



COVID-19 Communication Tips

Transparency is key.

- It reassures residents, staff, and families.
- It builds credibility with the media and others.
- Do not refuse to speak to the media. It is likely if you are not the source of accurate information on what is going on in your facility, the media will reach out to staff or family members who will.

Empathy is important.

- People are scared and nervous.
- Put people first in your messaging

Be reassuring.

- You are an expert in long term care and your center's operations
- Explain what you are doing but do so without using jargon.
- Put things in context

Action Steps

- Prepare a media fact sheet (template provided).
- Identify a spokesperson.
- Activate processes to communicate with staff and families. Remember, they want to hear news from you, not the media or online.