**SAMPLE TALKING POINTS:**

Resident/Tenant, Staff, Family, Visitor/Vendor & Media

Resident/Tenant Communication/Talking Points

* Please know that we are ready and prepared for emergencies and unexpected events—like Coronavirus and other infectious diseases—and we have plans in place that prioritize your health and wellness.
* Maintaining your health, wellness, and safety remains our number one priority.
* Our staff are trained in infection control practices and follow established protocols based on that training.
* We are/will be actively educating staff, residents and families on symptom awareness for Coronavirus and have clear protocols for staff to stay home and not come to work if they are ill or symptomatic.
* This being flu season in Minnesota, staff already have a heightened awareness of the risks posed to our residents/tenants by respiratory illnesses and the vital importance of effective infection control practices.
* You are a key partner in keeping yourself and others healthy—wash your hands often; avoid touching your eyes, nose, and mouth; notify staff if you feel sick.
* We are closely monitoring the latest information from the Minnesota Department of Health (MDH) and the Centers for Disease Control and Prevention (CDC), and we are working with state and local public health and emergency preparedness officials to strengthen our preparation for a possible outbreak of Coronavirus.
* If you have any family members or visitors who are feeling ill, we ask that you encourage them to reconsider visiting at this time.
* We will continue to update you on any news, emerging issues, or changes in our regular operations.
* Please contact [insert name/contact information] with any questions or concerns you may have.

Staff Communication/Talking Points

* Older adults can be more vulnerable to the spread of illness, so please take extra care when hand washing, cleaning surfaces, etc.
* Continue to use the infection control training and practices you already implement each day. We will inform you if any additional measures need to be taken.
* If you are not feeling well, we ask that you please not come to work. You may risk  spreading illness to our vulnerable population. [Insert sick leave policy]
* You and your family may feel stressed and concerned over the Coronavirus news. Please remember to take care of yourself.
* Our residents and their families may also be feeling stressed and concerned. We are sharing updates with them as needed, but please use your training to help them in positive ways.
* Avoid sharing or spreading misinformation or private information protected by HIPAA. Please consult official resources for the latest information. ​[Insert privacy policy and social  media policy]
* We will continue to update you on important news, emerging issues, or changes to scheduling or staffing via [insert communication channel].
* Please contact your supervisor with any questions or concerns you may have.

Family Member Communication/Talking Points

* Please know that we are ready and prepared for emergencies and unexpected events—like Coronavirus and other infectious diseases—and we have plans in place that prioritize the health and wellness of your loved one.
* It is important for you to know our staff are trained in infection control practices and follow established protocols based on that training.
* We have prepared for episodes of infectious diseases and other illnesses that spread easily, especially among older populations.
* This being flu season in Minnesota, staff already have a heightened awareness of the risks posed to our residents/tenants by respiratory illnesses and the vital importance of effective infection control practices.
* We are/will be actively educating staff, residents and families on symptom awareness for Coronavirus and have clear protocols for staff to stay home and not come to work if they are ill or symptomatic.
* If you are not feeling well, we ask that you please reconsider visiting at this time.
* We are closely monitoring the latest information from the Minnesota Department of Health (MDH) and the Centers for Disease Control and Prevention (CDC), and we are working with state and local public health and emergency preparedness officials to strengthen our preparation for a possible outbreak of Coronavirus.
* We will continue to update you on important news or emerging issues.
* Please visit our [​website, social media accounts, etc.] for regular updates.
* Contact [insert name/contact information] with any questions or concerns you may have.

Visitor/Vendor Communication/Talking Points

* The health and wellness of our residents/tenants is our number one priority.
* As we continue to monitor the spread of Coronavirus, we may have to do additional  screening of visitors/vendors, inquiring about health status and recent travel, and even  limiting access to our setting. Thank you for your cooperation and understanding.
* Older adults can be especially vulnerable to the spread of illnesses. Any visiting restrictions will be made with their best interests in mind.
* If you are not feeling well, or if you have traveled to a location where you may have been exposed to Coronavirus, please do not visit/enter at this time.
* Please visit our [​website, social media accounts, etc.] for further information and regular updates.
* Contact [insert name/contact information] if you have any questions or concerns.

Media Communication/Talking Points

* The health and wellness of our residents is our number one priority.
* We have emergency preparedness and infection prevention and control plans in place which address how we prepare for and manage infectious disease outbreaks.
* Our staff are trained in infection control practices and follow established protocols based on that training.
* This being flu season in Minnesota, staff do have a heightened awareness of the risks posed to our elders by respiratory illnesses and the vital importance of every day respiratory hygiene and environmental infection control—but we are putting special emphasis on these key areas of prevention.
* We are communicating regularly with our residents and their families, staff members, visitors and vendors, on precautions they can take and how they can help limit the spread of illness.
* We are/will be actively educating staff, residents and families on symptom awareness for COVID-19 and have clear protocols for staff to stay home and not come to work if they are ill or symptomatic.
* We are closely monitoring the latest information from the Minnesota Department of Health (MDH) and the Centers for Disease Control and Prevention (CDC), and we are working with state and local public health and emergency preparedness officials to strengthen our preparation for a possible outbreak of Coronavirus.
* Older adults can be particularly vulnerable to the spread of illnesses, so we are asking everyone who comes in contact with our community or residents/tenants to be especially vigilant at this time:
	+ Washing hands regularly and sufficiently
	+ Cleaning and wiping down frequently touched surfaces
	+ Limiting contact with others and avoiding visits if they are feeling  ill
	+ Notifying staff immediately if they are feeling ill
* As we navigate this challenge, we remain focused on providing exceptional care and service for our residents/tenants.