



NORTHUMBERLAND HILLS  
HOSPITAL



NORTHUMBERLAND HILLS  
HOSPITAL FOUNDATION  
Better Care for Our Community

## NEWS RELEASE – FOR IMMEDIATE RELEASE

### NHH to take National Nursing Week celebrations virtual

**NORTHUMBERLAND COUNTY, Friday, May 8, 2020** – As the COVID-19 pandemic continues, Northumberland Hills Hospital (NHH) and the NHH Foundation are turning to virtual opportunities to sustain key events and celebrations and the latest among these is National Nursing Week, coming up May 11 through 17.

Recognized annually from the Monday to the Sunday surrounding Florence Nightingale’s birthday (May 12), the 2020 celebration of Nursing Week will be particularly significant as it also marks the 200<sup>th</sup> anniversary of Nightingale’s birth. Nightingale is the British nurse, social reformer and statistician credited with being the founder of modern nursing.

To recognize Nursing Week in a way that respects the physical distancing requirements of COVID-19, NHH—in partnership with the NHH Foundation—will be sharing a series of video postcards through their social media platforms May 11 through 15.

“A hospital requires the shared leadership of many professions,” said Susan Walsh, NHH’s Vice President of Patient Services and Chief Nursing Executive. “Nurses make up close to 50 per cent of our total staff complement—the biggest single profession—and our aim with this social media campaign is to highlight representative voices of the many talented and dedicated Registered Nurses, Nurse Practitioners and Registered Practical Nurses working at NHH today. At a time when we cannot gather in person we are offering these video postcards as a look into the people behind the profession and, more specifically, the many diverse roles that nursing careers offer today and the great variety with which the nursing profession is positively impacting care in the hospital and community.”

Showcasing NHH nurses working in infection prevention, community mental health, surgical services, intensive care, clinical informatics, cancer care and more, the 10 videos—filmed from a mix of locations, both on site at NHH, outside the hospital and in the individual nurses’ homes—will be aired two per day, beginning Monday, May 11 through Friday, May 15 on the social media platforms of both Northumberland Hills Hospital and the Northumberland Hills Hospital Foundation.

“We invite you to follow us on your favourite social media platform and help us share these video messages,” said Walsh. “On behalf of the entire team at NHH, Happy Nursing Week. It is truly our honour to be part of the many professions serving this community, during this challenging COVID-19 environment and beyond.”

**Media contact: Jennifer Gillard, Senior Director, Public Affairs and Strategic Partnerships, 905-377-7757, [jgillard@nhh.ca](mailto:jgillard@nhh.ca)**

**About Northumberland Hills Hospital** – Located approximately 100 kilometres east of Toronto, NHH delivers a broad range of acute, post-acute, outpatient and diagnostic services. Acute services include emergency and intensive care, medical/surgical care, obstetrical care and palliative care. Post-acute specialty services (PASS) include restorative care and rehabilitation. Mental health care, chemotherapy, dialysis and 16 other ambulatory care clinics are offered on an outpatient basis through partnerships with regional centres and nearby specialists. NHH offers a full range of diagnostic services, including magnetic resonance imaging (MRI), computed tomography (CT) and mammography. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs approximately 600 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of the Central East Local Health Integration Network. For more information, please visit [www.nhh.ca](http://www.nhh.ca) or follow us on Twitter [@NorHillsHosp](https://twitter.com/NorHillsHosp).

**About the Northumberland Hills Hospital Foundation** – The mission of the Northumberland Hills Hospital Foundation is to inspire generous giving to enable exceptional patient care at Northumberland Hills Hospital. With a dedicated team of enthusiastic volunteers and staff, the NHH Foundation is passionately committed to improving health care and the quality of life for people living in west Northumberland. Since 2002, the NHH Foundation has raised over \$57 million to build and equip Northumberland Hills Hospital. This support comes from generous community support through a variety of programs including major gifts, planned giving, signature and third party events, direct mail and commemorative giving. For more information, visit: [www.nhhfoundation.ca](http://www.nhhfoundation.ca) or like us on Facebook.

– END –