

Captioning Available:

<https://www.streamtext.net/player?event=HealthMatters>



Communicating COVID-19

Updates to People with IDD, Caregivers, and Stakeholders

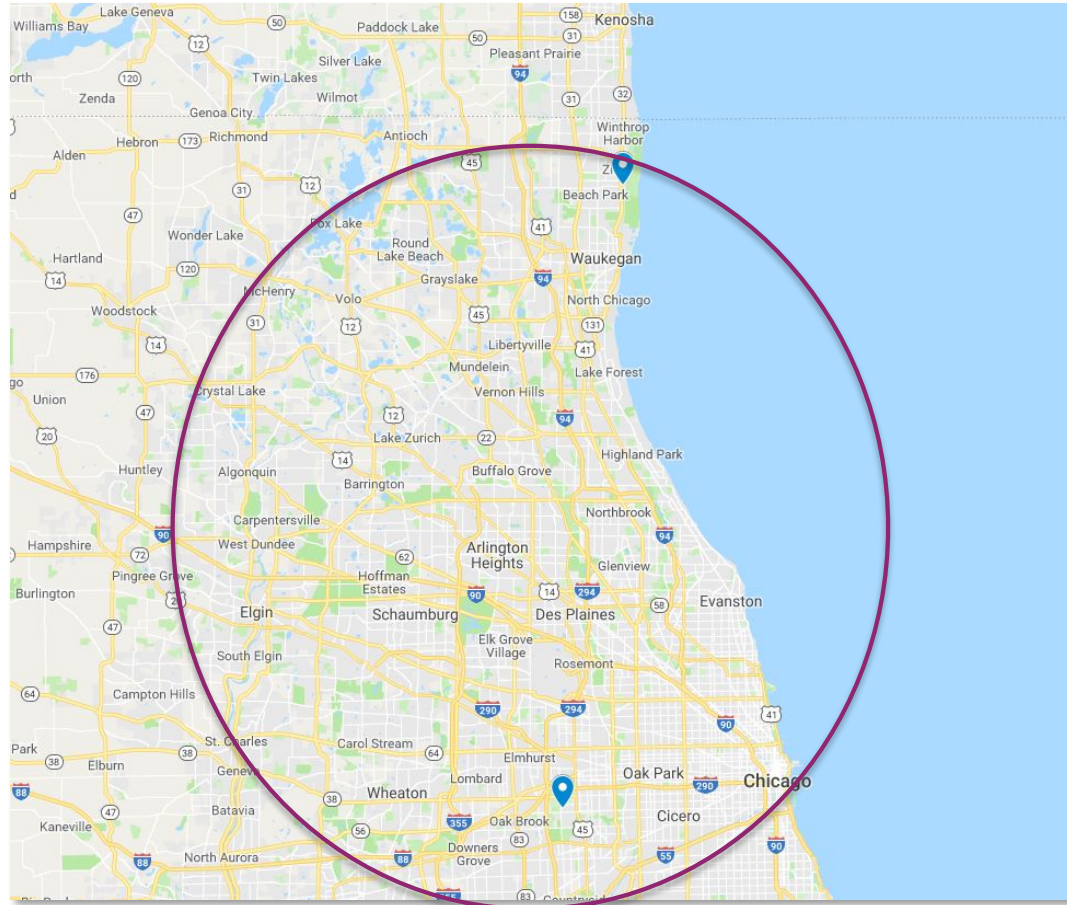
Maggie Hassler, Director of Executive Communications, Aspire

About Aspire

- Multi service provider
- 280 team members
- Serve nearly 1,000 people with disabilities
- Based in suburbs of Chicago and up to Northern Illinois to Wisconsin



About Aspire



Coronavirus Status as of 6.10.2020	Current Cases	Recovered Cases	Total Aspire Population Overall
Community Homes	0 Homes	2 Homes	24 Homes
Community Home Participants	0	8	152
Front-Line Team Members	0	4	184



Tylenol Crisis

Crisis: Tylenol Murders

Response: Recall all Tylenol bottles, communicate with all audiences and was the first to reintroduce their product tamper-resistant packaging.

Result: Brand rebounded and was stronger than ever in just two months.





Crisis Communication Plan

How you are going to communicate with your stakeholders about your organizations response to the crisis.

Overview

- Outline for your crisis communication plan
 - Align your communications.
 1. Who will you communicate with?
 2. Who is communicating?
 3. How often?
 4. How will you communicate?
 5. What will you communicate?
- Communication examples



Question 1:

Who is invested in your organization and specifically your response to COVID-19?

Identifying Your Audiences

- Participants
- Family members
- Team members
- Board
- Donors, friends, volunteers
- Regulatory and accrediting bodies



Question 2:

Who is communicating?

Identifying Your Spokesperson

Participants → Team Members, Clinical and Chiefs

Family Members → Life Consultants (Case Manager), Chief of Programs and CEO

Team members → Chiefs, CEO and People (HR) team

Best Approach: One person reviews all communications.



Best Approach

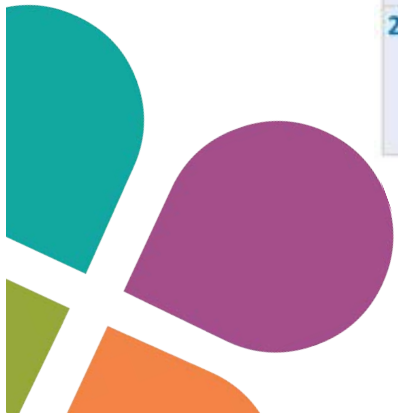


Question 3:

**How often will you
communicate?**

Determine Frequency

MARCH 2020							www.calendar.best
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
1	2	3	4	5	6	7	
8	9	10	11	12	13 X	14	
15	16	17	18 X	19	20 X	21	
22	23	24	25 X	26	27	28	
29	30	31	31 X				



Question 4:

How will you communicate?

Speed and Accuracy Matter



Determine How To Share

- Email
- Phone calls
- Website
- Video conferencing
- Video
- Social media
- Pictorial and graphics



Determine How To Share

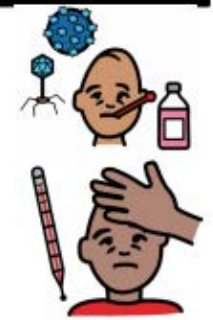


Determine How To Share

Coronavirus

Coronavirus is a virus. A virus is something that makes you sick.

The coronavirus can cause you to have a cough, fever or have trouble breathing.



The illustration shows a person's head with a blue coronavirus particle above it. A hand is shown touching the person's forehead, with a red thermometer nearby, indicating a fever check.

Special Olympics Health
Golisano

CORONAVIRUS (COVID-19)

What you need to know

HOW TO PROTECT YOURSELF?

- 
Washing your hands often with soap and water for at least 20 seconds
- 
Don't touch your eyes, nose and mouth with unwashed hands
- 
Avoid being around people who are sick
- 
Stay home if you are sick
- 
Clean surfaces with disinfectant
- 
Cover your nose and mouth when you sneeze or cough

- 
Hand hygiene
- 
Rest
- 
Social distancing
- 
Use fever-reducing medicine
- 
Drink plenty of fluids
- 
Clean/disinfect surfaces regularly

beaumont.org/coronavirus

Beaumont

Question 5:

What will you communicate?

The health and well-being of our participants, team members, volunteers and community is our highest priority at Aspire.



Participants

How does this impact me?

- Be empowered
- What Coronavirus is
- How to stay safe
- Education on health and safety practices
- Peer support



Family Members

How does this impact me and my loved one?

- Precautions
- Aspects of daily life
- State of Community Homes



Team Members

How does this impact me and the organization?

- Precautions and safety
- Plan and procedures
- State of organization
- Messages of gratitude



Donors, Friends, Volunteers

How does this impact the organization and participants?

- Precautions and safety
- Ways we are helping our community
- Donating supplies, funds and time
- Message of gratitude

Let's face it: these are unsettling times – and while we need to be vigilant and do what we can to help stop the spread of coronavirus, let's also remember that we're in this together. And we'll get through this together.

Help us respond in these strange times and keep the individuals we serve safe!



Best Approach



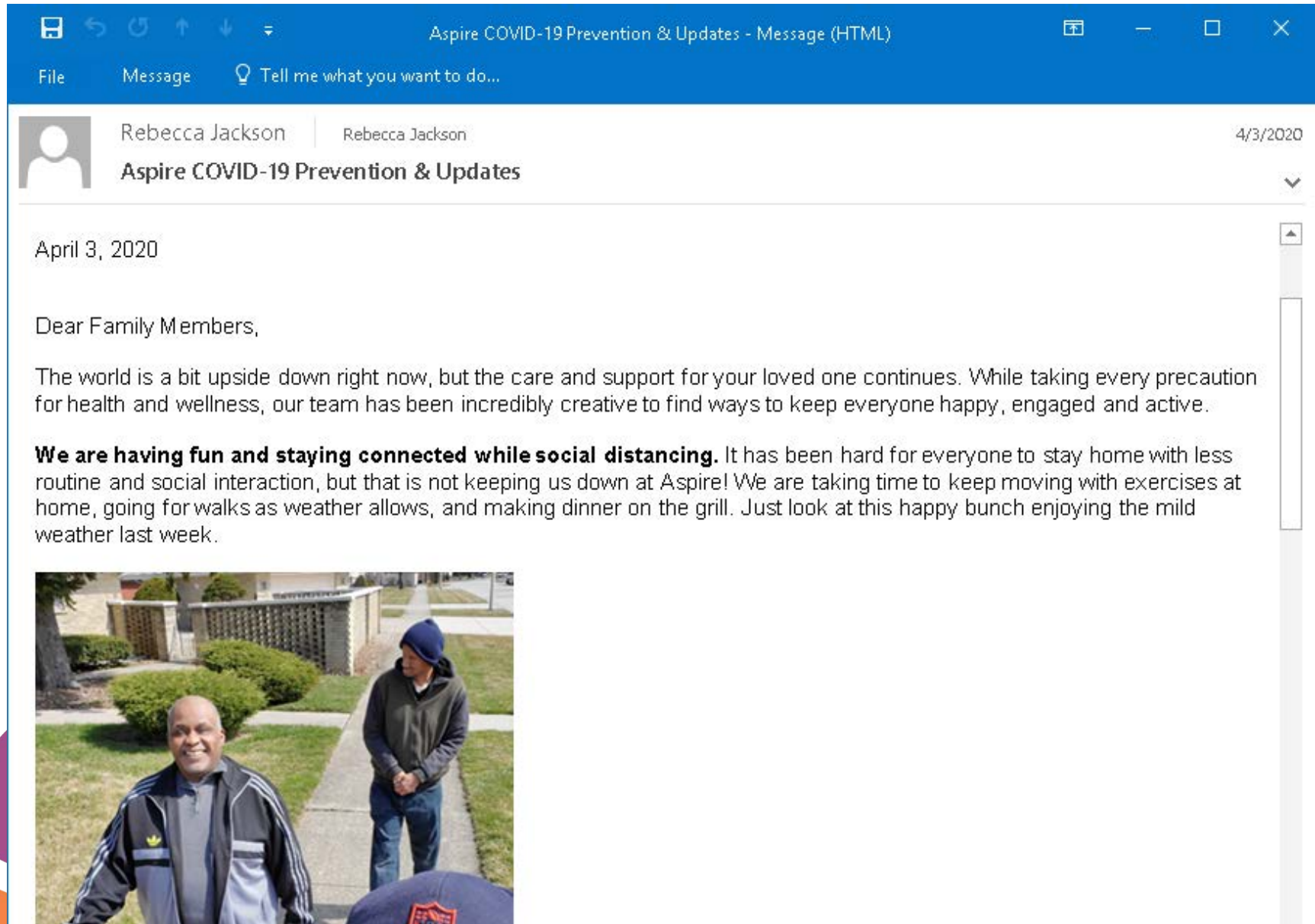
April 24, 2020

Dear Nancy,

As we have been sharing each week, we continue to be inspired by the supportive, positive reactions of families, participants, team members, and Aspire Nation as we continue to be vigilant during this coronavirus situation. Last week, we noted that after a month of our unprecedented response, we can't stop, we won't stop. We will do whatever it takes to keep our program participants healthy and safe.



Share the Good



Aspire COVID-19 Prevention & Updates - Message (HTML)

File Message Tell me what you want to do...

Rebecca Jackson | Rebecca Jackson 4/3/2020


Aspire COVID-19 Prevention & Updates

April 3, 2020

Dear Family Members,

The world is a bit upside down right now, but the care and support for your loved one continues. While taking every precaution for health and wellness, our team has been incredibly creative to find ways to keep everyone happy, engaged and active.

We are having fun and staying connected while social distancing. It has been hard for everyone to stay home with less routine and social interaction, but that is not keeping us down at Aspire! We are taking time to keep moving with exercises at home, going for walks as weather allows, and making dinner on the grill. Just look at this happy bunch enjoying the mild weather last week.



Always Be Monitoring



Start Here: Re-Opening: It's Not Just a Phase

The White House issues a playbook for all fifty states, explaining when each state should re-open businesses. A South Dakota food processing plant becomes the biggest COVID-19 hotspot on American soil. And as testing ramps up, authorities consider how to mount effective "contact tracing"...

00:00:00



[SHARE](#) [SUBSCRIBE](#) [COOKIE POLICY](#) [DESCRIPTION](#)



Tough Communications: COVID-19 Cases

Pre Work For Sustaining Trust

- Informing and empowering participants
- Weekly family and team communications
- Family calls

But that's not all...



Pre Work For Sustaining Trust

Signs or symptoms of illness to report include but are not limited to:

- runny nose
- sore throat
- nasal congestion
- tiredness
- diarrhea
- aches and pains
- dry cough
- shortness of breath
- fever



Pre Work For Sustaining Trust

Script: In the case of... exposure.

I'm calling/writing to let you know that [name] has been exposed to someone who tested positive for coronavirus (COVID-19). What that means is, another person they've been in contact with tested positive for coronavirus.

[name] is receiving top notch care by our dedicated team. They are self-isolating in their room, using their own bathroom, and our team members are being extra vigilant in monitoring [name]'s health – taking their temperature 4 times per day, watching for signs and symptoms constantly. If we see signs of illness, we will immediately call the doctor, but as of now, [name] is looking really good.



Confirmed Case: Plan

Phase 1: Communicate with those impacted

Doctor calls individual and family. Team member follows up.

HR and supervisors call impacted team members.

Life Consultants call impacted individuals and families.

Phase 2: Communicate with larger audience

Chiefs send all team message.

Chiefs send all family message.



Confirmed Case: Team Communication

Dear Team Members,

After I shared that we had no cases, we learned of the first confirmed case of coronavirus (COVID-19) at one of our 24 community homes.

All team members, participants (and their guardians) in contact with this individual have been notified.

We are incredibly impressed and proud of this team for all the vigilant and preventative efforts. It is amazing that we have made it until May 7 before experiencing our first case.

We are prepared. We are following protocols and best practice guidance. This person is receiving excellent support, self-isolating at home like you or I would. In the impacted community home, team members are taking extra precautions with intense cleaning and using additional personal protective equipment. We're also continuing to monitor everyone's health—taking their temperature, watching for signs and symptoms, and collaborating with their healthcare providers.

A big thank you goes to our front-line team members taking this on. We are so proud.

As our dedicated team members in the home continue to focus on protecting those we serve and love so much, please send positive thoughts of wellness for this individual and all our participants, team members, families and community.

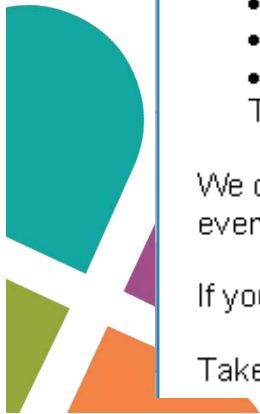
We ask that you remember:

- Respect this person's privacy and don't share their identity, as they need to focus completely on their health.
- Posting about people's health on social media or speaking with the media is NEVER permitted.
- If you have been exposed or test positive for coronavirus, help us stay safe by notifying your supervisor or a Vision Team member.

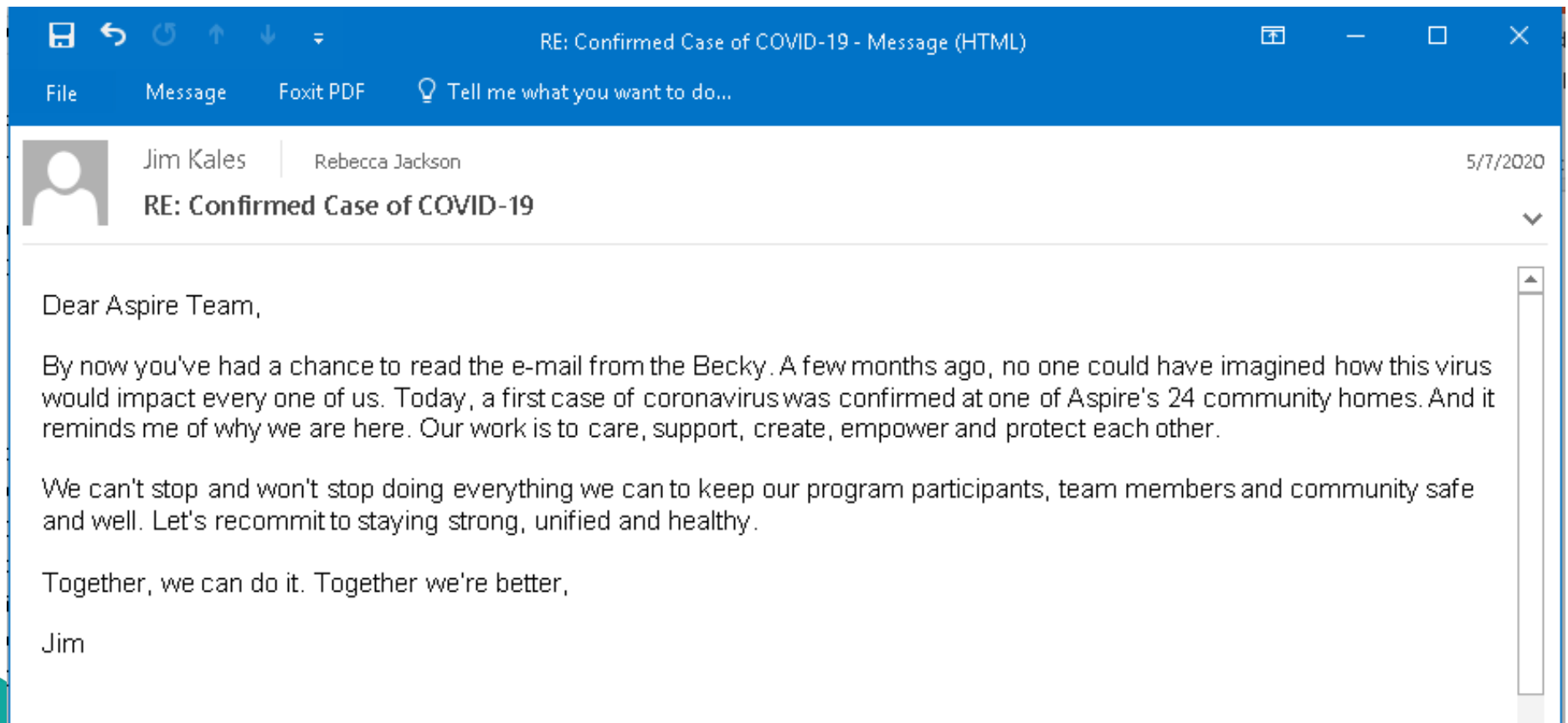
We can't let up now! It's more important than ever to stay vigilant. We all need to keep pushing to do our part to keep everyone healthy and safe. It takes a village.

If you have questions, please reach out to me or any one of the Vision Team members.

Take care and know we're in this together.



Confirmed Case: Team Communication



Confirmed Case: Family Communication

Dear Family Members,

Yesterday, Aspire was notified that a person in one of Aspire's 24 Community Homes tested positive for coronavirus (COVID-19).

All team members, participants (and their guardians) in contact with this individual, in this home, have already been notified.

We are prepared. We are following protocols and best practice guidance. This person is receiving excellent support, self-isolating at home like you or I would. In the impacted community home, team members are taking extra precautions with intense cleaning and using additional personal protective equipment. We're also continuing to monitor everyone's health— taking their temperature, watching for signs and symptoms, and collaborating with their healthcare providers.

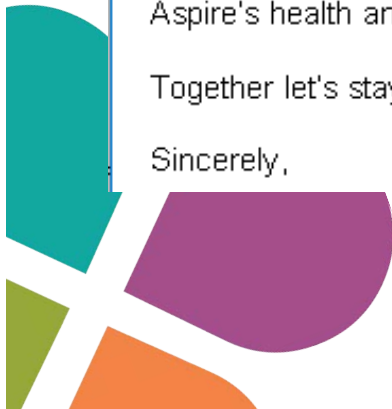
We are incredibly impressed and proud of our team for all their vigilant and preventative efforts. It is amazing that we have made it until May 7 before experiencing our first case. A big thank you goes to our front-line team.

As our dedicated team members in the home continue to focus on protecting the people we serve and love so much, please send positive thoughts of wellness for these individuals.

We will continue to send you updates. If you have questions, please reach out to your Life Consultant, and stay up-to-date on Aspire's health and safety measures at aspirechicago.com/coronavirus.

Together let's stay strong, healthy and safe.

Sincerely,



**Should we communicate
all our cases?**

Sharing Number of Cases

Dear Family Members,

The fight continues for the health of your loved ones. More vigilant than ever, we continue to work around the clock to keep everyone healthy and safe. We're avoiding interactions between homes, using no-contact deliveries for supplies and team members, such as our Life Consultants and nurse, are providing support through phone calls and video chat functions. Our front-line heroes working in the homes are wearing masks, increasing cleaning, and closely monitoring people's health several times per day – taking their temperature, watching for any signs and symptoms illness, and collaborating with their health care providers.

As part of these efforts and in accordance with the Department of Human Services (DHS) directives, Aspire's day programs will continue to pause through at least June 30.

We are taking every precaution to avoid exposure. Unfortunately, it is impossible for any of us to eliminate risk completely. Since we shared our first confirmed case of COVID-19 with you on May 8, here's what's changed:

- We have two homes with exposure – one in Cook and one in Lake County.
- We arranged an in-home testing through a lab for the residents and team members in the Cook County home impacted by our first case of COVID-19.
- Last week, completely unrelated to the case above, a resident in one of our Lake County homes was diagnosed with COVID-19 and we arranged testing here, too.

All team members, participants (and their guardians) in these homes, have already been notified.

	Confirmed Cases	Total Aspire Population Overall
Community Homes	*2 Homes	24 Homes
Community Home Participants	8	152
Front-Line Team Members	4	184

*These homes had no cross-over and are in no way related.

Takeaway Resource



5 Questions for Building a Communications Plan

Determine how you are going to communicate with your stakeholders about your organization's response to the crisis.

Who is invested in your organization and specifically your response to COVID-19?

Who is your spokesperson or spokespersons?

How often will you communicate?



A large teal-colored shape on the left side of the page, resembling a quarter-circle with a curved edge.A large purple circle in the center of the page, containing the text.A green-colored shape on the left side, below the teal one, resembling a quarter-circle with a curved edge.An orange-colored shape at the bottom left, resembling a quarter-circle with a curved edge.

**TOGETHER,
WE'RE
BETTER.**