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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](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](http://www.wha.org/stopthecovidspread) or contact one of the coalition co-chairs:*

TheDaCare – Cassandra Wallace, [Cassandra.Wallace@thedacare.org](mailto:Cassandra.Wallace@thedacare.org)  
Wisconsin Hospital Association – Myranda Tanck, [mt@platform-communications.com](mailto:mt@platform-communications.com)  
Wisconsin Grocers Association – Brandon Scholz, [brandon@wisconsinagrocers.com](mailto:brandon@wisconsinagrocers.com)  
Wisconsin Manufacturers and Commerce – Nick Novak, [nnovak@wmc.org](mailto:nnovak@wmc.org)  
Wisconsin Restaurant Association – Tracy Kosbau, [tkosbau@wirerestaurant.org](mailto:tkosbau@wirerestaurant.org)  
Wisconsin Counties Association – Mark D. O’Connell, [occonnell@wicounties.org](mailto:occonnell@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.

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  
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 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  
UW System  
VISIT Lake Geneva  
Visit Milwaukee  
WAMD-Wisconsin Association of Post-Acute and Long-Term Care Medicine  
Washburn Area Chamber of Commerce

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