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Middle Georgia Hospitals Launch “Mask Up to Save Lives” Campaign

(Macon, GA) - Middle Georgia hospitals are asking their community to “Mask Up to Save Lives” as we protect others against the spread of COVID-19. Coliseum Medical Centers, Coliseum Northside Hospital, Houston Healthcare, and Navicent Health launched a public service campaign featuring local celebrities that will be featured on billboard, social media and television messaging.

Local media organizations are contributing to this campaign as well. Lamar Outdoor Advertising donated 9 billboards and WMAZ, WMGT, and WGXA are all producing and airing public service announcements to reinforce the importance of masking. Proforma Ascension Marketing Group in Macon also donated printed materials to support this campaign.

"We are not defenseless against COVID-19," said CDC Director Dr. Robert R. Redfield. "Cloth face coverings are one of the most powerful weapons we have to slow and stop the spread of the virus - particularly when used universally within a community setting. All Americans have a responsibility to protect themselves, their families, and their communities."

The hospitals encourage everyone to mask up and protect Middle Georgia from the spread of COVID-19. In addition to masking, the hospitals also recommend:

- Maintain at least 6 feet of distance between you and others who aren't in your immediate family
- Wash your hands frequently with soap and water. When soap and water aren't readily available, use hand sanitizer.
- Stay home if you are feeling sick.

For more information on COVID-19 procedures at local hospitals, visit:

- Coliseum Health System: www.ColiseumHealthSystem.com
- Houston Healthcare: www.hhc.org
- Navicent Health: www.navicenthealth.org

About Coliseum Health System

Owned by HCA Healthcare (HCA), Coliseum Health System is comprised of Coliseum Medical Centers and Coliseum Northside Hospital, two medical/surgical campuses with a total of 413 beds. The hospitals feature an expansive range of state-of-the-art services designed to meet the comprehensive medical needs of central Georgia. Both facilities include a 24-hour emergency room, inpatient and outpatient surgery options, rehabilitation programs, and diagnostic services. In addition, Coliseum Health System's breadth of care options includes specialty facilities such as the Coliseum Heart Institute, an advanced cardiac center offering all services from non-invasive cardiology to open heart surgery, Coliseum Primary Stroke Center, Coliseum Orthopaedic & Spine Institute, Coliseum Cancer Institute, Coliseum Robotic Institute, Georgia Bariatric Center, Coliseum Rehabilitation Center, and a birthing center which includes a level III neonatal nursery. Additionally, the Coliseum Center for Behavioral Health, located at Coliseum Medical Centers, provides treatment to adults with psychiatric and addiction issues through inpatient and outpatient programs, as well as, a specialty program for senior adults. For more information about Coliseum Health System, visit: <http://coliseumhealthsystem.com>

About Houston Healthcare

Houston Healthcare is a system consisting of seven separate entities serving over 300,000 people every year. Our 2 hospitals totaling 282 beds, 3 urgent care facilities, 8 physician practices and numerous ancillary services have one goal—taking care of the people that call Houston County and surrounding communities home. We provide a wide range of services, including: inpatient and outpatient surgery, Maternity and neonatal intensive care, Advanced cardiovascular care, Urgent care, Electronic intensive care units, Advanced imaging services, Psychiatric care, Physical and cardiac/pulmonary rehabilitation, Orthopedics and joint replacement, Oncology treatment and 24-hour emergency care.

About Navicent Health

Navicent Health, the leading provider of healthcare in central and south Georgia, is committed to its mission of elevating health and wellbeing through compassionate care. Providing more than 1,000 beds and offering care in 53 specialties at more than 50 facilities throughout the region, Navicent Health provides care for healthcare consumers' through an academic medical center; community, pediatric and rehabilitation hospitals; urgent care centers; physician practices; diagnostic centers; home health; hospice and palliative care; and a life plan community. Navicent Health is dedicated enhancing health and wellness for individuals throughout the region through nationally recognized quality care, community health initiatives and collaborative partnerships. For more information, please visit www.navicenthealth.org.

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