

## 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](https://www.cdc.gov/mask/).

**About us:** [www.everymaskup.com](http://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.

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| 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 123 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.

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