



Ohio Vax-a-Million Communications Toolkit

May 18, 2021

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Ohio Vax-a-Million Communications Toolkit

May 18, 2021

Talking Points / Background Information

- Ohio Vax-A-Million is a public outreach campaign consisting of a series of statewide drawings to increase awareness of the availability and efficacy of COVID-19 vaccines and provide incentives to Ohioans to get a COVID-19 vaccination. Enter now at ohiovaxamillion.com or 1-833-4-ASK-ODH (1-833-427-5634).
- Ohioans **12 to 17 years of age**, who have received at least their first COVID-19 vaccination, may enter for a chance to win one of five four-year full-ride scholarships, including room and board, tuition, and books, to any Ohio state college or university.
- Ohioans **18 years of age and older**, who have received at least their first COVID-19 vaccination if receiving the Pfizer or Moderna vaccines or one dose if receiving the Johnson & Johnson vaccine, have a chance to win one of five, \$1 million prizes.
- Ohio Vax-a-Million is an opt-in program. Ohioans will be asked to register for the drawings by visiting ohiovaxamillion.com or by calling the Ohio Department of Health Call Center at 1-833-4-ASK-ODH (1-833-427-5634) between 9 a.m. and 8 p.m. daily. Registration is quick and easy. To be eligible for the final drawing, you must submit an entry through ohiovaxamillion.com by June 20, 2021, 11:59:59 p.m.
- Once you enter, your entry will be carried over through all the drawings. You do not need to submit your name each week. The entry list will be reviewed, and all duplicate entries will be removed prior to each week’s drawing. In addition, any winner will be removed from the eligible draw list for subsequent drawings.
- Winners will be announced each Wednesday, starting May 26, at approximately 7:29 p.m., for five weeks. A listing of TV stations where the announcement will be available is below. The winners will also be posted on the ohiovaxamillion.com after the announcement. The final announcement will take place on Wednesday, June 23.

Cincinnati WCPO ABC - Channel 9	Cleveland WEWS ABC - Channel 5	Columbus WTTE FOX - Channel 28 WSYX ABC - Channel 6	Dayton WHIO CBS - Channel 7
Huntington, WV WSAZ NBC - Channel 3	Lima ELIO FOX - Channel 9 EOHL CBS - Channel 11 WOHL ABC - Channel 12	Steubenville WTRF CBS - Channel 7	Toledo WTVG ABC - Channel 13
Youngstown WFMJ NBC - Channel 21	Zanesville WHIZ NBC - Channel 18		



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- You are eligible to participate in the drawing if you meet all the following requirements:
 - You are a living citizen of the United States and a permanent resident of the State of Ohio.
 - You are at least 12 years of age.
 - You are not incarcerated (in prison or jail) for a felony conviction under the laws of this state, another state, or the United States.
 - You are not an employee or Officer of the Ohio Lottery Commission, the Ohio Department of Health or the Ohio Governor's Office, or any blood relative or spouse of such an employee or officer living as a member of the employee's or officer's household.
 - You have received at least the first COVID-19 vaccination if receiving the Pfizer or Moderna vaccine or one dose if receiving the Johnson & Johnson vaccine prior to the drawing date.
- Any information registered for or by a minor child or an adult under a guardianship must be validated by a parent or legal guardian prior to award of a prize. The entry form for Ohioans 12 to 17 years old must include a parent or legal guardian information, including their name, phone number and email address.
- Vaccination records will be verified for winners. If you are an Ohio resident who was vaccinated in another state, you are eligible, but will need to present poof of vaccination.
- To be eligible to be announced as a winner on a given Wednesday, you must enter by the end of day the Sunday immediately prior. A list of entry end dates, drawing dates, and announcement dates are listed below.

ENTRY END DATE	DRAWING DATE	ANNOUNCEMENT DATE
May 23, 2021 at 11:59:59 p.m.	May 24, 2021	May 26, 2021 at ~7:30 p.m.
May 30, 2021 at 11:59:59 p.m.	May 31, 2021	June 2, 2021 at ~7:30 p.m.
June 6, 2021 at 11:59:59 p.m.	June 7, 2021	June 9, 2021 at ~7:30 p.m.
June 13, 2021 at 11:59:59 p.m.	June 14, 2021	June 16, 2021 at ~7:30 p.m.
June 20, 2021 at 11:59:59 p.m.	June 21, 2021	June 23, 2021 at ~7:30 p.m.

- The Ohio Department of Health is using federally funded Coronavirus Relief Funds to fund this innovative, public outreach campaign and initiative. The Ohio Department of Health is using a portion of its Coronavirus Relief Funds to fund this innovative public outreach campaign and initiative.
- If you have a condition or are taking medications that weaken your immune system, you may NOT be fully protected even if you are fully vaccinated. Talk to your healthcare provider. Even after vaccination, you may need to continue taking all [precautions](#).



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Newsletter / Website Article Text

Possible Subject Line: Ohio Vax-a-Million offers \$1 million, free college to vaccinated Ohioans

Ohio Vax-A-Million is a public outreach campaign consisting of a series of statewide drawings to increase awareness of the availability and efficacy of COVID-19 vaccines and provide incentives to Ohioans to get a COVID-19 vaccination. Make sure you are entered by visiting ohiovaxamillion.com today!

Ohioans 12 to 17 years of age, who have received at least their first COVID-19 vaccination, may enter for a chance to win one of five four-year full-ride scholarships, including room and board, tuition, and books, to any Ohio state college or university.

Ohioans 18 years of age and older who have received at least their first COVID-19 vaccination if receiving the Pfizer or Moderna vaccines or one dose if receiving the Johnson & Johnson vaccine, have a chance to win one of five, \$1 million prizes.

Ohio Vax-a-Million is an opt-in program. Ohioans will be asked to register for the drawings by visiting ohiovaxamillion.com or by calling the Ohio Department of Health Call Center at 1-833-4-ASK-ODH (1-833-427-5634) between 9 a.m. and 8 p.m. daily. Registration is quick and easy. To be eligible for the final drawing, you must submit an entry through ohiovaxamillion.com by June 19, 2021, 11:59:59 p.m.

Winners will be announced each Wednesday, starting May 26, at approximately 7:29 p.m., for five weeks. A listing of TV stations where the announcement will be available at ohiovaxamillion.com. The winners will also be posted on ohiovaxamillion.com after the announcement. The final announcement will take place on Wednesday, June 23.

Learn more at ohiovaxamillion.com.




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Graphics and Logos

All graphics and logos are available to download using [this Dropbox link](#).


Logo – with background (JPEG)



Logo – transparent background (PNG)



Facebook cover



The Facebook cover graphic is a colorful illustration on an orange-to-yellow gradient background. At the top, it features the 'OH VAX-A-MILLION' logo and the text 'ENTER AT OHIOVAXAMILLION.COM'. Below this, there are two main circular graphics. The left one shows a hand holding a check for '\$1,000,000' with the text 'WIN \$1 MILLION' around it. The right one shows a pink piggy bank with a green graduation cap on top, with the text 'WIN A COLLEGE SCHOLARSHIP' around it. At the bottom, there are logos for 'Ohio Department of Health' and age restrictions: '18 years or older to enter' and '12-17 years old to enter'.


OH VAX-A-MILLION

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<p>Square - Win \$1 million (Adults 18+)</p>	<p>Square - Both Adults and Youth (12-17)</p>
<p>Square – Scholarships (12-17)</p>	<p>Twitter – both adults and youth</p>



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Square: Questions about Vax-a-Million	
 A green graphic with a white 'OH' logo and 'VAX-A-MILLION' text at the top. Below it, the text 'Got questions?' is in yellow, followed by a yellow phone icon and the number '1-833-4-ASK-ODH' in white. At the bottom, it says 'ENTER AT OHIOVAXAMILLION.COM'. The Ohio Department of Health logo is also present. <p>Got questions? 1-833-4-ASK-ODH Ohio Department of Health ENTER AT OHIOVAXAMILLION.COM</p>	



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Social Media

Tag to use: @OHdeptofhealth

Hashtag to use: #OhioVaxAMillion #COVID19

GENERAL POSTS:

The Ohio Department of Health is giving you a shot at \$1 million when you get your COVID-19 vaccination, and Ohioans age 12-17 get a shot at a full, four-year scholarship including room and board, tuition, and books, to any Ohio state college or university with Ohio Vax-a-Million. The Ohio Vax-a-Million entry period runs May 18 through June 20. Get your shot and enter at ohiovoxamillion.com or call 1-833-4-ASK-ODH.

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Get your COVID-19 shot and get a shot at \$1 million! Enter now at ohiovoxamillion.com or call 1-833-4-ASK-ODH to learn more.

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You have a shot at winning \$1 million, and all it takes is getting your COVID-19 vaccination! Enter at ohiovoxamillion.com or call 1-833-4-ASK-ODH.

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Ohio Vax-a-Million is giving you the chance to win \$1 million! Enter at ohiovoxamillion.com.

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Get your shot and get a shot at \$1 million! Ohio's first Vax-a-Million winner announcement is set for May 26th! Enter at ohiovoxamillion.com or call 1-833-4-ASK-ODH.

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@OHdeptofhealth is giving you a shot at \$1 million when you get your COVID-19 shot! Ohioans age 12-17 get a shot at a 4-year scholarship, including room & board, tuition, & books, to any Ohio state college or university with #OhioVaxAMillion. Enter at ohiovoxamillion.com.

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#DYK that your odds of winning are the same whether you enter #OhioVaxAMillion online or by phone? Make your registration process quick and easy – visit ohiovoxamillion.com.

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Friendly reminder: it's quick and easy to register for #OhioVaxAMillion at ohiovoxamillion.com. If you don't have internet, you can also call 1-833-4-ASK-ODH. The odds are the same, whether you enter online or by phone.

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- ✓ Get your #COVID19 vaccine.
- ✓ Register at ohiovoxamillion.com.
- 🎁 Get your chance to win \$1 million or a 4-year college scholarship.
- 📢 Don't miss out. Register now for the weekly #OhioVaxAMillion drawings!



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ADULT DRAWING POST:

Ohioans who get their COVID-19 vaccination are eligible to win one of five \$1 million prizes! Ohio Vax-a-Million runs May 18 through June 19. Enter at ohiovoxamillion.com or call 1-833-4-ASK- ODH.

STUDENT DRAWING POST:

Ohioans age 12 to 17 who get the COVID-19 vaccination can win a full four-year scholarship, including room and board, tuition, and books, to any Ohio state college or university with Ohio Vax-a-Million. Enter at ohiovoxamillion.com or call 1-833-4-ASK- ODH.

SATURDAYS:

Have you entered the #OhioVaxaMillion drawings yet? Make sure you enter tomorrow to qualify to win \$1 million or a 4-year college scholarship at the next announcement on Wednesday! ohiovoxamillion.com

The next #OhioVaxaMillion drawing is tomorrow! If you're not already entered, register at ohiovoxamillion.com before midnight tonight! Winners will be announced on Wednesday.

GENERAL QUESTIONS:

Got questions about Ohio Vax-a-Million? Visit ohiovoxamillion.com or call 1- 833-4-ASK-ODH to learn more about the program and how you can enter!