



COMMUNITY LEADER COVID-19 BRIEF

A communications tool provided by ThedaCare to help community leaders slow the spread of the coronavirus in Northeast and Central Wisconsin

SHARE

- Case numbers in Wisconsin continue to climb. It took 7.5 months to get to 100,000 cases but it only took 36 days to add another 100,000 cases. The way things are going, it will only take another 20 days to reach another 100,000. The unnecessary death toll has climbed to more than 2,395 people.
- Positive cases appear to have leveled off at a very high level in the nine counties in our region. All counties are still in the Red Zone.
- Our positivity rate is at 35%. This means infection is rampant in our communities. Fifty eight community members died last week and 52 the week before.
- Unfortunately, these will not be the last of our community members affected. If no further actions are taken to get this virus under control, we may:
 - lose hundreds more friends and family in our communities this year.
 - face hospitals at capacity with unsustainable care needs.
 - hit more economic set backs.
 - and, give this virus more traction for the future as it lingers out in our communities.

ASK

We can do more than wait.
Let's move Forward. Together. Safely.

COMMIT

What is the most powerful action(s) you can personally take this week to slow the spread?

- ☐ Wear my mask *every time* I leave my house.
- ☐ Reduce non-essential errands, visits and activities.
- ☐ Socially distance *every time* I am with people other than those in my household.
- ☐ Stop *all* in-person gatherings that include people other than those in my household.

ACT

Take 15 minutes at your staff meeting this week to put these simple steps into action. Here's exactly what to do...

1. Share this message with your leadership team.
Tell them about the meeting today: what you learned and the most powerful action you're committed to taking this week. Role model safe behavior. Ask them to join you by taking personal responsibility and influencing others.
2. Discuss the most powerful action each of them can take this week and how to collectively influence the actions of the people in your business or organization.
3. Ask each of them to cascade this message and activity to their teams this week.

Find social graphics, posters and more to help us move Forward. Safely. Together at www.besafewisconsin.org.