

- Upcoming decisions threaten our ability to care for our residents.
  - Key decisions will be made on critical resources, liability and regulatory issues.
- We can fight back and tell our residents' stories.
  - A national media campaign gives us a chance to do that.
- Long term care residents, staff and providers were victimized in three ways:
  - Virus: We only recently learned that tens of thousands of people who were working and visiting residents in January, February and March were likely carrying the virus, but not showing any symptoms. Even perfect infection control could not have stopped this virus.
  - Public health officials and political leaders: Once we learned how this virus spreads, we needed testing and PPE to protect our residents and staff, but we weren't a priority.
  - Regulators: Now, regulators are blaming providers and issuing fines and penalties.
  - We have to fight back by telling our story.
- Media campaign in D.C. helped us tell the story of our residents in May. We used:
  - Social media
  - TV
  - Earned media
  - Helped us tell our story and begin to get the resources our residents and staff need. HHS allocated more than \$9 billion to help care for our residents, issued workforce waivers to help with staffing, issued a clean PDPM payment rule and more.
- We can continue the fight with a media campaign.
- Our media campaign will include:
  - D.C. ads to help us continue reach policymakers and health care influencers
  - National ads to reach people locally
  - Social media to carry our message even further
- We can't win individually but we will be successful collectively.
- Help us tell the story of our residents and our staff.