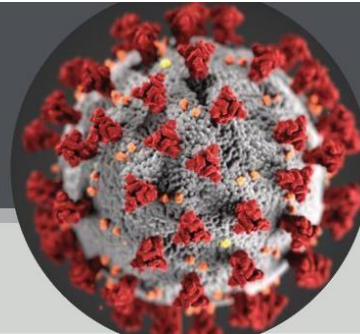


CORONAVIRUS

(COVID-19)



Communication – Presumptive or Confirmed Case

Updated: April 24, 2020

Once you have a 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; 651.659.1430 (office); 612.749.9758 (mobile)

SAMPLE COMMUNICATION RESOURCES

[COMMUNICATIONS PLANNING GUIDE](#)

[SAMPLE COMMUNICATIONS PLAN](#)

[SAMPLE MEDIA STATEMENT](#)

[SAMPLE TALKING POINTS](#)

[SAMPLE RESIDENT/FAMILY LETTER](#)

[SAMPLE FAMILY LETTER](#)

[SAMPLE STAFF MESSAGE](#)

[SAMPLE NEWS RELEASE](#)

[CHECKLIST: PREPARING FOR A MEDIA INQUIRY](#)

Note: 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.