

Dear County Supervisor:

We at Sauk Prairie Healthcare and Prairie Clinic need your help to stem the rising numbers of COVID19 infections. We are asking for your public support of prevention strategies: face coverings, physical distancing, frequent hand-washing, and avoiding large gatherings.

As a community leader, you can have a significant impact helping our communities adopt prevention strategies while keeping our local businesses vibrant. We ask that you speak directly with your colleagues, friends, businesses, and family about the importance of adopting the COVID19 prevention strategies. We ask you to share your support in conversations, interviews, at community meetings, on social media, and anywhere else you think will be helpful.

This year has been particularly challenging for Sauk County with COVID19 causing significant illness and death, along with economic hardship.

We have witnessed an unbelievable response from our communities. Many of our neighbors have adopted prevention strategies even while suffering an economic toll. Unfortunately, there have been some gaps in adopting prevention strategies, leading to increasing numbers of COVID19 infections.

We want nothing more than to be available to care for our local community members when they need us. The current increase of COVID19 infections threatens our ability to do this. In an effort to balance the prevention of a severe infectious disease with the ability to care for our community members locally, and the desire to support our local businesses, we need everyone to adopt these basic measures.

We recognize the economic impact these prevention measures have on our local community businesses, particularly distancing measures and avoiding large gatherings. But such gatherings are where the majority of COVID19 transmission occurs. The more widespread our use of prevention strategies, the more we can reduce transmission, allowing our communities to thrive.

We welcome your support and any opportunities to collaborate with you to improve the health and safety of Sauk County. We are here to serve your health needs and provide answers to

your COVID19 questions. If we can provide you with any information, please feel free to contact us at info@saukprairiehealthcare.org.

Sincerely,



Sauk Prairie Healthcare Medical Staff



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Spread the Word, Not the Virus

MESSAGING TIPS TO ENCOURAGE COVID19 PREVENTION STRATEGIES

Your words and actions can positively influence the behaviors of others in the fight against COVID19. Consider incorporating these simple messages into your professional and personal communications.

When talking to friends and family:

- “I worry about us having so many COVID19 infections in our town that the hospital can’t keep up. In fact, they may not even be able to take care of all the non-COVID19 people too.”
- “I like to wear a face covering to protect us. It is a We Not Me concept. It is about keeping you safe too.”
- “Working together with businesses and schools on a plan to help them stay open is important. Doing everything we can to decrease COVID19 infections is important to keep them open.”

At a meeting:

- “Face coverings decrease the spread of COVID19 significantly because they stop droplets from getting in the air.”
- “Stopping the spread of COVID19 is important to keep our businesses and schools open.”
- “Keep gatherings small and stay 6 feet apart to help stop the spread of COVID19.”

Social media:

- Share a link to www.SaukPrairieHealthcare.org/COVID19-We-Not-Me
- Share photos and videos of masks, social distancing and alternative ways you’re staying safe and use #WeNotMe

