

# Public Narratives for our shared campaign to reduce incarceration during the COVID-19 epidemic: “All in for All of Us”

**Campaign Name:** “All in for All of Us”

**Tagline:** When we say we are #InThisTogether, Gov. DeWine, that means we must be #Allin4AllofUs. No Exceptions.

**Hashtag:** #Allin4AllofUs

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## Topline Messages

- No matter where we live or what we look like, we all want to protect ourselves and our loved ones to be safe and healthy. Right now, Mike DeWine has taken steps to keep many Ohioans safe, but by refusing to include people who are incarcerated, he's leaving many Ohioans behind. Ohio must take meaningful, bold action in order to save thousands of lives. When we say we are #InThisTogether that means we must be **#Allin4AllofUs**.
- We all want quality health care for ourselves and loved ones no matter where you call home in Ohio, this is true everyday, especially during a global pandemic. But today, people who are incarcerated are in tight quarters where the virus can easily spread and unable to access the level of care they deserve. Governor DeWine refuses to reduce our jail and prison populations, putting the health and safety of thousands of Ohioans at risk. We urge him to immediately release people from these facilities, especially for: people with health vulnerabilities, people over the age of 60, people with six months or less remaining on their sentence, people serving for technical violations or drug possession, non-violent offenders, and people in prison for F4 and F5 offenses. We are Ohioans, and that means we are all in for all of us.
- The lives of Ohioans matter. The Governor and Ohio Department of Rehabilitation and Corrections' power to incarcerate ALSO obligates the state to uphold the human dignity of people who are incarcerated. Governor DeWine announced the release of 38 prisoners. What about the 48,950 others left behind? We cannot afford to only care about the few. A, comprehensive, meaningful decarceration plan must include: people with health vulnerabilities, people over the age of 60,

people with six months or less remaining on their sentence, people serving for technical violations or drug possession, non-violent offenders, and people in prison for F4 and F5 offenses.

**#Allin4AllofUs**

- No matter where we live or what we look like, we all need a free and fair government. But now, there are hourly reports about new COVID-19 positive cases in Ohio prisons and jails, and even death in federal facilities, we can calculate how bleak this situation could turn in a moment's notice. Governor DeWine is leaving thousands of people behind bars during this outbreak. He should immediately release the following: people with health vulnerabilities, people over the age of 60, people with six months or less remaining on their sentence, people with technical violations, people serving for drug possession, non-violent offenders, and people in prison for F4 and F5 offenses.
  - During this incredibly stressful and unprecedented time, we must come together as a community to love and support each other. We must ensure justice, safety, and liberty prevail. Unfortunately, Governor DeWine is only offering love and support for certain Ohio communities, and he's completely neglecting Ohioans behind bars. We must demand rapid decarceration in Ohio prisons and jails to ensure justice, safety, and liberty prevail for the most vulnerable members of our society. #InThisTogetherOhio must mean all of us. No exceptions.
  - Whether we're Black, white or brown, we all have people we love and want to keep safe. By taking aggressive action, Governor DeWine has slowed the spread of the COVID-19 pandemic and protected the lives of many Ohioans. But we're not all safe until everyone is safe, and the governor has overlooked the people who are incarcerated in Ohio's jails, prisons and youth facilities - and the friends and families who love them. The coronavirus spreads through contact, and there is no good way to socially distance in a prison or jail. Governor DeWine can show we really are all in this together by protecting the people who are incarcerated in Ohio's jails, prison and youth detention centers and the people who work there. The only way to do that is to release **XX** people now. **#Allin4AllofUs**
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## **Message to Gov. DeWine**, - Op-Ed or long form Messaging

No matter where we live or what we look like, we're all doing our part to keep our families as safe and healthy during this public health crisis. And we're grateful when our state leaders, like Governor Mike DeWine and Health Director Amy Acton, take extraordinary action across all of our social and economic life to make us safer. Many of these tough decisions required courage. But when it comes to protecting the men, women and youth behind bars in Ohio, Governor DeWine is making decisions based on fear. When Governor DeWine forgot the humanity of the nearly 80,000 Ohioans in jails and prisons, *the put us all at much greater risk*. When coronavirus explodes in those overcrowded institutions, not only will thousands of incarcerated people die unnecessarily, but the disease will then spread much more rapidly outside the prison walls. It will overwhelm local health systems. If we are going to flatten the curve, Mike DeWine must directly and quickly release several thousand people who are the lowest public-safety risk and the highest risk of infection, including the elderly and those with underlying health conditions. The nearly 80,000 youth, men, and women locked up across Ohio do not deserve a mass death sentence. And all Ohioans deserve a leader who can be bold, humane, and safe, all at the same time --- protecting Ohio families and safely shrinking prison and jail populations... Mike DeWine needs to hear from *all of us* that ...*[insert other specific action step]*... There is no time to lose. All Ohio families have a stake in the health of incarcerated people. **#Allin4AllOfUs**

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## **Saving Lives Message** - Twitter or Facebook

We are all fighting for the safety and health of our families. And it's never too late to save lives. We must work to provide support and solutions that allow for a safe and responsible release of incarcerated people. That's how we protect the health of our community. **#Allin4AllOfUs**

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## **Easter Message** - for faith leaders

This Easter week, we pray Governor DeWine will take the bold action necessary to save lives inside our prisons as the deadly virus spreads. Life-affirming action by the governor is critical to the health and safety of all Ohioans.

No matter our faith tradition, we should keep our brothers and sisters behind bars in our prayers, especially during this Holy Week. We should also pray that God will give Governor DeWine the courage to take life-affirming action and release vulnerable people from prisons.

Mr. DeWine has to lead with morality and dignity by protecting the lives of those among us who have made mistakes. Redemption is not a political calculation. We pray the governor comes to this realization before it's too late.

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## *COVID-19 & Decarceration Messaging Architecture*

### 1. Aspirational Shared Value

- **Shared safety** (shared safety looks like shared health)
- **Healthy communities**
- **Family**
- Your health is my health is our collective health (now more than ever!) - Interconnectedness and Mutuality
- Fairness

### 2. How the Value is being Violated?

- Decarceration is not done equitably (fairness/ liberty/ equal justice/ access)
- Too many people are behind bars
- People are at risk (most vulnerable) and not being protected of disease
- Punishment over rehabilitation
- Treating some of us differently than others
- Justice not available to those with fewer resources
- Exaggerated fear of incarcerated people, willing to put them at risk of death
- "A horrible virus was nowhere in any of their sentences"

### 3. Expose the Dog Whistle

- "Sex offenders" and "violent people"
- I only care about the unborn
- "Only cares about the few"

#### 4. Naming the villain

- Mike Dewine (lead villain)
- Local JUDGES & sheriffs

#### 5. Ascribe Villain's Motivation: They Want to Divide Us (i.e. white, black, brown)

- Mike DeWine has a blindspot as former AG. We have all been all in to keep ohioans safe. From healthcare workers to our families sheltering in place, but we cannot allow DeWine's blindspot to endanger the health and safety of our families. We cannot allow a blindspot to divide us from what's best for all of us.

#### 6. Return to Shared Value w/ Multi-Racial Democracy

- Shared safety that protects all of us
- Healthy communities
- Family

#### 7. Practical common-sense solutions

- See [letter](#) 3/27 coalition letter and 4/1 ACLU [letter](#) citing specific categories for release

#### 8. Invite to Collective Action

- **Target: Public**
- Share your story
- Demand DeWine to take action
- Sign petitions
- **Target: DeWine and other decision-makers**
- Meet our demands

#### 9. End with shared value

- Love
- Being all in for Ohio