

For Immediate Release

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Media Release

MUSC and CCSD Teaming Up to #FlattenTheCurveSC

**Office of Strategy and
Communications**

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Charleston, SC – Charleston County School District (CCSD) in partnership with the Medical University of South Carolina (MUSC) is launching #FlattenTheCurveSC -- a campaign focused on slowing the spread of coronavirus (COVID-19) and protecting the max capacity of the healthcare system so everyone who needs care, can get it.

The “curve” refers to the projected number of people who will contract COVID-19 over a period of time. We as a community can help “flatten the curve” and slow transmission of the virus by enacting precautions and proactive measures that will better protect the community’s health and continue to allow our healthcare system to serve those in need.

CCSD Superintendent of Schools, Dr. Gerrita Postlewait, and MUSC President, Dr. David Cole, teamed up to share a video message with the public about how their organizations are working to #FlattenTheCurveSC and what families can do from home to promote and maintain social distancing in fun, creative ways.

MUSC, along with the Centers for Disease Control and Prevention (CDC), recommends the best way to prevent illness is to avoid being exposed to the virus. One measure to help prevent spread is the practice of social distancing. Social distancing entails keeping a minimum of six feet between yourself and another individual to minimize close contact. The use of social distancing in addition to good hygiene habits such as washing your hands often with soap and water for at least 20 seconds, covering your mouth and nose when sneezing and/or coughing, and avoiding touching your eyes, nose, and mouth will help mitigate spread. Limiting and eliminating gatherings is an even greater measure to curb transmission and #FlattenTheCurve.

“We are deeply committed to doing all we can to protect the health, safety, and well-being of our students, staff, and families,” said Superintendent Postlewait. “While it is never easy to make the decision to close school, we knew it was absolutely essential to help prevent spread. Our staff have and will continue to work diligently to ensure our families and students have all the resources and support necessary to continue learning from home during this time.”

"At MUSC, the Charleston County School District, the City, really throughout the Lowcountry, people need to continue acting in a swift and thoughtful manner in the interest of overall public health," remarked President Cole. "I want to underscore the fact that the decisions we make now and in the next couple of weeks as individuals and a community are critically important. How we act will shape, and hopefully minimize, the impact of this virus."

"We need to flatten the curve in Charleston and in South Carolina; which means slowing down the rate of exposure and disease associated with this virus, COVID-19," continued Cole. "We do not want our communities or homes to become the next virus hotspot, so we need everyone- our families, our neighbors, our businesses to make smart personal decisions right now so we can minimize the impact of this wave that is heading towards us. This is about protecting our grandparents and the elderly, your parents and brothers and sisters, those who are already sick and those working on the front lines to keep us all safe. We're counting on you."

For more information about #FlattenTheCurveSC, please contact CCSD's Office of Strategy and Communications at erica_taylor@charleston.k12.sc.us or MUSC's Office of Public Affairs and Media Relations at woolwinh@muscd.edu and visit www.ccsdschools.com.

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About the Charleston County School District

Charleston County School District (CCSD) is the second largest school system in South Carolina representing a unique blend of urban, suburban, and rural schools that span 1,000 square miles along the coast. CCSD serves more than 50,000 students in 86 schools and specialized programs. With approximately 6,100 employees district-wide, CCSD is the fourth largest employer in the region.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, charter, magnet, IB (international baccalaureate), and Montessori schools, and is divided into three Learning Communities. Options include specialized programs in science, engineering and mathematics; liberal arts; music and other creative and performing arts; career and technical preparation programs; and military and other public service enterprises.