



## **Communication – Call to Action Talking Points and Statement**

### **Talking Points:**

#### **We're fighting every day to defeat COVID-19.**

- Minnesota saw this virus coming. We planned and acted.
- Nursing homes and assisted living limited visitors to only medically necessary and end-of-life needs, long before the first stay-at-home order was issued.
- Our goal has been to limit the chances for the virus to enter our settings.
- Within settings, contact between residents was restricted and group dining came to a halt.
- We enhanced infection control, screening of all staff, and monitoring of all residents.
- There is no doubt that these early actions helped saved lives, but we are now seeing what other countries and states have seen – COVID-19 can be slowed but it can't yet be stopped.

#### **While Minnesota has been successful in slowing the spread of COVID-19, unprecedented social restrictions and enhanced infection control haven't been enough to fully protect the residents and staff of nursing homes and assisted living.**

- We know that seniors with pre-existing health conditions in congregate settings are uniquely burdened by COVID-19.
- Our hearts go out to the families of every older adult who has succumbed to this deadly disease.

#### **We are committed to putting all the resources we have to continue this critical, life-saving work and to be there for your loved ones in all the ways you need us to be.**

- We work every day with dedicated state and local health experts to stop the impact of this virus.
- We are doing everything in our power to stop this disease, but we need help.

#### **We need help and support from the State and from our neighbors.**

- We need more tests to protect our residents, support our staff, track the path of the virus and to be able to identify - through widescale symptomatic and asymptomatic testing - those who can safely care for elders, as well as which of our residents carry the virus.

- We need protective equipment. Our hearts are warmed by the donations of handmade cloth masks for our dedicated caregivers, and we wear them with pride. But our best tools for slowing the devastating impact of this virus are personal protective equipment such as surgical facemasks, gowns, face shields and eye protection.
- We need your support. Our nursing assistants, nurses, home care aides, housekeepers, dietary staff and other workers are on the frontline for Minnesota as it battles this virus. They are health care heroes, who come to work every day when staying at home would be safer - because caregiving is not just their job, it is their calling. Please lift them up and help us honor the work they do every day.

**We are here for you and your loved ones.**

- Our sense of purpose has never been stronger.
- We are battling this virus and, with Minnesota's help, will defeat it.
- We look forward to a day when we can once again open our doors to our communities – to family, friends and loved ones. Until then, we ask for your support in our tireless efforts to defeat COVID-19.

**Statement:**

Senior living communities across the state are fighting every day to defeat COVID-19. We saw the virus coming and we planned and acted. Unfortunately, while Minnesota has been successful in slowing the spread of COVID-19, unprecedented social restrictions and enhanced infection control haven't been enough to fully protect the residents and staff of nursing homes and assisted living.

We are committed to putting all the resources we have to continue this critical, life-saving work and to be there for your loved ones in all the ways you need us to be, but we need help from our State and from our neighbors.

We need more tests to protect our residents, support our staff, track the path of the virus and to be able to identify - through widescale symptomatic and asymptomatic testing - those who can safely care for elders, as well as which of our residents carry the virus.

We need protective equipment. Our best tools for slowing the devastating impact of this virus are personal protective equipment such as surgical facemasks, gowns, face shields and eye protection.

We need your support. Our workers are on the frontline for Minnesota as it battles this virus. They are health care heroes, who come to work every day when staying at home would be safer - because caregiving is not just their job, it is their calling.

We look forward to a day when we can once again open our doors to our community – to family, friends and loved ones. Until then, we ask for support in our tireless efforts to defeat COVID-19.