



A Growing Tradition

Town of Bradford West Gwillimbury

Office of the Mayor

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Message from Mayor Rob Keffer:
COVID-19 update – April 6, 2020

There have now been 98 confirmed cases of COVID-19 in Simcoe-Muskoka, including 29 recovered, 14 still in hospital and 5 deaths. All those who have succumbed to the illness have been people over the age of 70; therefore, we are deeply concerned by the outbreak at Bradford Valley Long Term Care Centre, which has affected 9 residents and one staff member.

These residents are in isolation on the premises, and the staff member is in self-isolation at home. Dr. Gardner emphasized that outbreak control measures are now in place across the facility, including residents isolated from one another, staff wearing masks, intense surveillance for symptoms in other residents and immediate testing of anyone who manifests symptoms.

I understand how difficult it is to simply sit at home and be unable to provide anything more than thoughts and prayers to those dealing with the illness. I can only imagine how stressful it is for the family members of Bradford Valley residents – both those who are sick and those who remain well – to be unable to be with them while they are in isolation.

The Town is doing what we can to aid residents and businesses that have been financially impacted by the COVID-19 pandemic. My video message last Friday was quite long, so I wanted to share a short clip from it describing financial relief measures that may help you:

<https://youtu.be/XaTcmxxR0bl>

I saw a social media post on the weekend in which a teacher reminded her students that we are not STUCK at home, we are SAFE at home. I think this is an excellent way to think of it, and perhaps if we can adopt that frame of mind, we will feel a bit better about the time we are spending in relative isolation. If you have any positive stories of how you are managing this time at home, we would love for you to share them with us.

Best,
Rob Keffer