

Waukesha County: Stay Safe to Stay Open campaign encourages simple actions to mitigate COVID-19 spread

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(Waukesha, WI)- Today, Waukesha County is launching its “Stay Safe to Stay Open” campaign, a unified approach to promote the actions businesses and residents can take to mitigate the spread of the COVID-19 virus. This campaign will remind residents to remain vigilant as the economy continues to reopen. The campaign provides participating businesses with materials to help them share simple but essential health safety messages with the public.

“Now that we are restarting the economy and returning to a more normal way of life, we want to ensure that residents and businesses can work together to avoid spikes in new cases,” said Waukesha County Executive Paul Farrow. “Simple, proactive actions can keep residents healthy and businesses in operation. Very simply, we need to Stay Safe to Stay Open.”

The “Stay Safe to Stay Open” campaign is a partnership between Waukesha County government, community organizations, and business leaders to promote four concepts that will protect the health and economy of Waukesha County:

1. Protect the vulnerable
2. Stay home if you are sick
3. Practice Social Distancing
4. Follow CDC best practices

Waukesha County will provide a digital toolkit that businesses can use to promote their commitment to the “Stay Safe to Stay Open” concepts. The toolkit includes printable posters, digital flyers, social media campaign resources, and links to

online resources available on the new “Stay Home, Stay Safe” webpage at www.waukeshacounty.gov/safeopen.

More information about Waukesha County’s response to COVID-19 is available at www.waukeshacounty.gov/covid19.