

POSITIVE MESSAGING DURING COVID-19



As the pandemic continues, residents and family members continue to have questions. Positive messaging provides a framework for effective communication and includes:

- Addressing the Need
- Addressing the Concern
- Answering the Question
- Supporting the Team
- Supporting the Organization

COMMUNICATION

- It looks like you have fewer residents. Is my Dad getting the same services? Are there any family events planned? I would like to meet some of the other families.
 - Need - Community Connection
 - Concern - Dad's Quality of Life
 - Question - Does the Number of Residents Impact Services?



COMMUNICATION

- **Need - Community Connection**

I know how important family visits are for you and your dad. Right now, we are allowing family visits, we hope to offer more events as the pandemic situation improves.

- **Concern - Dad's Quality of Life**

Services are provided for each resident based on their individualized care plan needs. We are currently offering individual and some group activities. Some residents are also going out on family visits.

- **Question - Does the Number of Residents Impact Services**

Services are provided for each resident based on their individualized care plan needs. If ever you have questions, please connect with us by phone or email. Here is my business card.



SHORT STAFFED

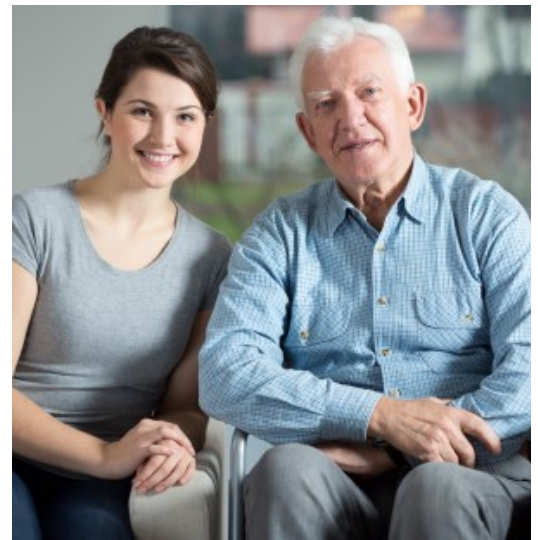
I know you're short staffed! I don't think dad is getting the care he needs. How do I know he is being cared for when there are less staff coming to work?

Address the Need - That's a good question, thank-you for asking. Has your dad mentioned any concerns about his care?

Address the Concern - What are your concerns about your dad's care?

Answer the Question - Our team is continuously reviewing staffing needs and making adjustments to ensure everyone is getting the care they need. Please encourage your dad to use his call light, we also check on him frequently.

Please let us know if you have any questions or concerns about your dad's care. We can talk about your concerns and come up with a plan.



NEW TEAM MEMBERS

- **Why Do You Have So Many New Staff? I Am Concerned That No One Knows My Mother's Care Needs?**
- **Answer the Question** - Thank you for asking. We have had some new team members start in the past month. Give a brief explanation if appropriate (e.g., We have a number of people that work here during the school year). We also have some staff that come from an outside agency that help us care for the residents.
- **Address the Concern** - What concerns do you have about your mother's care? What concerns does your mother have? We communicate in a variety of ways to coordinate care for your mother - your mother has a personalized care plan, we provide report at shift change and we keep a report log of key information at the nurses' desk. We encourage you to check with us whenever you have concerns.



MORE PEOPLE IN THE BUILDING

With More People Coming into the Building How Will You Protect My Dad?

Address the Concern - More People in the Building.

We continue to follow CMS, CDC and Public Health guidance for visitation. We screen all visitors following published guidelines. We regularly communicate with visitors on our website and on Facebook regarding our visitation and infection prevention protocols. Please ask if you have questions.

Address the Need - Protecting the Resident

We regularly screen our residents for signs and symptoms of illness. We also follow CMS, CDC and Public Health guidance for resident care. Please let us know if you have any concerns about your dad.

Creating organizational positive-messaging templates for frequent questions will assist staff in providing responses that Address the Need and Concern, Answer the Question, and Support the Team, Organization and Leadership.