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Stop the COVID Spread! Coalition Ramps Up Message, Releases Next Ad with Frontline Nurse

Frontline nurse pleads with the public to do their part to stop the public health crisis from overwhelming Wisconsin; coalition grows to nearly 100 members

Madison, WI -- The statewide coalition effort to combat the spread of COVID-19 is ramping up its messaging as the public health crisis gripping Wisconsin worsens by the day. Today, the “Stop the COVID Spread!” coalition released its third public education announcement on broadcast TV and digital platforms statewide, the latest in the coalition’s efforts urging Wisconsin residents to do their part to help reverse the public health crisis that is threatening to overwhelm the state.

The latest ad features Katie, a registered nurse at ThedaCare Regional Medical Center-Appleton, in one of the regions of the state that has been hardest-hit by the growing crisis. “We are all sick and tired of COVID-19, but right now Wisconsin, we need you to step up,” Katie says in the ad. “As scary as it can be, and as difficult and challenging as our days are, we just need everyone else to gather in and help us.”

“As rates of COVID-19 infection continue to escalate throughout Wisconsin, this message is a crucial reminder from the frontline health care workers who are putting themselves on the line each day to keep our state’s residents safe and healthy,” said Eric Borgerding, President and CEO of the Wisconsin Hospital Association. “We count on these health care heroes to be there for us and your loved ones, so thank them by wearing mask, social distancing, and taking this deadly pandemic seriously. For those essential workers and the vulnerable in our communities, we need to turn this public health crisis around before it overwhelms our state.”

Since its launch on October 9, the “Stop the COVID Spread!” coalition has grown dramatically to include nearly 100 of Wisconsin’s leading health care, business, and advocacy organizations, including the recent addition of more than 40 chambers of commerce from communities all over Wisconsin. 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.

“Wisconsin’s business community is coming together with our frontline health care workers to stress the importance of taking COVID-19 seriously,” said Kurt Bauer, President & CEO of Wisconsin Manufacturers & Commerce. “Our state’s employers are taking critical steps to keep workers safe on the job, but it is just as important for Wisconsinites to take similar actions...
when they are at home and in public.”

The latest ad follows previous public education announcements from Former Wisconsin Governor, United States Secretary of Health and Human Services, and current University of Wisconsin System President Tommy Thompson, and from Adrian Amos, Kenny Clark, and Marquez Valdes-Scantling of the Green Bay Packers. 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.

You can watch the full video at: https://youtu.be/gMWBbkx_aF4

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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/stopthecovidspread or contact one of the coalition co-chairs:

ThedaCare – Cassandra Wallace, Cassandra.Wallace@thedacare.org
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.
Beaver Dam 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.
Waushara Area Chamber of Commerce
Whitewater Chamber of Commerce
Waunakee Area Chamber of Commerce
Wisconsin Academy of Family Physicians
Wisconsin Assisted Living Association
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 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