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Frontline Wisconsin Health Care Workers Appeal for Safe Practices

New Stop the COVID Spread! coalition message draws upon experiences of overwhelmed health care workforce

Madison, WI – “We need your help.” That’s the underlying message from statewide health care workers in the latest “Stop the COVID Spread!” coalition public education announcement that begins airing on broadcast TV, radio, and digital platforms throughout Wisconsin today. The new ad—the fifth put out by the coalition—comes as Wisconsin continues to face unrelenting COVID-19 case counts with hospitals throughout the state operating near or at full capacity.

Health care providers featured in the new coalition message include Green Bay’s Bellin Health, Marshfield Clinic Health System, and UW Health in Madison, with a joint plea to the public to help curb the spread of the virus: “We’re on the frontlines. It’s our job to save lives and get people better. But fighting this pandemic puts our families at risk, too. We need your help. Mask up, wash your hands, and if you go out, stay at least six feet apart. Please, do this for your family, and ours.”

The real-life perspectives shared in the spot are those of Chelsea Rangel, RN, and Hilary Faust, MD, from UW-Health; Sumithra Tirunagaram, MD, and respiratory therapist Karen Masanz, from Marshfield Clinic Health System; Jessie Schaumberg, RN, and Paul Casey, MD, from Bellin Health.

“While news of forthcoming COVID-19 vaccinations is encouraging, we need to remain vigilant in practicing safe behaviors to curtail virus spread,” said Wisconsin Hospital Association president and CEO Eric Borgerding. “Our frontline health care heroes need your help, as their ability to provide care to our loved ones and neighbors is being strained. Overcoming this health care crisis requires all of us working together.”

“You don’t have to put your life on the line like the folks who work in healthcare, grocery stores, restaurants, or hardware stores. All you have to do is wear a mask, practice social distancing and do your part to stop the spread of the coronavirus to keep people from dying,” added Brandon Scholz, president and CEO of the Wisconsin Grocers Association. “Is that too hard to do and too much to ask?”

Since its launch in October, the “Stop the COVID Spread!” coalition has grown quickly to include more than 125 of Wisconsin’s leading health care, business and advocacy organizations. 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.

You can watch the full video at: <https://youtu.be/GIRW7xTyhDM>

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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:

Bellin Health – Kelly McBride Moore, Kelly.McBrideMoore@bellin.org
Marshfield Clinic Health System – John Gardner, gardner.john@marshfieldclinic.org
UW Health – Andrew Hellpap, AHellpap@uwhealth.org
Wisconsin Hospital Association – Myranda Tanck, mt@platform-communications.com
Wisconsin Grocers Association – Brandon Scholz, brandon@wisconsinagrocers.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
Burlington Area Chamber of Commerce
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 Society of Milwaukee County
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 Literacy/Wisconsin Health Literacy
Wisconsin Medical Society
Wisconsin Office of Rural Health

Wisconsin Organization of Nurse Leaders
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