

Emergency Preparedness: Caring for persons living with dementia in a long-term or community-based care setting

Suggested email and social media messaging for long-term and community-based care collaborating organizations and associations

Email Messaging

The **[INSERT COMPANY/ASSOCIATION]** is proud to collaborate with the Alzheimer's Association and other leaders in long-term and community-based care on this [guidance document](http://www.alz.org/professionals-covid) (www.alz.org/professionals-covid) to help ensure the delivery of high-quality care for people living with Alzheimer's and all dementia during the current COVID-19 crisis.

As you know, long-term and community-based care settings are facing unprecedented challenges as a result of COVID-19. Many individuals receiving services in these settings are living with Alzheimer's or other dementias. This guidance, grounded in person-centered care, provides critical information on how best to care for these individuals. In particular, we hope this document will be useful in informing non-clinical staff or staff from a new department or other healthcare setting of best dementia care practices should they be pressed into new roles due to staffing shortages.

[OPTIONAL: INSERT ADDITIONAL THOUGHTS FROM COMPANY/ASSOCIATION LEADERSHIP ABOUT THE DOCUMENT AND THEIR SUPPORT FOR IT.]

For more information on **[INSERT COMPANY/ASSOCIATION]** collaboration with this important effort, please view the Alzheimer's Association March 30 press release (attached).

Social Media Messaging

Long-term and community-based care providers

Twitter/Instagram

We are pleased to collaborate with @alzassociation's guidelines for delivering high-quality care for people living with Alzheimer's and other dementia during the #COVID19 crisis. Learn more: alz.org/professionals-covid.

Continuing to provide high-quality dementia care during the #COVID19 crisis is crucial. That's why we are supporting guidelines from @alzassociation to best care for members of our community living with Alzheimer's & other dementia. Learn more: alz.org/professionals-covid.

Facebook/LinkedIn (Please tag us on Facebook using @actionalz.)

We are pleased to collaborate with the Alzheimer's Association's guidelines for delivering high-quality care for

people living with Alzheimer's and other dementia during the COVID-19 crisis. Learn more: alz.org/professionals-covid.

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Associations

Twitter/Instagram

We are pleased to collaborate with @alzassociation's guidelines for delivering high-quality care for people living with Alzheimer's and other dementia in long-term & community-based care settings during the current #COVID19 crisis. Learn more: alz.org/professionals-covid.

Important steps must be taken to provide high-quality care for people living with Alzheimer's & other dementia during the #COVID19 crisis. That's why we've supported @alzassociation's guidelines for long-term care & community-based providers: alz.org/professionals-covid.

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