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Robbinswood Celebrates 6 Months With Zero Covid-19 Infections! Help us Share our Pride With the Community

Hello Mrs. Formosa,

I hope you are doing well since the last time we spoke when The Tribune came to Robbinswood Assisted Living Center for your piece "Robbinswood Residents Treated to Salon Day" in 2013. I cannot begin to tell you how much love, enthusiasm, and pride we received from the community after the publication, and I am happy to report that we have another optimistic and exciting story coming out of Robbinswood:

As you know, Robbinswood Assisted Living Center, which houses and cares for around 300 elders from the Grand Haven community, has been proud to serve the same community as the Grand Haven Tribune for almost 50 years. We also take great pride in our relationship to the Grand Haven community, having been voted The Grand Haven Tribune's "Best Healthcare Company" 5 years in a row -- and that is because of our core values:

- Experienced, caring team
- Activities and events for every interest
- Minimize the need to relocate
- Accommodating residents' changing needs and preferences
- Maximize residents' dignity, autonomy, privacy, independence, choice, and safety
- Encourage family and community involvement

However, the COVID-19 pandemic has created immense challenges at Robbinswood these last few years, as it has done nationwide in nursing facilities. Older adults in nursing homes face enormous risk of disease, and it has been difficult for even the best assisted living centers to control infections.

Which is why our recent milestone of 6 months without a single Covid infection is novel, inspiring, and newsworthy. This achievement marks the first substantial period of COVID-19-independence since the onset of the pandemic, which has devastated nursing home facilities around the country. This comes as a result of implementing and executing a robust new contact tracing and visitor management system, which includes mandatory testing upon entrance into the facility, risk analysis, and vigilant adherence to CDC masking and vaccination policies. This achievement not only signifies a positive and uplifting turn in our collective journey toward reclaiming normalcy but also highlights the potential for similar successes across other assisted living communities, offering hope for the future. This milestone will serve as an inspiring example, encouraging enhanced COVID-19 measures industry-wide and contributing to the broader effort to ultimately overcome the pandemic.

Robbinswood Assisted Living Community invites inquiry on these new COVID-19 containment protocols, how to inspire an effective and cooperative response to immunology challenges, and what we can do to support our elderly community better. For questions, interviews, or meet-up opportunities, please contact:

Don Trygstad -- @don.trygstad@robbinswoodalc.com

Thank you, and I hope you will consider a story on this outstanding achievement,

Jake Trygstad
Robbinswood Social Media Manager

Rich text editor toolbar with icons for undo, redo, font face (Sans Serif), font size (12), bold (B), italic (I), underline (U), text color (A), bulleted list, numbered list, decrease indent, increase indent, quote, link, and unlink.

Bottom toolbar with a blue "Send" button, text color (A), link, unlink, emoji, image, video, lock, edit, and a menu icon.