

## 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

---

NOVEMBER 18, 2020

DENVER, CO — 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](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.

AdventHealth  
Adventist Health  
Allegheny Health Network  
Atrium Health  
Avera Health  
Banner Health

Nemours Children's Health System  
NewYork-Presbyterian  
Northwell Health  
Northwestern Medicine  
Norton Healthcare  
Ochsner Health

Baptist Health Northeast Florida  
Baylor Scott & White Health  
Baystate Health  
BJC HealthCare  
Bon Secours Mercy Health  
Boston Children's Hospital  
Cedars-Sinai  
Children's Hospital Los Angeles  
Children's Hospital of Philadelphia  
Children's Hospital of Orange County  
Children's National Hospital  
ChristianaCare  
Cincinnati Children's Hospital Medical Center  
City of Hope  
Cleveland Clinic  
CommonSpirit Health  
Community Health Systems  
Cooper University Health Care  
Dana-Farber Cancer Institute  
Dartmouth-Hitchcock Health  
Duke Health  
Emory Healthcare  
Geisinger  
Hackensack Meridian Health  
HCA Healthcare  
Inspira Health  
Intermountain Healthcare  
Jefferson Health  
Johns Hopkins Medicine  
Kaiser Permanente  
Keck Medicine of USC  
LifePoint Health  
Mass General Brigham  
Mayo Clinic  
MedStar Health  
Memorial Hermann  
Memorial Sloan Kettering Cancer Center  
MemorialCare (Southern California)  
Mercy  
Michigan Medicine  
Mount Sinai Health System  
National Jewish Health  
Nationwide Children's Hospital  
Nebraska Medicine

OhioHealth  
Oregon Health & Science University  
OSF HealthCare  
OU Health  
PeaceHealth  
Penn Medicine  
Penn State Health  
Providence  
Renown Health  
Roswell Park Comprehensive Cancer Center  
Rush University System for Health  
RWJ Barnabas Health  
Saint Luke's Health System (Kansas City, MO)  
SCL Health  
Scripps Health  
Sharp HealthCare  
Southwestern Health Resources  
SSM Health  
St. Elizabeth Healthcare  
St. Jude Children's Research Hospital  
St. Luke's Hospital (St. Louis)  
Stanford Health Care  
Sutter Health  
Temple Health  
Texas Health Resources  
The Christ Hospital Health Network  
The Ohio State University Wexner Medical Center  
The University of Texas MD Anderson Cancer Center  
ThedaCare  
TriHealth (Cincinnati)  
Trinity Health  
UC Davis Health  
UCHealth  
UC Health CINCINNATI  
UC San Diego Health  
UChicago 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 125 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 children and adults 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 Resources

---

We have many faculty members, from bench scientists to clinicians, who can speak on almost any aspect of respiratory, immune, cardiac and gastrointestinal disease as well as lung cancer and basic immunology.

- [Accomplishments & Awards](#)
- [Annual Report](#)
- [Financials](#)

## Media Contacts

---

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

### **Adam Dormuth**

[303.398.1002](tel:303.398.1002) office

[970.222.5034](tel:970.222.5034) mobile

[dormutha@njhealth.org](mailto:dormutha@njhealth.org)

### **Jessica Berry**

[303.398.1082](tel:303.398.1082) office

[303.807.9491](tel:303.807.9491) mobile

[berryj@njhealth.org](mailto:berryj@njhealth.org)