE, including removal of disposable face masks.

Tuesday, November 3 – Promote self-monitoring.

- Share symptoms employees and riders should monitor for.
 - [Link to CDC's list of symptoms](#)
- Promote system temp checks for employees, if applicable.

Tuesday, November 10 – Promote partnerships with local and state health agencies.

- Share resources from local or state health agencies where people can go with questions or more information.
 - [Tag local/state health agencies, Governor Mike DeWine upon reference](#)
- Outline examples of how you're working together.