

11/20/20 – 11/26/20 | Public Health Madison & Dane County Message Map

Overall Theme: As we celebrate Thanksgiving, 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>As we celebrate Thanksgiving, it's important to only gather with people we live with.</p>	<ul style="list-style-type: none"> Every gathering that is held 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. In the past two weeks, more than 1 out of every 100 people in Dane County has tested positive for COVID. Because we know not every person who has the virus gets tested, one risk assessment tool estimates gatherings as small as 10 people currently have an estimated 35% chance of having someone with COVID-19. For a gathering of 25, it's 66%.* [November 20] 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. 	<p>In the past two weeks, nearly a quarter of people who have tested positive for COVID-19 reported gathering or attending a party in the 14 days prior to their positive test.</p>
<p>Following Public Health Order #10 reduces the chance for the virus to spread.</p>	<ul style="list-style-type: none"> Public Health orders and recommendations provide a baseline of what we must do to reduce disease spread, but everyone in the community plays a role in protecting community health. Emergency Order #10 prohibits indoor gatherings of any size and limits outdoor gatherings to 10 people or fewer, with physical distancing. This blog post outlines the differences between the last order and this one. 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. 	
<p>We're seeing real consequences of the high levels of disease spread in our community.</p>	<ul style="list-style-type: none"> The number of people hospitalized in Dane County has increased nearly every day since October 1. Increases in hospitalizations are concerning because strained health care systems may struggle to meet the needs of all patients—not just those with COVID. Due to the high level of community spread, we already have examples of local healthcare worker shortages because of healthcare workers being exposed and needing to isolate or quarantine. 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. 	<ul style="list-style-type: none"> Our 14-day average is currently 436 cases per day. One month ago, in the October 15 snapshot, we reported a 14-day average of 133 cases per day. Per our most recent snapshot, 12 hospitals in our region reported at least one day of critical staffing shortage. One of these hospitals was within Dane County.

*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](#)).