

# Stop the COVID Spread! Coalition: The Fight's Not Over Yet

Posted on Tuesday, Feb 9, 2021

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

**MADISON** - The statewide coalition to combat the spread of COVID-19 launched a new ad campaign today calling on Wisconsinites to stay vigilant in the effort to curtail the spread of COVID-19. The ad campaign that will broadcast statewide on digital and broadcast media stresses the importance of wearing face masks, washing hands regularly, and continuing to practice social distancing as key, simple measures in the fight against the global pandemic.

"This past year, Wisconsin came together to take on COVID-19. Our frontline workers, businesses, and communities stepped up. And you are doing your part," says the narrator in the ad. "We will stop the spread, but the fight's not over yet. As many await vaccines, and our health care heroes battle new strains, we can't let our guard down now."

The launch of the Stop the Covid Spread! coalition's public education announcement comes amidst a trend of falling COVID-19 cases, which could create a false sense of security. New strains of the virus that appear to be both more transmissible and potentially more deadly are spreading worldwide. Vaccine distribution in the state is also being hampered by a shortage of supply from the federal government, meaning much of the state's vaccination capacity is being underutilized. By continuing to practice safe behaviors, including wearing masks, social distancing, and washing hands, we not only stop the spread, we save lives.

"Given the current pace of vaccination in Wisconsin, it will take some time for the vaccine to take hold in the state," said Wisconsin Hospital Association President and CEO Eric Borgerding. "And regardless of the political debates taking place in Madison, masks and other mitigation behaviors are critical factors in our COVID-19 fight. We've made great progress, and the health care community is very thankful

for all that Wisconsin has done to slow COVID down, but we need to keep at it - mask up, maintain social distance, and wash hands.”

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, many of whom appear in the most recent ad.

“We are incredibly proud of the hard work and sacrifice that Wisconsinites have made over the past year, from the frontline workers in so many critical industries to the doctors, nurses and other healthcare personnel fighting this virus on a daily basis,” said Wisconsin Manufacturers & Commerce President & CEO Kurt Bauer. “It is time to double down on our efforts to stop the spread of COVID-19. We must continue to wear a mask, wash our hands and practice social distancing.”

The “Stop the COVID Spread!” coalition currently includes more than 135 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.

*You can watch the new ad at: <https://youtu.be/V3W0P0KY41g>.*