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Stop the COVID Spread! Coalition says “Thank You” and “Keep It Up Wisconsin!”

Wisconsin must remain vigilant in practicing safe behaviors to ensure we continue to curtail the spread of the virus

Madison, WI -- The statewide coalition to combat the spread of COVID-19 is encouraging Wisconsin residents to keep it up on COVID as statewide positivity and hospitalization rates show an encouraging downward trend. As vaccinations begin to be distributed in the state, the leaders of the “Stop the COVID Spread!” coalition are urging Wisconsinites to remain vigilant in practicing safe behaviors to ensure we continue to curtail the spread of the virus.

The efforts of the “Stop the COVID Spread!” coalition to-date have resulted in significant amplification of public health messaging focused on curbing the spread of COVID-19. Since its launch in October, the coalition has produced six public education announcements encouraging safe behaviors. These spots have achieved an estimated audience reach of well over 30 million on statewide television and radio. On digital platforms, coalition ads have generated over 16 million ad impressions and reached more than six million devices across the state.

“We are encouraged by a recent reduction in cases and hospitalizations, which show that safe practices are making a difference in Wisconsin,” said Wisconsin Hospital Association President and CEO Eric Borgerding. “On behalf of the coalition, we say, “Thank you!” to the people of Wisconsin for taking the necessary precautions to curb the spread of COVID. But we cannot stop now. Over the next several months as vaccines are made available to the general public, we need to keep our guard up and continue to wash hands, wear masks and maintain social distance.”

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.

“Wisconsinites have come together to fight the common enemy of COVID and get our state heading in the right direction,” said Wisconsin Counties Association Executive Director Mark D. O’Connell. “Vaccines are coming, but we can’t stop now. The next few months will be critical and we encourage everyone to do their part to slow the numbers even more.”

The “Stop the COVID Spread!” coalition currently includes more than 125 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.

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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:

Wisconsin Hospital Association – Myranda 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, 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
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
Rhineland Area Chamber of Commerce
Rural Wisconsin Health Cooperative
Shawano County 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