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Stop the COVID Spread! Coalition: “The Fight’s Not Over Yet”
Coalition launches new ad campaign promoting continued use of face masks, social distancing and hand washing as key measures in the fight against COVID-19

Madison, WI -- The statewide coalition to combat the spread of COVID-19 launched a new ad campaign today calling on Wisconsinites to stay vigilant in the effort to curtail the spread of COVID-19. The ad campaign that will broadcast statewide on digital and broadcast media stresses the importance of wearing face masks, washing hands regularly, and continuing to practice social distancing as key, simple measures in the fight against the global pandemic.

“This past year, Wisconsin came together to take on COVID-19. Our frontline workers, businesses, and communities stepped up. And you are doing your part,” says the narrator in the ad. “We will stop the spread, but the fight’s not over yet. As many await vaccines, and our health care heroes battle new strains, we can’t let our guard down now.”

The launch of the Stop the Covid Spread! coalition’s public education announcement comes amidst a trend of falling COVID-19 cases, which could create a false sense of security. New strains of the virus that appear to be both more transmissible and potentially more deadly are spreading worldwide. Vaccine distribution in the state is also being hampered by a shortage of supply from the federal government, meaning much of the state’s vaccination capacity is being underutilized. By continuing to practice safe behaviors, including wearing masks, social distancing, and washing hands, we not only stop the spread, we save lives.

“Given the current pace of vaccination in Wisconsin, it will take some time for the vaccine to take hold in the state,” said Wisconsin Hospital Association President and CEO Eric Borgerding. “And regardless of the political debates taking place in Madison, masks and other mitigation behaviors are critical factors in our COVID-19 fight. We’ve made great progress, and the health care community is very thankful for all that Wisconsin has done to slow COVID down, but we need to keep at it - mask up, maintain social distance, and wash hands.”

Since its launch in October, the “Stop the COVID Spread!” coalition has advanced an aggressive campaign encouraging the use of crucial safety measures to help reduce the spread of COVID-19. Coalition messaging has included public education announcements featuring a wide range of Wisconsin voices, including frontline health care workers from health systems throughout Wisconsin, members of the Green Bay Packers, Wisconsin Assembly Speaker Robin Vos, Congressman Mark Pocan, and UW System President Tommy Thompson, many of whom appear in the most recent ad.
“We are incredibly proud of the hard work and sacrifice that Wisconsinites have made over the past year, from the frontline workers in so many critical industries to the doctors, nurses and other healthcare personnel fighting this virus on a daily basis,” said Wisconsin Manufacturers & Commerce President & CEO Kurt Bauer. “It is time to double down on our efforts to stop the spread of COVID-19. We must continue to wear a mask, wash our hands and practice social distancing.”

The “Stop the COVID Spread!” coalition currently includes more than 135 of Wisconsin’s leading health care, business, and advocacy organizations. Notable coalition members include the Milwaukee Brewers, Milwaukee Bucks, Green Bay Packers, and representatives of local governments, chambers of commerce, and visitors bureaus from every corner of the state. The organizations have joined together with a shared goal of furthering public education about the seriousness of the COVID-19 pandemic in Wisconsin and the critical need for preventative measures. A full list of member organizations is below.

You can watch the new ad at: https://youtu.be/V3W0P0KY41g.

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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 https://www.healthywialliance.com/Stop-The-COVID-Spread or contact:

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
ACHE-WI
Adams County Chamber of Commerce & Tourism
Alliance of Health Insurers
Arts Wisconsin
Ashland Area Chamber of Commerce
Associated Builders & Contractors of Wisconsin
Association of Wisconsin Surgery Centers, Inc.
Association of Wisconsin Tourism Attractions
Badger Bay Management Company
Bayfield Chamber of Commerce & Visitor Bureau
Beaver Dam Area Chamber of Commerce
BioForward Wisconsin
Brown County Medical Society (BCMS)
Burlington Area Chamber of Commerce
Coalition of Wisconsin Aging Groups
Cottage Grove Chamber of Commerce
Deforest Windsor Area Chamber of Commerce
Destination Madison
Destination Wisconsin
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
Germantown Area Chamber of Commerce
Grafton Area Chamber of Commerce
Greater Green Bay Chamber
Greater Union Grove Area Chamber of Commerce
Greater Wausau Chamber of Commerce
Greater Wisconsin Agency on Aging Resources, Inc.
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 College of Wisconsin
Medical Society of Milwaukee County
Menomonee Falls Chamber of Commerce
Mequon-Thiensville Area Chamber of Commerce
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
Rhinelander Area Chamber of Commerce
Rural Wisconsin Health Cooperative
Shawano Country Chamber of Commerce
Sheboygan County Chamber of Commerce
Skiing Wisconsin
St. Germain Area Chamber of Commerce
Stoughton Chamber of Commerce
Sun Prairie Chamber of Commerce
The Arc Wisconsin
The Chamber of Manitowoc County
Tomah Chamber & Visitors Center
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
Watertown Area Chamber of Commerce
Waukesha County Medical Society
Waunakee Area Chamber of Commerce
Waushara Area Chamber of Commerce
West Bend 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 Chapter, American College of Emergency Physicians
Wisconsin Credit Union League
Wisconsin Dental Association
Wisconsin Director of Nursing Council
Wisconsin Electric Cooperative Association
Wisconsin Health Care Association / Wisconsin Center for Assisted Living
Wisconsin Healthcare Business Forum
Wisconsin Healthcare Human Resources Association (WisHHRA)
Wisconsin Immunization Advocacy Coalition
Wisconsin Institute for Healthy Aging
Wisconsin Literacy/Wisconsin Health Literacy
Wisconsin Medical Society
Wisconsin Office of Rural Health
Wisconsin Organization of Nurse Leaders
Wisconsin Orthopaedic Society (WOS)
Wisconsin Petroleum Marketers & Convenience Store Association
Wisconsin Primary Health Care Association
Wisconsin Propane Gas Association
Wisconsin Psychiatric Association
Wisconsin Public Health Association
Wisconsin Realtors Association
Wisconsin Safety Council
Wisconsin Society of Oral and Maxillofacial Surgeons
Wisconsin Speech-Language Pathology and Audiology Association
Wisconsin State Telecommunications Association
Wisconsin Swimming
Wisconsin Technology Council
Wisconsin Transportation Builders Association
Wisconsin Utilities Association