



Communicating With Your Communities on the Coronavirus

As we navigate the new challenges emerging due to the coronavirus (COVID-19), we have compiled sample messaging and talking points that you may choose to use when communicating with your residents and their families, staff, visitors, and media. We advise that you introduce these messages when necessary and alongside information from official sources, such as the Centers for Disease Control and Prevention. You may find additional resources, including those from partner and member organizations, via our **Coronavirus Preparation and Response Toolkit** at [argentum.org/coronavirustoolkit](https://www.argentum.org/coronavirustoolkit).

As this is an evolving issue, we will stay informed of updates and new resources, and make revisions regularly to the toolkit. Sharing misinformation may be harmful, so be sure to use these resources to stay informed on the latest updates and data.

Resident Communication/Talking Points

- Please know that we are ready and prepared for emergencies and unexpected events, and we have detailed plans in place that prioritize your health and wellness.
- Maintaining your health, wellness, and safety remains our number one priority.
- It is important for you to know our associates are trained in infection control practices and follow strict protocols based on that training.
- Please take extra care to help your neighbors by washing your hands often; avoid touching your eyes, nose, and mouth; and staying in your residence if you feel sick.
- To further protect yourself, frequently touched surfaces in your residence can be cleaned with a cleaning spray or wipes, following manufacturers instructions.
- We will continue to monitor official resources on the spread of the virus and if necessary, may have to limit or postpone some activities or trips or limit visitor access to the community. We apologize in advance for this.
- If you have any family members or visitors who are feeling ill, we ask that you encourage them to reconsider visiting the community at this time.
- We will continue to update you on any news, emerging issues, or scheduling changes.
- Please visit [*website, social media accounts, etc.*] for regular and additional updates.

Staff Communication/Talking Points

- Older adults can be more vulnerable to the spread of illness, so please take extra care when hand washing, cleaning surfaces, etc.
- Continue to use the infection control training and practices you already implement each day. We will inform you if any additional measures need to be taken.
- If you are not feeling well, we ask that you please not come to work. You may risk spreading illness to our vulnerable population. [*insert sick leave policy*]
- You and your family may feel stressed and concerned over the coronavirus news. Please remember to take care of yourself.
- Our residents and their families may also be feeling stressed and concerned. We are sharing updates with them as needed, but please use your training to help them in positive ways.
- Avoid sharing or spreading misinformation or private information, protected by HIPAA; please consult official resources and the latest data. [*insert privacy policy and social media policy*]
- We will continue to update you on any news, emerging issues, or scheduling changes.
- Please visit [*website, social media accounts, etc.*] for regular and additional updates.

Family Member Communication/Talking Points

- Please know that we are ready and prepared for emergencies and unexpected events, and we have detailed plans in place that prioritize the health and wellness of your loved ones.
- It is important for you to know our associates are trained in infection control practices and follow strict protocols based on that training.
- We have prepared for episodes of infectious diseases and other illnesses that spread easily, especially among older populations.
- If you are not feeling well, we ask that you please reconsider visiting the community at this time.
- We will continue to update you on any news or emerging issues.
- Please visit [*website, social media accounts, etc.*] for regular and additional updates.

Visitor/Vendor Communication/Talking Points

- The health and wellness of our residents is our number one priority.
- As we continue to monitor the spread of the coronavirus, we may have to do additional screening of visitors, inquiring about their health status and recent travel, and even limiting visitors to the community.
- Older adults can be especially vulnerable to the spread of illnesses. Any visiting restrictions will be made with their best interests in mind.

- If you are not feeling well, we ask that you please reconsider visiting the community at this time.
- Please visit [*website, social media accounts, etc.*] for regular and additional updates.

Media Communication/Talking Points

- The health and wellness of our residents remains our number one priority.
- We have detailed and specific plans in place for a wide-range of emergencies and illnesses like this.
- We are communicating regularly with our residents and their families, staff members, visitors, and vendors, on precautions they can take and how they can help limit the spread of illness.
- Our staff are trained in infection control practices and we follow those protocols each and every day.
- Older adults can be particularly vulnerable to the spread of illnesses, so we are asking everyone who comes into contact with our community or community members to be especially vigilant at this time:
 - Washing hands regularly and sufficiently
 - Cleaning and wiping down frequently-touched surfaces
 - Limiting contact with others and avoiding visits to the community if they are feeling ill
 - Notifying staff immediately if they are feeling ill
- As we navigate this challenge, we remain focused on providing exceptional care and service for our residents. This includes sharing regular updates and information and taking any precautions required to limit the spread of illness or misinformation.

Please don't hesitate to reach out to Argentum at any time for additional support or assistance. You may contact us online at [argentum.org](https://www.argentum.org), by email at info@argentum.org, or by calling us at 703-894-1805.