



Stop the COVID Spread Coalition Releases New Public Service Announcement

"The statewide coalition effort to combat the spread of COVID-19 has doubled down on the urgency of its messaging as Wisconsin's public health crisis threatens to overwhelm the state. Today, the "[Stop the Covid Spread!](#)" coalition ramped up its message again in the statewide effort to combat the pandemic. The coalition released its fourth public education announcement, with a stern and serious new message in the coalition's efforts urging Wisconsin residents to do their part to help reverse the public health crisis..

[The new ad](#) comes as Wisconsin again hit new daily COVID-19 records, surpassing 7,000 new cases in a single day, and after a White House task force report again warned that Wisconsin's ongoing health emergency will continue to lead to increasing hospitalizations and deaths unless more serious action is taken.

AWSA is proud to be part of the "Stop the Covid Spread!" coalition, a group of Wisconsin's leading health care, business, education, and advocacy organizations who have all joined in the team effort to urge the public to step up and take preventative measures seriously. The coalition has grown dramatically since its launch and now includes over 100 Wisconsin organizations.

You can learn more about the coalition and how we all need to step up to help stop the spread: <https://www.wha.org/stopthecovidspread>. We hope you'll join us in sharing this crucial message with your friends and family. We need a unified message and response to turn this public health crisis around before it overwhelms our state."

