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Stop the COVID Spread! Coalition Releases New Ad Conveying Severity of Pandemic in Wisconsin

Madison, WI -- The statewide coalition effort to combat the spread of COVID-19 has doubled down on the urgency of its messaging as Wisconsin’s public health crisis threatens to overwhelm the state. Today, the “Stop the COVID Spread!” coalition released its fourth public education announcement on broadcast TV and digital platforms statewide, with a stern and serious new message in the coalition’s efforts urging Wisconsin residents to do their part to help reverse the public health crisis that is threatening to cause great harm to the state. The new ad comes as Wisconsin again hit new daily COVID-19 records, surpassing 7,000 new cases in a single day, and after a White House task force report again warned that Wisconsin’s ongoing health emergency will continue to lead to increasing hospitalizations and deaths unless more serious action is taken.

The latest ad features headlines from major publications around the state, documenting Wisconsin’s ever-growing public health crisis. “Positive cases are skyrocketing. Hospitals are filling up. Businesses are closing. Death counts are rising. Wisconsin – is losing,” says the narrator. “Our frontline workers are doing all they can, but they can’t do it alone. More people are getting sick and dying. Unless we make changes, there will be more deaths we could have prevented. You can change this.”

“COVID has a vice grip on Wisconsin that’s getting tighter every day and the consequences for our citizens, our businesses, and our health care systems are becoming worse,” said Eric Borgerding, President and CEO of the Wisconsin Hospital Association. “Last week, the White House Coronavirus Taskforce warned that Wisconsin will face more COVID deaths without a more robust state response to this virus. We need everyone to understand, accept, and act on these urgent warnings about Wisconsin that we continue to see from the White House Task Force and other experts. We need a unified message and response.”

The more urgent new ad message builds on previous public education announcements featuring a frontline nurse from Appleton, Wis., members of the Green Bay Packers, and UW System President Tommy Thompson. It is the latest effort launched by the “Stop the COVID Spread!” coalition encouraging the use of crucial safety measures to help reduce the spread of COVID-19.
“We have to move beyond arguing whether or not there is a pandemic with a virus that is killing people. We need to focus on solutions and stop ignoring reality,” said Brandon Scholz, President and CEO of the Wisconsin Grocers Association.

“Wisconsin is an incredible place to be and without everyone doing their part, we will have a hard time getting out of this pandemic and moving forward,” said WCA Executive Director Mark D. O’Connell. “It is time to face our current situation and do what we all need to do to open back up our state.”

Since its launch one month ago, the “Stop the COVID Spread!” coalition has grown dramatically to include more than 100 of Wisconsin’s leading health care, business, and advocacy organizations. The organizations have joined together in a campaign to educate the public about the seriousness of the growing crisis in Wisconsin and the critical and growing need for preventative measures. A full list of member organizations is below.

You can watch the full video at: https://youtu.be/B2hBTTWeHs

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For more information about the Stop the Spread coalition and the importance of safe behaviors for both public and state economic health, visit www.wha.org/stophotecovidspread or contact one of the coalition co-chairs:

Wisconsin Hospital Association – Myranda Tanck, mt@platform-communications.com
Wisconsin Grocers Association – Brandon Scholz, brandon@wisconsingrocers.com
Wisconsin Manufacturers and Commerce – Nick Novak, nnovak@wmc.org
Wisconsin Restaurant Association – Tracy Kosbau, tkosbau@wirestaurant.org
Wisconsin Counties Association – Mark D. O’Connell, oconnell@wicounties.org

The growing coalition is currently made up of the following organizations:

Wisconsin Hospital Association, CO-CHAIR
Wisconsin Counties Association, CO-CHAIR
Wisconsin Grocers Association, CO-CHAIR
Wisconsin Manufacturers and Commerce (WMC), CO-CHAIR
Wisconsin Restaurant Association, CO-CHAIR
Alliance of Health Insurers
Arts Wisconsin
Associated Builders & Contractors of Wisconsin
Association of Wisconsin Surgery Centers, Inc.
Badger Bay Management Company
Beaver Dam Area Chamber of Commerce
Burlington Area Chamber of Commerce
Cottage Grove Chamber of Commerce
Deforest Windsor Area Chamber of Commerce
Eagle River Area Chamber of Commerce
Eau Claire Area Chamber of Commerce
Elkhorn Area Chamber of Commerce & Tourism Center, Inc.
Fitchburg Chamber of Commerce
Fort Atkinson Area Chamber of Commerce
Forward Janesville, Inc.
Fox Cities Chamber of Commerce and Industry
Fox West Chamber of Commerce
Greater Green Bay Chamber
Greater Wausau Chamber of Commerce
Green Bay Packers
Hartford Area Chamber of Commerce
Hayward Area Chamber of Commerce
Heart of Wisconsin Chamber of Commerce
Hudson Area Chamber of Commerce & Tourism Bureau
Jefferson Chamber of Commerce
Kenosha Area Chamber of Commerce
LeadingAge Wisconsin
League of Municipalities
Marinette Menominee Area Chamber of Commerce
Marshfield Area Chamber of Commerce & Industry
Medical Society of Milwaukee County
Metastar
Metropolitan Milwaukee Association of Commerce (MMAC)
Middleton Chamber of Commerce
Milwaukee Brewers
Milwaukee Bucks
Monona East Side Business Alliance
Monroe Chamber of Commerce & Industry
Mosinee Area Chamber of Commerce
New Berlin Chamber of Commerce & Visitors Bureau
New Richmond Area Chamber of Commerce & Visitors Bureau
Oregon Area Chamber of Commerce
Oshkosh Chamber of Commerce
Park Falls Area Chamber of Commerce
Pharmacy Society of Wisconsin
Portage Area Chamber of Commerce
Portage County Business Council
Pulaski Area Chamber of Commerce
Racine Area Manufacturers and Commerce
Rural Wisconsin Health Cooperative
Shawano Country Chamber of Commerce
Sheboygan County Chamber of Commerce
St. Germain Area Chamber of Commerce
Stoughton Chamber of Commerce
Sun Prairie Chamber of Commerce
The Arc Wisconsin
The Chamber of Manitowoc County
United Way Wisconsin
UW System
VISIT Lake Geneva
Visit Milwaukee
WAMD-Wisconsin Association of Post-Acute and Long-Term Care Medicine
Washburn Area Chamber of Commerce
Waukesha County Medical Society
Waunakee Area Chamber of Commerce
Waushara Area Chamber of Commerce
Whitewater Chamber of Commerce
Wisconsin Academy of Family Physicians
Wisconsin Assisted Living Association
Wisconsin Association for Home Health Care
Wisconsin Association for Hospice and Palliative Care
Wisconsin Association of Health Plans
Wisconsin Association of Local Health Department and Boards (WALHDAB)
Wisconsin Association of School Administrators
Wisconsin Association of Surgery Centers, Inc.
Wisconsin Bankers Association
Wisconsin Broadcasters Association
Wisconsin Builders Association
Wisconsin Cancer Collaborative
Wisconsin Credit Union League
Wisconsin Dental Association
Wisconsin Director of Nursing Council
Wisconsin Health Care Association / Wisconsin Center for Assisted Living
Wisconsin Healthcare Business Forum
Wisconsin Medical Society
Wisconsin Office of Rural Health
Wisconsin Petroleum Marketers & Convenience Store Association
Wisconsin Primary Health Care Association
Wisconsin Propane Gas Association
Wisconsin Public Health Association
Wisconsin Realtors Association
Wisconsin Safety Council
Wisconsin State Telecommunications Association
Wisconsin Technology Council
Wisconsin Transportation Builders Association
Wisconsin Utilities Association