

MEDIA RELEASE



New digital assets available to download on StoptheSpreadKansas.org

(Dec. 17, 2020) – The Kansas Hospital Association, Kansas Medical Society, Kansas Chamber and Kansas Farm Bureau are continuing to produce and distribute additional public awareness assets to help stop the spread of COVID-19 in Kansas. Public service announcements on *Keeping Kansas Business Open* and *Ensuring Access to Health Care* are being distributed statewide. Spanish language versions are also available and being placed on Spanish radio and TV stations. All materials can be downloaded at www.StoptheSpreadKansas.org.

“We are collaborating with local governments, corporate partners and others with the tools needed to raise awareness and promote good practices in their communities. We want to make them as easily accessible as possible. Having the PSAs recorded in Spanish is integral to reaching out to Kansas’ Hispanic communities. We want to reach everyone through the Stop the Spread Kansas messaging,” said Chad Austin, president and CEO, KHA.

Stop the Spread Kansas was made possible by a grant from the CARES Act. The campaign has targeted four actions citizens should take to help curb the spread of COVID-19. They are:

- Keep a safe distance
- Wash your hands often
- Wear a mask
- Avoid large gatherings

While vaccinating has just began in the United States, the record number of virus cases continues to climb and hospital resources are at or beyond max capacity. This is especially the case for many hospitals where it is an ongoing struggle to locate beds for patient overflow whether they are COVID-19 patients or not.

“While we are seeing hope for the future, we cannot allow ourselves to become lax in the simple practices which help lower the numbers. We urge civic and corporate leaders to download these materials and use them in their communities,” said Austin.



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