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Milwaukee and Waukesha County Public Health Agencies Partner on Regional Flu Prevention Strategy

Multimedia Ad campaign to include outdoor, radio and television

Fourteen local public health agencies, including the City of Milwaukee Health Department and the Waukesha County Division of Public Health, have launched a regional influenza awareness campaign to promote vaccination and good hygiene practices throughout Milwaukee and Waukesha counties.

The multi-faceted campaign will appear on large billboards throughout the region, including Mitchell International Airport and the Milwaukee Amtrak Station, as well as on both Milwaukee and Waukesha Metro Transit buses and bus shelters. The campaign will also include spots in Marcus Theaters around the region and radio and television advertisements that will begin airing later this month.

“Increasing awareness of how individuals can limit the spread of disease in our community remains a top priority for the department and the region,” said Milwaukee Health Commissioner Bevan K. Baker. “Both seasonal and H1N1 influenza will continue to be a challenge that we must face together for the health and safety of our residents and the good of our local economy.”

“It is great to see our 14 local public health agencies work together on a comprehensive hygiene marketing campaign in response to flu prevention,” said Darren Rausch, Milwaukee/Waukesha Consortium Chairperson and Greenfield Health Officer.

“By utilizing print, radio and television media we are able to reach more people and broaden awareness of how to prevent the spread of disease,” said Peter Schuler, Waukesha County Health Officer.

The campaign includes three designs highlighting ways people can transmit disease through contact with every day items.



Public health officials throughout Milwaukee and Waukesha counties continue to monitor the spread of influenza illness, including H1N1 and seasonal influenza in our communities.

For more information contact 2-1-1 or visit the MHD website at www.milwaukee.gov/flu or Waukesha county website at www.waukeshacounty.gov/pandemicflu