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“Stop the COVID Spread!” Coalition Launches First Ad Campaign

Prominent Wisconsin health care, business organizations unveil first statewide broadcast TV PSA and digital ad campaign in effort to slow pandemic spread

Madison, WI – As Wisconsin’s COVID-19 crisis continues to grow, the “Stop the COVID Spread!” coalition is launching its first ad campaign with an urgent message to Wisconsin residents about the crucial need for preventative measures to stop the rapid spread of COVID-19 across the state.

Former Wisconsin Governor, United States Secretary of Health and Human Services, and current University of Wisconsin System President Tommy Thompson encourages Wisconsin residents to stay safe in the ad, alongside students from the University of Wisconsin System schools. The University of Wisconsin System is one of the members of the recently launched “Stop the COVID Spread!” coalition.

“We’ve faced real challenges this year, and the virus continues to spread in our state. But, each of us has it in our power to turn things around,” says Gov. Thompson in the ad. “It’s time to mask up, buckle down, wash your hands, maintain social distance. C’mon Wisconsin, together we can do this.”

The initial five-figure campaign includes a 30-second video that will run as a public service announcement on broadcast channels statewide, as well as a paid digital campaign including video and banner ads.

“As Wisconsin continues to face an uphill battle against COVID-19, it is more important now than ever that we take precautionary measures and shoulder the responsibility of protecting one another together,” said Eric Borgerding, Wisconsin Hospitals Association President and CEO. “The condition of our pandemic is visible in the alarming increase in COVID infections, and for the past month, daily new records in COVID hospitalizations, breaching the 1000 mark recently, more than tripling in the last 30 days, and so far, with no slow-down in sight. The direct and indirect impacts of COVID spread in our communities are increasingly stressing our outstanding health care system and continuing to challenge our health care heroes – those nurses, custodians, doctors, technicians and many others who keep working long hours behind masks, behind face shields, in gowns and gloves, to keep WI’s great health care accessible and safe.”

We must do our part to curb the spread so that our health care workers and those on the front lines can do their jobs effectively. We are urging Wisconsin residents: take precautionary measures so we can all stay safe and healthy.”

The new ad campaign follows the launch of the “Stop the COVID Spread!” coalition. In the week since launch, the coalition has grown significantly to include 30 businesses, health care and advocacy groups from around the state.

You can watch the full PSA at: <https://youtu.be/pTlqYX0CM>

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For more information about the Stop the COVID 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:

University of Wisconsin System – Mark Pitsch, mpitsch@uwsa.edu

Wisconsin Hospital Association – Miranda Tanck, mt@platform-communications.com

Wisconsin Grocers Association – Brandon Scholz, brandon@wisconsin-grocers.com

Wisconsin Manufacturers and Commerce – Nick Novak, nnovak@wmc.org

Wisconsin Restaurant Association – Tracy Kosbau, tkosbau@wirerestaurant.org

Wisconsin Counties Association – Mark D. O’Connell, connell@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
Arts Wisconsin
Associated Builders & Contractors of Wisconsin
LeadingAge Wisconsin
League of Municipalities
Metropolitan Milwaukee Association of Commerce (MMAC)
Pharmacy Society of Wisconsin
Rural Wisconsin Health Cooperative
The Arc Wisconsin
UW System
Wisconsin Assisted Living Association
Wisconsin Association of Health Plans
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 Petroleum Marketers & Convenience Store Association
Wisconsin Realtors Association
Wisconsin Safety Council
Wisconsin State Telecommunications Association
Wisconsin Technology Council