

## 12/5/20 – 12/11/20 | Public Health Madison & Dane County Message Map

**Overall Theme:** As we enter the holiday season, it's important to only gather with people we live with.

**If you can only share one thing:** We're seeing real consequences of the high levels of COVID-19 in our community. It's important to follow Public Health orders and recommendations to protect yourself and others during this holiday season. Don't gather, limit trips out, wear a mask, avoid close contact with others, and stay home if you're sick or feel off.

Key Messages	Supporting Messages	Supporting Data Points
<p><b>People having close contact with others is driving COVID-19 spread.</b></p>	<ul style="list-style-type: none"> <li>• Every time you have close contact with others it is an opportunity for disease spread and prolongs the pandemic. Since you can feel fine and still spread COVID-19 to others, limiting gatherings and close contact with others keeps more people healthy.</li> <li>• Wait 3-5 days to get tested for COVID-19 after a possible exposure. If you are experiencing symptoms, get tested as soon as possible. Find testing options on Public Health's website: <a href="https://publichealthmdc.com/coronavirus/testing">https://publichealthmdc.com/coronavirus/testing</a></li> <li>• As we kick off the holiday season, consider ways to reduce risk. Limit trips out, support local stores by using online shopping or curbside pick-up options, and virtually gather with others to help keep everyone safe.</li> </ul>	<ul style="list-style-type: none"> <li>• In the past two weeks, 22% of people who have tested positive for COVID-19 reported gathering or attending a party in the 14 days prior to their positive test.</li> <li>• One <a href="#">risk assessment tool</a> estimates gatherings as small as 10 people currently have an estimated 26% chance of having someone with COVID-19. For a gathering of 25, it's 53%.* [December 4]</li> </ul>
<p><b>Public Health orders and recommendations provide a baseline of what we must do to reduce disease spread until most people are vaccinated.</b></p>	<ul style="list-style-type: none"> <li>• Everyone in the community plays a role in protecting community health. The most important thing people can do right now is follow public health orders. The decisions we make every day have the opportunity to stop the virus in its tracks—or help it spread.</li> <li>• To protect yourself and others, don't gather, stay home as much as possible, use virtual options, wear a mask, avoid close contact with others, and stay home if you're sick or feel off.</li> <li>• Until the vaccine is available broadly, people will still need to take all the necessary precautions to prevent getting or spreading COVID-19, like staying home when you're sick and washing your hands often. The combination of a vaccine and prevention measures will help us in our eventual return to normal.</li> </ul>	<ul style="list-style-type: none"> <li>• Note: We've added a <a href="#">webpage on COVID-19 vaccination</a> if you need additional talking points.</li> </ul>
<p><b>Our actions can stop the spread of the virus, which reduces hospitalizations and deaths.</b></p>	<ul style="list-style-type: none"> <li>• More people in Dane County died from COVID in November than any other month in the pandemic.</li> <li>• Hospitalizations have stabilized but remain very high, which continues to stress our healthcare system.</li> <li>• Due to the high level of community spread, we already have examples of local healthcare worker</li> </ul>	<ul style="list-style-type: none"> <li>• Our 14-day average is currently 319 cases per day.</li> <li>• <a href="#">Per our most recent snapshot</a>, 10 hospitals in our region reported at least one day of critical staffing shortage.</li> </ul>

	<p>shortages because of healthcare workers being exposed and needing to isolate or quarantine.</p> <ul style="list-style-type: none"><li>● Because hospitalizations and deaths lag behind increased case counts, our hospital system capacity will be stressed for weeks if not months to come. It will take time to see change, but we all must stay vigilant.</li></ul>	
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\*We strongly recommend keeping the “According to one tool” part of this message because there are many tools to assess risk. Additionally, if you need to update the numbers here, we used the 5x ascertainment bias (you’ll see what we mean when you [go to the tool](#)).