

26 March 2020

Nurses, midwives and care workers plead for community support in wake of COVID-19 pandemic

The Australian Nursing and Midwifery Federation Tasmanian Branch (ANMF) have launched a social media campaign urging the Tasmanian community to care for healthcare professionals by staying at home and isolating themselves as much as possible.

ANMF Tasmanian Branch Secretary Emily Shepherd said frontline nurses, midwives and care workers in Tasmania have called on the community to help them in their fight against Coronavirus (COVID-19).

"Our social media campaign echoes the words of nurses, midwives and care workers pleading with the Tasmanian community: *'help us help you, isolate before it's too late'*."

"ANMF members on the frontline are urging Tasmanians to take the threat of COVID-19 very seriously or risk the prospect of widespread social transmission, sickness, and death in the Tasmanian community."

"The thoughtless behavior of those who have travelled and not followed the social isolation requirements, is extremely disappointing for our members and their health care colleagues who are working so hard to stop the spread of COVID-19 in Tasmania."

Ms Shepherd said when the entire Australian community looks at Europe, it can see what impact this sort of behavior has had on the spread of COVID-19.

"We know that flouting the isolation requirements is putting all Tasmanians at risk. Most importantly, it is also putting the critical healthcare workforce at risk."

"The actions of these individuals are reducing our efforts to 'flatten the curve' and get ahead of this virus before it is too late. The Tasmanian Government needs to act now to ensure that we can stop the spread of COVID-19."

"One of the worst possible results would be having to ration healthcare resources, such as intensive care unit (ICU) beds in the state."

"All Tasmanians should be proactive and follow the recommendations of the World Health Organization for social distancing - stay at home and if it is necessary when going out, adhere to new strict social distancing requirements. The entire community needs to get on board with this."

The ANMF's social media campaign calls on State and Federal Governments to implement Nationally consistent strategies in order to save families, communities and give our nurses, midwives and care workers a chance to defeat the rising threat of COVID-19.

"It is incredibly hard to see so many Tasmanians lose their jobs due to measures required to address COVID-19," Ms Shepherd said. "Our thoughts are with these workers and their families.

"We urge the community to immediately heed the calls for isolation and social distancing to ensure that the sacrifices these workers are making is not in vain.

"Most importantly, we need the community to get on board now so that further aggressive strategies are limited going forward."

Campaign assets from the ANMF can be found attached to this email, please contact marketing@anmftas.org.au if you have specific artwork requests.

~End

Media contact:

Emily Shepherd, Branch Secretary

Mobile: 0400 884 021

Email: emily.shepherd@anmftas.org.au