

## SAMPLE MEDIA MATERIALS

### MEDIA ADVISORY

*A media advisory is typically distributed to local media up to one week before the event. A follow-up email and/or phone call 1-2 days preceding the event is also a good practice.*

#### INSERT ORGANIZATION LOGO

**WHO:** INSERT ORGANIZATION NAME

**WHAT:** The Safe Care for Seniors Pledge

**WHERE:** Address

**WHEN:** Date, Time



Respect | Safety | Dignity | Quality of Life

Recognizing it is in our power to bring about the best lives for our elders, ORGANIZATION will renew our commitment to respect, safety, dignity and enhancing the lives of those we serve by taking the Safe Care for Seniors Pledge. All staff will take the pledge, and residents and their families are invited to participate. The event will feature remarks from (Insert names and titles) and (insert more details here).

**CONTACT:** NAME  
Title  
Organization  
Email and phone



Respect | Safety | Dignity | Quality of Life

## NEWS RELEASE

Distribute a news release to local media following the event and include a photo from the event.

### INSERT ORGANIZATION LOGO

FOR IMMEDIATE RELEASE

Date

Contact: Name

email; phone

### **MORE THAN XXX PEOPLE TAKE THE SAFE CARE FOR SENIORS PLEDGE AT ORGANIZATION**

CITY, MN – (DATE) – Recognizing it is in our power to bring about the best lives for our elders, (Insert Organization Name) and its more than (Insert number) employees recently took the Safe Care for Seniors Pledge.

“Today we renewed our commitment to keep those we serve safe from harm and to provide care and services with respect and dignity – always,” said (Insert Name, Title, Organization). “With our Safe Care for Seniors pledge and the dedication of our skilled, compassionate caregiving staff, we will partner with our residents and families to ensure safe, trusted and inclusive environments that our residents are proud to call home and give confidence and peace of mind to their family members in the care, services and support we provide.

The Safe Care for Seniors event featured (insert details of your event here).

Safe Care for Seniors is a comprehensive safety and quality improvement program that will help prevent harm that can occur in the course of caregiving. The plan begins with the individual Safe Care for Seniors pledge focused on respect, dignity and preventing harm, and is followed by the implementation of an organization-wide five-step action plan.

“The pledge represents our commitment to a bigger plan that will strengthen a culture of safety and enhance communication and engagement among everyone who works and lives at (Insert Organization). Through Safe Care for Seniors, we will provide the systems and support to empower our staff and residents to really know one another as individuals and provide safe, quality care, services and support.

The five-step action plan features:

1. Leadership Commitment, Training and Engagement in Safe Care for Seniors
2. Designation of a Safety Champion to lead improvement initiatives
3. Participation in Learning and Improvement Opportunities each year
4. Engage Residents and Families in News Way to Improve Community, Safety and Quality
5. Build and Strengthen a Safety Culture



“Caregiving is my calling and am I proud that (Insert Organization Name) is making Safe Care for Seniors a priority for all who live and work here,” said (Insert Name of Direct Line Staff). “Our residents are like family, and they deserve the very best care we can provide and to be treated with the respect they deserve.”

(Insert Site Leader Name) said Safe Care for Seniors engages residents and families because they are essential to creating an environment that will help all who live here experience quality of life, meaningful connection and a life well life as they age.

“(Insert Organization Name) is my home. I took the pledge because I want to have a voice and role in making sure that everyone who lives and works here feels safe and is treated with respect and dignity,” said (Resident Name). “They are inviting us to be a part of something that will make our lives better, and I for one am ready to join the Safe Care for Seniors Team.”

*Photo Caption: Include names of people in photo.*