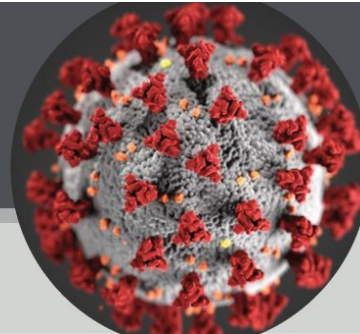


CORONAVIRUS

(COVID-19)



COVID-19 External Communications Toolkit for Fall 2020

Updated: August 17, 2020

As the COVID-19 cases are rising again across Minnesota and with the new Visitation Modification recommendations issued by MDH, we've collected tools that can assist you in responding to media requests and letters to the editor as well as in communicating with family, residents, and your community about your continued COVID-19 prevention efforts. Below are resources that you can tailor to help you share information and deliver a message that reflects your mission, your response and your action plan.

MEDIA & GENERAL COMMUNICATIONS RESOURCES

[COVID-19 Talking Points for Media & the Public](#)

[Local Media Pitch for COVID-19 Story](#)

[Sample Letter to the Editor - from Facility Leader](#)

[Sample Letter to the Editor - Employee](#)

[Crisis Communications & Media Response Guide](#)

[Top 10 COVID-19 Communications Tips](#)

VISITATION MODIFICATION-SPECIFIC COMMUNICATION RESOURCES*

[Statement and Talking Points \(Resume Visitation; Delay Visitation\)](#)

[FAQ for Families](#)

[Resident/Family Letter: Resume Visitation](#)

[Resident/Family Letter: Delay Visitation](#)

[Volunteer/Vendor: Resume Visitation](#)

[Volunteer/Vendor: Delay Visitation](#)

* These also appear in the [Visitation Modification Toolkit](#).

Note: The messages used to develop this resource guide are up-to-date as of Monday, August 17. As COVID-19 continues to evolve, this information is subject to change. We will update these resources as needed and post revised resources to our website: www.leadingagemn.org/coronavirus.