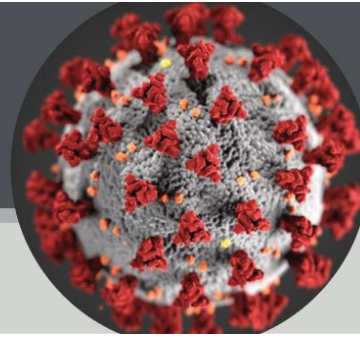


Information & Resources

CORONAVIRUS (COVID-19)

LeadingAge®
Minnesota



Communication – HOLIDAY GATHERING ALERT TOOLKIT

Updated: November 19, 2020

As the COVID-19 virus is changing plans for holiday gatherings, below are resources that you can tailor to help you share information and deliver a message to residents, staff, the media, and your community. If you need assistance, contact LeadingAge Minnesota Director of Communications, Libbie Chapuran at 651.659. 1443 or by email at lchapuran@leadingagemn.org.

SAMPLE COMMUNICATION RESOURCES

[SAMPLE RESIDENT/FAMILY LETTER](#)

[SAMPLE STAFF MESSAGE](#)

[SAMPLE MEDIA STATEMENT AND TALKING POINTS](#)

[TOP 10 COMMUNICATION TIPS](#)

Note: The messages used to develop this resource guide are up to date as of Thursday, November 19. 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.