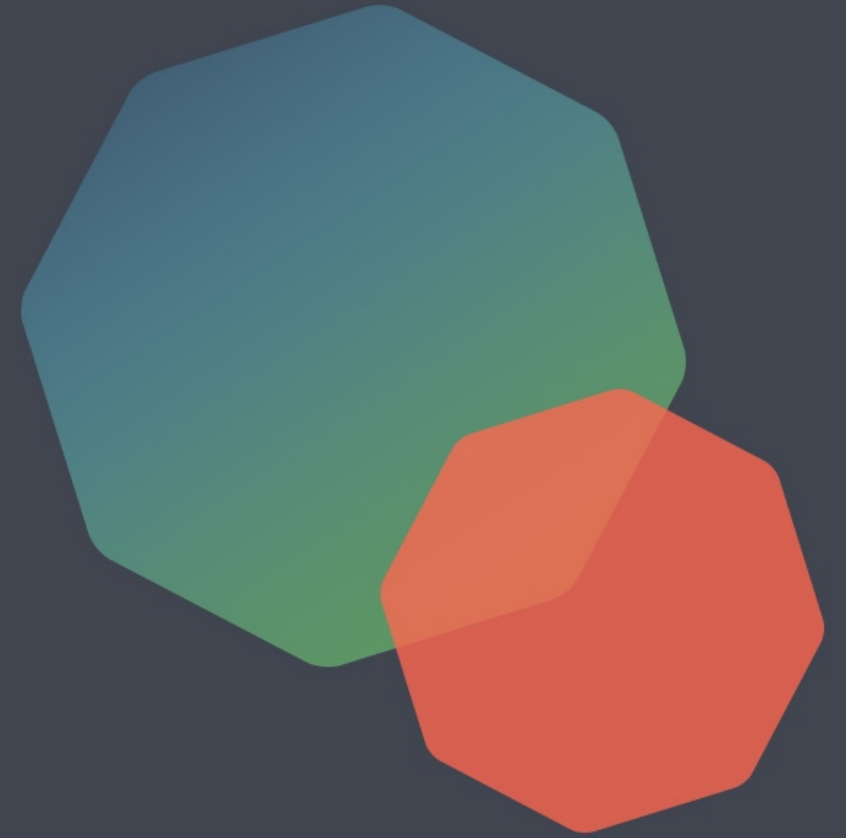


# PR Lessons from COVID-19

COMMUNICATIONS IN A PANDEMIC



**LEADINGAGE**  
Annual Meeting  
Virtual Experience

NOVEMBER 10-12 + NOVEMBER 17-19 | 2020



# Welcome!



**Susan Donley**, Senior Vice President, LeadingAge

**Lisa Sanders**, Media Relations Director,  
LeadingAge

**Julie Anbender** , Principal, Ward Circle Strategies

# Negative Narratives

THE WALL STREET JOURNAL.

Federal Effort to  
Homes Hits Snag

 **NEWS**

**Industry executive: White House plan to send  
a week's worth of masks, gloves to nursing  
homes is not enough**

Nursing homes got masks that 'probably  
should have never gone out': Official

# Lesson 1: Message Matters



**LEADINGAGE**  
Annual Meeting  
Virtual Experience

**NOVEMBER 10-12 + NOVEMBER 17-19 | 2020**

# Essential Messages



**Older lives are not expendable.**

- **The situation is dire and unsustainable.**
- **We need a coordinated federal plan.**
- **Our critical needs are PPE, testing, and funding for staff and other costs.**

**TIME**

## COVID-19 Is Still Devastating Nursing Homes. The Trump Administration Isn't Doing Much to Stop It

If the current situation continues without a truly concerted federal assistance plan, said Katie Smith Sloan, president and CEO of LeadingAge, “the care that our members provide is simply unsustainable.”

 **NEWS**

## Coronavirus a 'Category 5 emergency' for Florida's older population

"If the coronavirus in Florida were a hurricane, its intensity in two weeks has reached Category 5 status," LeadingAge Florida CEO Steve Bahmer said during a video conference Monday.

**AP**

## Feds to ship fast COVID-19 tests to assisted living sites

“For months, we’ve been pleading to officials for a coordinated federal response, backed by full funding and supplies,” said Katie Smith Sloan, president of LeadingAge, which represents a cross-section of nonprofit care providers. “This welcomed development is help (that) can’t come soon enough because testing is one of the most critical elements to protect vulnerable older adults.”

**n p r**

## Nursing Homes Run Short Of COVID-19 Protective Gear As Federal Response Falters

"Too often, the only signs of FEMA's much-hyped promise of PPE are scattershot delivery with varying amounts of ragtag supplies," said Katie Smith Sloan, president and CEO of LeadingAge, an association of nonprofit nursing homes and other service agencies for older people.

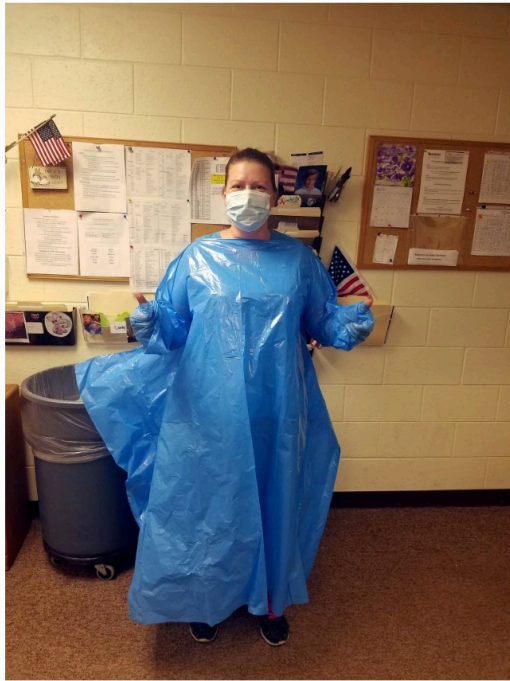
# Lesson 2: Tell Stories

**LEADINGAGE**  
Annual Meeting  
Virtual Experience

NOVEMBER 10-12 + NOVEMBER 17-19 | 2020

## The New York Times

*FEMA Sends Faulty Protective Gear to  
Nursing Homes Battling Virus*



A nurse donned a blue gown with no openings for hands at St. Paul Elder Services in Kaukauna, Wis. via St. Paul Elder Services

## THE WALL STREET JOURNAL.

**New York City Nursing Home With  
Dozens of Deaths During  
Coronavirus Outbreak Says It Got  
Little Help**



Cobble Hill Health Center Chief Executive Donny Tuchman paid tribute to medical workers recently.



# Lesson 3: Deliver Data

**LEADINGAGE**  
Annual Meeting  
Virtual Experience

NOVEMBER 10-12 + NOVEMBER 17-19 | 2020



## Coronavirus a 'Category 5 emergency' for Florida's older population

Florida is particularly susceptible to the virus as older Americans tend to have underlying conditions that exacerbate its impact. One in five Floridians is 65 or older, according to a new LeadingAge Florida situation report on the virus.



## Testing expenses could reach \$15,000 per week for large nursing homes: report

The organization's pandemic situation report on Wednesday highlighted the immediate challenges and needs of aging services providers during the public health crisis. Testing and personal protective equipment costs remain top worries.

## THE WALL STREET JOURNAL.

### Federal Effort to Expand Covid-19 Testing in Nursing Homes Hits Snags

Nursing homes have been calling for access to testing, with fast results, so they can check staff and residents and quickly isolate those who are infected. But some nursing homes are holding off on deploying the new equipment from HHS, according to a small, informal survey of nursing-home executives at facilities designated to receive early shipments, which was performed by LeadingAge, a group representing nonprofit providers of aging-care services.

# Lesson 4: Make Your Own News

**LEADINGAGE**  
Annual Meeting  
Virtual Experience

NOVEMBER 10-12 + NOVEMBER 17-19 | 2020

# Media Toolbox



- Statements and releases
- Press conference
- Editorial board outreach
- Fact sheets and backgrounders
- Letters to the editor
- Letters to government officials
- Op-eds
- Social media



### 'Too Little Too Late': Government Gave Nursing Homes 'Useless and Expired Supplies,' Groups Say

Her group is calling on the Trump administration to investigate shipments of personal protective equipment to nursing homes that it said were "deeply delayed," "radically insufficient" and "frequently stocked with useless and expired supplies."

The comments, made in a June 11 letter to Vice President Mike Pence, come after the Trump...



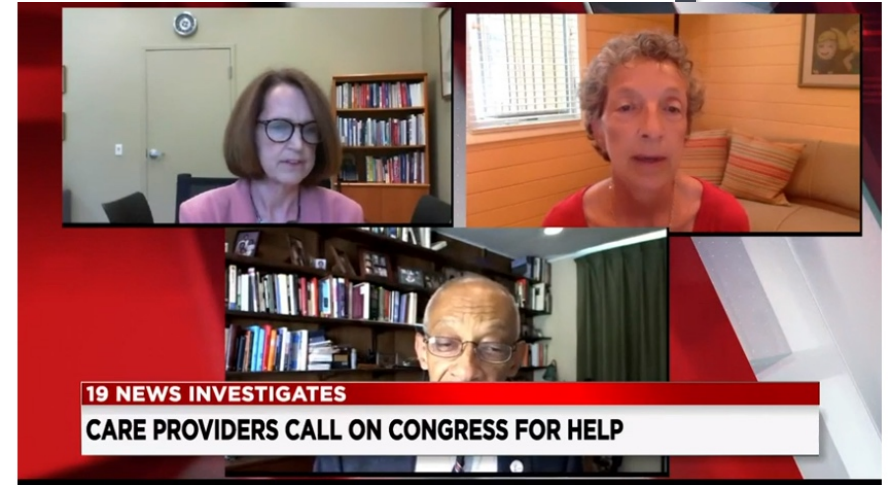
### Trump nursing home plan limits supply of free COVID-19 tests

The weekly cost of testing employees could range from more than \$19,000 to nearly \$38,000, according to estimates by the national organization. LeadingAge is urging the administration...



19 NEWS INVESTIGATIVE UNIT

### Elderly care providers call on Congress to act now for urgently needed coronavirus aid



19 NEWS INVESTIGATES

CARE PROVIDERS CALL ON CONGRESS FOR HELP

Elderly care providers call on Congress to act now for urgently needed coronavirus aid

# Lesson 5: Respond to Current News

**LEADINGAGE**  
Annual Meeting  
Virtual Experience

NOVEMBER 10-12 + NOVEMBER 17-19 | 2020



**Global COVID-19 cases reach 5 million**

**THE WALL STREET JOURNAL.**

WALL STREET JOURNAL

**POLITICS**

**Pence Drops In on Coronavirus Hot Spots**

# Lesson 6: Cultivate Reporters

**LEADINGAGE**  
Annual Meeting  
Virtual Experience

NOVEMBER 10-12 + NOVEMBER 17-19 | 2020



## THE WALL STREET JOURNAL.

### U.S. Offers Guide for Reopening Nursing Homes

By [Anna Wilde Mathews](#)

May 18, 2020 8:48 pm ET

## THE WALL STREET JOURNAL.

### Coronavirus Deaths in U.S. Nursing, Long-Term Care Facilities Top 10,000

By [Jon Kamp](#) and [Anna Wilde Mathews](#)

Updated April 22, 2020 7:14 pm ET

## THE WALL STREET JOURNAL.

### Nursing Homes Say Some Protective Gear Sent by FEMA Is Unusable

By [Anna Wilde Mathews](#)

June 11, 2020 5:30 am ET

## THE WALL STREET JOURNAL.

### Federal Effort to Expand Covid-19 Testing in Nursing Homes Hits Snags

By [Anna Wilde Mathews](#)

Updated Aug. 26, 2020 1:02 pm ET

# Lesson 7: Coordinate with Allies

**LEADINGAGE**  
Annual Meeting  
Virtual Experience

NOVEMBER 10-12 + NOVEMBER 17-19 | 2020



## New Jersey's older adults face a new danger: complacency | Opinion

By [Star-Ledger Guest Columnist](#)

By James McCracken

## Omaha World-Herald

### Midlands Voices: Let's meet the needs of elderly Nebraskans in long-term care

By Jenifer Acierno

and Heath Boddy May 15, 2020



## Voices growing in call for senior living to receive federal aid



## Faith-based groups urge Congress to prioritize older adults in COVID-19 relief



## Aging services leaders issue urgent plea for federal plan to end 'national nightmare' of COVID-19

# Lesson 8: Prepare for Misconceptions

**LEADINGAGE**  
Annual Meeting  
Virtual Experience

NOVEMBER 10-12 + NOVEMBER 17-19 | 2020

## **THE WALL STREET JOURNAL.**

**Sought-After Covid-19 Test Analyzers  
Sit Unused in Nursing Homes**

## **THE WALL STREET JOURNAL.**

**Federal Effort to Expand Covid-19 Testing in Nursing  
Homes Hits Snags**



# Top Takeaways: 8 Lessons

**Lesson 1: Message Matters**

**Lesson 2: Tell Stories**

**Lesson 3: Deliver Data**

**Lesson 4: Make Your Own News**

**Lesson 5: Respond to Current News**

**Lesson 6: Cultivate Reporters**

**Lesson 7: Coordinate with Allies**

**Lesson 8: Prepare For Misconceptions**



May 1, 2020

# Long-term care tries on the emperor's new suit of clothes

The nation's elderly were always known to be the most vulnerable, here and in other countries. And they're compliantly dying in bloated numbers to prove that point day after day. And many more will for months to come.

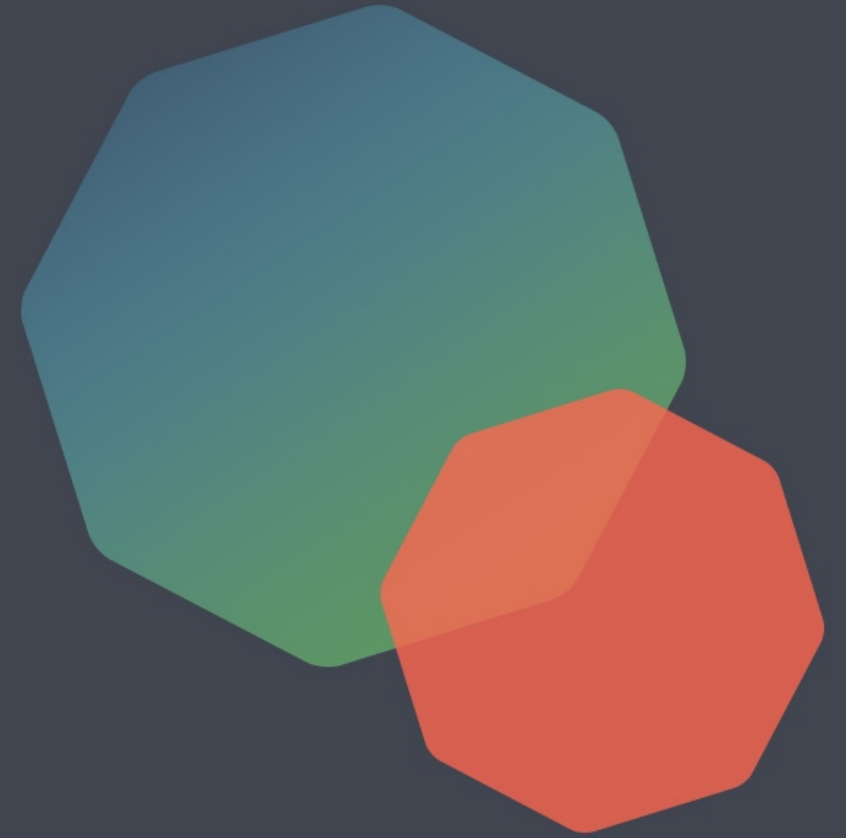
That's what compelled Smith Sloan, who literally represents the Little Sisters of the Poor (and other nonprofit organizations), to become the mouse that roared.

The nation's largest nursing home association, meanwhile, decided to play the safe long game.



# PR Lessons from COVID-19

SEE YOU IN THE CHAT!



**LEADINGAGE**  
Annual Meeting  
Virtual Experience

NOVEMBER 10-12 + NOVEMBER 17-19 | 2020

