

FOR IMMEDIATE RELEASE

From: (Name of person issuing the release)  
(Name of long term care facility issuing the release)  
(Contact Information)

## (Facility Name) Builds a Healthier Long Term Care Facility with New Comprehensive Hand Hygiene Program

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(Facility Name) announces the implementation of the new Compass™ hand hygiene program designed to help keep patients and guests healthy by educating them on proper hand hygiene practices.

According to the Centers for Disease Control and Prevention, proper hand hygiene education is the most important step in preventing the spread of illness and disease. The Compass program aligns with CDC recommendations by promoting the step-by-step instructions for proper handwashing. (Facility Name) will place Compass Soap and Instant Hand Sanitizer dispensers throughout their facility and restrooms to support their commitment to a worry-free path to recovery. These dispensers will use Betco® skin care products, which include green and triclosan-free options. In addition, (Facility Name) will implement educational elements to remind patients, guests and staff about the relationship between proper hand hygiene and health.

“Controlling the spread of germs in a healthcare facility is very important,” says NAME, TITLE at (Facility Name). “Research shows that 80% of all communicable diseases are spread by touch. In order to stay dedicated to improving the health and wellbeing of our patients, (Facility Name) agreed that the Compass program is the best solution to accomplish that goal. I’m convinced that Compass can do amazing things to reduce risk during a patient’s journey to recovery.”

“Germs can spread very easily in a treatment facility,” adds NAME, POSITION at (FACILITY NAME). “Otherwise healthy guests and staff can spread them every time they touch a doorknob, faucet or another person. This can mean trouble for patients who are trying to recover from other illnesses.”

The educational elements of the Compass Hand Hygiene Program aim to make proper hand hygiene a habit for everyone. Thorough messaging that increases knowledge surrounding the importance of hand hygiene is also available as posters and table tents and accompanies the dispenser program. **“Helping our residents, staff and community stay healthy could not be any more in line with our mission.” said (Long Term Facility Name) President NAME.**