

April 6, 2020

Dear Hospital Leaders and Local Public Health Administrators,

We are hearing reports from around the state, particularly outside the Puget Sound area, that people are not adequately abiding by the “Stay Home, Stay Healthy” order. We believe you fully understand the importance of the order. The public’s embracing of it is critical to stopping the transmission of COVID and saving the lives of potentially thousands of people in our state.

We are writing to ask hospital and public health leaders to join together and be very public in your support of the order. You are community leaders and the public needs to hear from you that their adherence to the order is truly a lifesaving act. As examples of what we would like you to do:

- Speak positively and encouragingly about physical distancing and good hygiene practices– people want to know what they can do to help in the battle against COVID and emphasize that these are the most important things they can do;
- Pair up with your local elected officials and chambers of commerce to stand together and make the case to your communities about why physical distancing is so important;
- Reach out directly to the heads of organizations that you hear or experience are not adequately supporting social distancing – for example, your local grocery store, hardware store or parks department, and offer them your assistance;
- Include information about the importance of physical distancing regularly in your social media;
- Talk to your local media about the importance of the order and the dire consequences that could result if people do not comply;
- Every time you speak to the media on any topic related to COVID (how many beds you have available, your supply of PPE, your drive-through testing sites), use it as an opportunity to emphasize that physical distancing is critical to our collective efforts; and
- Share stories about how people are staying connected and staying healthy during physical distancing on your social media and to your patients. Encourage connecting electronically with family and friends outside one’s household as a way to engage and be social.

With your leadership, we look forward to seeing more stories and encouragement across the state – and better adherence to the order.

Best regards,



Cassie Sauer
President and CEO
Washington State Hospital Association



John Wiesman, DrPH, MPH
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