



November 23, 2020

Friends and neighbors,

On behalf of more than 5,000 mission-driven aging services providers, we are asking our fellow Americans for your help. The coronavirus has killed more than 170,000 older adults--that's four out every five who have died from COVID. Families across the country are dealing with fear, loneliness, and grief.

And it's not over yet. The worst pandemic in a century has now reached its darkest hour. What we do now will determine if we protect or endanger the lives of older Americans.

We are writing to remind everyone that a few simple precautions can help ensure that you don't put your older relatives and others in your community in danger. When you are out of the house and with others, wear a mask and stay six feet apart. Also, don't forget to wash your hands frequently for at least 20 seconds (or use an alcohol-based hand sanitizer that contains at least 60% alcohol).

We fully understand that some people may not like these steps. Wearing a mask may not feel comfortable or attractive, and some people feel that masks infringe on their personal liberties or increase the chance of being racially profiled. Staying socially distant may feel isolating and inconvenient. More frequent handwashing may feel tiresome.

But please ask yourself: as COVID-19 surges, would you want your grandmother or grandfather to be exposed to the virus? How bad would it be if your older loved ones got sick? What if they had other health conditions, like asthma or diabetes, that make them more vulnerable to death from COVID?

Each of us has the power to protect the older adults we love, and those who live in our neighborhoods and communities. Working together, we can save lives.

Thank you for being a part of the solution.

Sincerely,

Katie Smith Sloan
President and CEO
LeadingAge

Debra Harmon Zehr
President/CEO
LeadingAge Kansas

Mary Brinkley
Executive Director
LeadingAge Oklahoma

Bob Mosca
President and CEO
LeadingAge Alabama

Lisa Henderson
Executive Director
LeadingAge ME & NH

Ruth Gulyas
CEO
LeadingAge Oregon

Pam Koester
CEO
Arizona LeadingAge

Allison Ciborowski
President and CEO
LeadingAge Maryland

Adam Marles, Esq.
President & CEO
LeadingAge PA

Jeanne Parker Martin President & CEO LeadingAge California	Elissa Sherman President LeadingAge Massachusetts	James Nyberg Executive Director LeadingAge Rhode Island
Laura Landwirth President & CEO LeadingAge Colorado	David E. Herbel President and CEO LeadingAge Michigan	Vickie L. Moody CEO LeadingAge South Carolina
Mag Morelli President LeadingAge CT	Gayle Kvenvold President and CEO LeadingAge Minnesota	Tammy Hatting VP Post-Acute Care SD Assoc. Healthcare Org.
Ilana Xuman Executive Director LeadingAge DC	William B. Bates CEO LeadingAge Missouri	Gwyn E. Earl Executive Director LeadingAge Tennessee
Steve Bahmer President & CEO LeadingAge Florida	Rich Rasmussen President/CEO MT Hospital Association	George Linial President & CEO LeadingAge Texas
Ginny Helms President LeadingAge Georgia	Jenifer Acierno President & CEO LeadingAge Nebraska	Melissa Andrews President & CEO LeadingAge Virginia
Karen Contrenchis President LeadingAge Gulf States	James W. Clyne, Jr., President and CEO LeadingAge New York	Deb Murphy President/CEO LeadingAge Washington
Karen Messer President and CEO LeadingAge Illinois	James W. McCracken President and CEO LeadingAge NJ & DE	John Sauer President/CEO LeadingAge Wisconsin
Eric J. Essley President and CEO LeadingAge Indiana	Tom Akins President and CEO LeadingAge North Carolina	Eric Boley President LeadingAge Wyoming
Shannon Strickler President/CEO LeadingAge Iowa	Kathryn Lasley Brod President and CEO LeadingAge Ohio	

You can learn more about [protecting yourself and others from COVID-19](#) from the Centers for Disease Control and Prevention.

