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FOR IMMEDIATE RELEASE

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JCPH Launches New Campaign “Together We Go Forward,” Reminds Jeffco that Actions We Take Today — Together — Will Help Us Tomorrow

Jefferson County, Colo. – Jefferson County Public Health (JCPH) today announced and launched a new public information campaign aimed to slow the spread of COVID-19 in Jefferson County by reminding people of their important role in this effort. The campaign, called “Together We Go Forward,” highlights six individual actions that, when combined at a collective level, make a big difference and help protect our community’s health, safety and economy.

“After months of living with the novel coronavirus in our lives, we know people are tired. COVID-19 fatigue is real, and one of the best ways we can work against it is to work together to beat this thing,” said Dr. Margaret Huffman, Director of Community Health Services at JCPH. “We all want to keep our loved ones and neighbors healthy, our businesses open and thriving and our healthcare system running smoothly and safely.”

“Together We Go Forward” is an effort that stems from JCPH, but it’s about the way COVID-19 affects all of us in the Jeffco community. That’s why a major piece of the campaign will include supporting messages from community partners, including from faith leaders, business community members, law enforcement and schools. The shared nature and universality of this campaign is key to its core messages:

1. **Common ground and interdependence:** We all want what’s best for ourselves, our families and our community. Our choices may be individual, but they make a big difference for everyone. Doing your part to slow the spread of COVID-19 is the best way to keep our community healthy, safe and open.
2. **We’ve done it before:** By following public health guidance, we have been able to curb COVID-19 spikes in our community before. We made it through other surges during the pandemic, and we can do it again.
3. **Agency and action:** We’re calling on everyone to take action now, so we can all move forward, together. Here’s what you can do:
 - Wear a mask to protect yourself and others.
 - Watch your distance. Keep 6 feet or more apart.
 - Wash your hands often. Scrub for 20 seconds with soap and warm water.
 - Stay home if you’re sick. Get well and don’t spread germs.
 - Be kind to your neighbors. Remember we’re all working hard.
 - Support local businesses. Keep them open by slowing the spread.

The recent rise in COVID-19 cases put Jefferson County at risk of being moved to Level 3 of the Colorado Department of Public Health and Environment's (CDPHE) [Dial Framework](#). The new campaign from JCPH is an important strategy to combat these rising case counts in the department's mitigation plan.

"We all have something we can contribute to slowing and eventually stopping the spread of COVID-19, and our individual efforts affect the way the next few months will go," Huffman said. "The steps we can take to move forward in Jeffco are much easier than the potential consequences could be - and when we work together to take them, they bring us even closer as a community."

To see the new campaign and download materials for use on social media or at your location, including posters, shareable graphics and a video, please visit www.jeffco.us/4048/Communications-Toolkit. For continuing updates about Jefferson County's case numbers, visit www.jeffco.us/coronavirus and follow us on social media on Twitter [@JeffcoPH](#), Instagram [@JeffcoPH](#) and Facebook [@jeffcpublichealth](#).

About Jefferson County Public Health

Public health is what we as a society do collectively to prevent illness and premature death and promote health in our neighborhoods and communities. Jefferson County Public Health (JCPH) is a nationally accredited health department committed to promoting and protecting health across the lifespan for all people through prevention, education and partnerships. To learn more about JCPH visit <https://www.jeffco.us/public-health>. You can also follow JCPH on Twitter [@JeffcoPH](#), Instagram [@JeffcoPH](#) and Facebook [@jeffcpublichealth](#).

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