



Communication – Surge of COVID-19 Cases

Updated: April 24, 2020

As the COVID-19 crisis continues, your organization may experience a “surge” in new admissions and/or new COVID-19 cases. Planning for this eventuality can save time and make taking action easier during a chaotic time.

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 & MEDIA RESPONSE GUIDE](#)

[TOP 10 COMMUNICATION TIPS](#)

[WEEKLY EMAIL TEMPLATE/WEBPAGE CONTENT – LOCAL SITUATION UPDATE](#)

[QUESTIONS THAT WILL LIKELY BE ASKED BY RESIDENTS, FAMILIES & THE MEDIA](#)

[SAMPLE RESIDENT/FAMILY LETTER](#)

[SAMPLE STAFF MESSAGE](#)

[SAMPLE MEDIA STATEMENT AND TALKING POINTS](#)

[LEADINGAGE MN MESSAGING](#)

[COMMUNICATIONS PLANNING GRID](#)

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.