

FOR IMMEDIATE RELEASE

December 18, 2020

Contact: Shawn Marshall Jr.

(631) 715-2757; Smarshall@gurwin.org

GURWIN JEWISH NURSING & REHABILITATION CENTER STAFF & RESIDENTS LAUNCH PUBLIC HEALTH PSA CAMPAIGN

Commack, NY— With flu season’s arrival amid the coronavirus pandemic and public division over preventative protocols, residents and staff of the Gurwin Jewish Nursing & Rehabilitation Center took matters into their own hands, launching their first-ever Public Service Announcement (PSA) educational campaign. The 45-second PSA video highlights simple everyday practices to keep illness at bay while the nation awaits the rollout of the COVID-19 vaccine.

Preventing the spread of illness in the elderly population is critical, and during the current crisis has taken on more urgency. Mitigating the flu through vaccine and personal hygiene habits has been shown to reduce sickness and hospitalization, this at a critical juncture when healthcare resources are strained due to the pandemic. Calls to “Wear a mask,” “Wash your hands” and “Do your part” can be heard throughout Gurwin’s “Stop the Spread” video campaign from both employees throughout the 460-bed nursing home, as well as the residents themselves, who are among the most vulnerable. Social distancing and flu shot recommendations are also voiced by campaign participants.

A link to the video can be found here <https://youtu.be/H6cClv9MznA>.

About the Gurwin Healthcare System:

The Gurwin Healthcare System is a renowned healthcare provider offering a full continuum of healthcare services for frail and medically complex adults. It includes the Gurwin Jewish Nursing & Rehabilitation Center, a 5-star, 460-bed nursing care facility located in Commack, Long Island, which was named by Fortune Magazine as the #1 Best Workplace in the nation for Aging Services, and is a perennial Best of Long Island award winner in multiple categories. Services provided at the Center include skilled nursing care, rehabilitation therapy, advanced care, ventilator and respiratory care, on-site dialysis and infusion therapy, memory care, and palliative and hospice care, as well as both medical and social adult day programs, and home care programs. The 34-acre campus is also home to the Gurwin Jewish~Fay J. Lindner Residences assisted living community, and a proposed independent living community, Fountaingate Gardens. For more information, visit www.gurwin.org, Follow Gurwin on Facebook (bit.ly/GurwinNursingRehab) and on Twitter (@GurwinJewish).

#

Gurwin Jewish Nursing & Rehabilitation Center

68 Hauppauge Road, Commack, NY 11725 | (631) 715-2562 www.gurwin.org

