

National Jewish Health Joins Top U.S. Hospitals to Encourage Everyone to #MaskUp

Growing numbers of COVID-19 cases and deaths are troubling; facemasks can slow the trend

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DENVER — 100 of the nation's top health care systems, representing thousands of hospitals in communities across the U.S., have come together with an urgent plea for all Americans – [mask up](#), because wearing a facemask is our best chance at slowing the surging COVID-19 pandemic now.



More than 11.5 million Americans have tested positive for the virus – including an additional one million in just the past week – leading to nearly 250,000 deaths.

The current trends are daunting and frightening. If the nation stays on its current course, hospital leaders are increasingly concerned that more healthcare facilities will be overwhelmed as shortages of healthy caregivers make it difficult to handle a rapidly increasing number of patients. Unfortunately, this is already happening in parts of our country.

The next several months will be critical. Though there has been positive news about vaccine development, no one knows when those vaccines will be ready for widespread use. In the meantime, everyone must remain vigilant, take precautions and follow public health orders.

The country has reached a tipping point. The power to do what is right is now in the hands of everyone everywhere.

Beginning today, a public service message will run in *The New York Times*, *USA Today*, *The Wall Street Journal*, *The Washington Post* and *The Los Angeles Times*. Additionally, hospitals and health systems across the country will continue to unite to share these messages regionally. [Click here to see the print ad.](#)

The message reads:

“As the top nationally-ranked hospitals, we know it’s tough that we all need to do our part and keep wearing masks. But, here’s what we also know: The science has not changed. Masks slow the spread of COVID-19. So, please join us as we all embrace this simple ask: Wear. Care. Share with #MaskUp. Together, wearing is caring. And together, we are saving lives.”

In an effort to reach a broader audience, the public service effort will also include messages on digital platforms, social media, online information, links to vital health resources and more. Combining resources demonstrates that these health organizations are working together, will accomplish this today and will get through this together.

The U.S. Centers for Disease Control and Prevention points to [recent studies](#) that have shown facemasks successfully limit spread of the COVID-19 virus. Wearing facemasks protect in key ways: by protecting the wearer

against inhalation of harmful pathogens and particulates and by preventing exposure of those around the wearer.

In addition to masking, the CDC suggests that everyone minimize the number of non-household contacts, maintain a physical distance of at least six feet, and limit the amount of time around others, especially while indoors and in poorly ventilated areas. For further information about masking guidelines – how to choose a mask, how to properly wear a mask – visit the [CDC website](#).

About us: www.everymaskup.com is a collaboration of 100 leading health systems representing thousands of hospitals across the U.S. joining together to create messages for the betterment of communities they serve. The impetus for this, and other public service campaigns to follow, came from a group of health care marketing and communications executives meeting for a decade and reengaged weekly since the COVID-19 pandemic began. The goal is to share knowledge and experience, best practices, strategies and resources- knowing they can accomplish more together. Founded and led by Rhoda Weiss, Ph.D., Los Angeles-based national health care leader and consultant, the expanded coalition is partnering with Cleveland Clinic Chief Marketing and Communications Officer Paul Matsen and his team for this effort. Additionally, hospitals and health systems on a regional basis continue to come together to send messages like these of prevention and safety, hope and healing, life and death, care and caring.

The following hospitals and health systems are helping to spread this message across the country.

AdventHealth	Nemours Children's Health System
Adventist Health	NewYork-Presbyterian
Allegheny Health Network	Northwell Health
Atrium Health	Northwestern Medicine
Avera Health	Norton Healthcare
Banner Health	Ochsner Health
Baptist Health Northeast Florida	OhioHealth
Baylor Scott & White Health	Oregon Health & Science University
Baystate Health	OSF HealthCare
BJC HealthCare	OU Health
Bon Secours Mercy Health	PeaceHealth
Boston Children's Hospital	Penn Medicine
Cedars-Sinai	Penn State Health
Children's Hospital Los Angeles	Providence
Children's Hospital of Philadelphia	Renown Health
Children's Hospital of Orange County	Roswell Park Comprehensive Cancer Center
Children's National Hospital	Rush University System for Health
ChristianaCare	RWJ Barnabas Health
Cincinnati Children's Hospital Medical Center	Saint Luke's Health System (Kansas City, MO)
City of Hope	SCL Health
Cleveland Clinic	Scripps Health
CommonSpirit Health	Sharp HealthCare
Community Health Systems	Southwestern Health Resources
Cooper University Health Care	SSM Health
Dana-Farber Cancer Institute	St. Elizabeth Healthcare
Dartmouth-Hitchcock Health	St. Jude Children's Research Hospital
Duke Health	St. Luke's Hospital (St. Louis)
Emory Healthcare	Stanford Health Care
Geisinger	Sutter Health
Hackensack Meridian Health	Temple Health
HCA Healthcare	Texas Health Resources
Inspira Health	The Christ Hospital Health Network
Intermountain Healthcare	The Ohio State University Wexner Medical Center
Jefferson Health	The University of Texas MD Anderson Cancer Center
Johns Hopkins Medicine	ThedaCare
Kaiser Permanente	TriHealth (Cincinnati)
Keck Medicine of USC	Trinity Health
LifePoint Health	UC Davis Health
Mass General Brigham	UCHealth
Mayo Clinic	UC Health CINCINNATI
MedStar Health	UC San Diego Health
Memorial Hermann	UChicago Medicine

Memorial Sloan Kettering Cancer Center
MemorialCare (Southern California)
Mercy
Michigan Medicine
Mount Sinai Health System
National Jewish Health
Nationwide Children's Hospital
Nebraska Medicine

UCI Health
UCLA Health
UCSF Health
UNC Health
University of California Health
University Hospitals (Cleveland)
University of Iowa Health Care
Virtua Health

National Jewish Health is the leading respiratory hospital in the nation. Founded 121 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the [media resources page](#).

Media Contacts

Our team is available to arrange interviews, discuss events and story ideas.

William Allstetter
303.398.1002
allstetterw@njhealth.org

Adam Dormuth
303.398.1082
dormutha@njhealth.org