Communication – Presumptive or Confirmed Case

Updated: March 17, 2020

Once you have a presumptive or confirmed case of coronavirus in your setting, it is imperative to communicate with residents, family and staff and be prepared to respond to media inquiries. 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. If you need assistance, contact Jodi Boyne at jboyne@leadingagemn.org; 651.658.1430 (office); 612.749.9758 (mobile)

SAMPLE COMMUNICATION RESOURCES

COMMUNICATIONS PLANNING GUIDE
SAMPLE COMMUNICATIONS PLAN
SAMPLE MEDIA STATEMENT AND TALKING POINTS
SAMPLE RESIDENT LETTER
SAMPLE FAMILY LETTER
SAMPLE STAFF MESSAGES
SAMPLE NEWS RELEASE
CHECKLIST: PREPARING FOR A MEDIA INQUIRY

Note: The messages used to develop this resource guide are up-to-date as of Sunday, March 15. 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.