

ASHA MEMBERSHIP

Media Inquiry Response Messaging

This document provides member organizations focused messaging in response to COVID-19 media inquiries. It is critical to provide concise answers to questions posed. You are best positioned to respond to specific questions, but it is recommended that you include one or more of these messages in your response and deliver the same message each time. When possible, leverage a specific proof point, as well, for context.

- **Everything we do is focused on protecting your loved one's health and safety.**
 - o Train staff on heightened cleaning and infection control practices
 - o Directing any staff who may be sick to stay home and making health checks on all staff upon arrival each day
 - o Excluding visitors and vendors who have flu symptoms, have traveled to a foreign country or been exposed to a known or suspected COVID-19 carrier
 - o Regularly monitor communications and guidance from the Centers for Disease Control (CDC) and Prevention, World Health Organization (WHO), and our state and local departments of public health for critical updates
 - o Identifying opportunities for residents to connect with families through video and other digital communications when it is deemed necessary to limit visitation
 - o **OTHER ACTION ITEMS YOUR ORGANIZATION IS TAKING**

- **We have enacted additional health and safety measures beyond our historically stringent standards.**
 - o Increasing the monitoring of our resident's health from **XXXX** to daily
 - o Increasing the frequency of disinfecting all surfaces, tools and utensils
 - o Posting updated signage about infection control practices throughout communities
 - o Curtailing the frequency of visits from family and friends, as needed
 - o Minimizing the size of group activities while still maintaining the enriching experiences they provide
 - o Revising food service and dining activities to curtail the potential for spreading infection
 - o **OTHER ACTION ITEMS YOUR ORGANIZATION IS TAKING**

- **Our vigilance and experience in providing outstanding care through every environment is why we are such a trusted resource.**
 - o While COVID-19 is a new threat and challenging due to the lack of a vaccine and effective treatment, we prepare and respond to seasonal flu every year with specific protocols to reduce the risks to our residents. Further we have also experienced the previously challenging events such as SARS in 2003, Avian flu in 2006, and swine flu in 2009. We are applying best practices designed to address these threats with added diligence to prevent and mitigate the risks of COVID-19