

LeadingAge Need to Know: June 24, 2020

We are sharing the very latest with members twice each weekday. Morning updates go out via email, and we're hosting daily online updates each weekday afternoon at 3:30 p.m. ET through June. [Register now](#). You can visit the [main coronavirus page](#) anytime.

Following are the latest coronavirus news and resources.

Message From Katie: How We Can Make a Difference

LeadingAge president and CEO Katie Smith Sloan write a new message to members:

LeadingAge members who fight the coronavirus on a daily basis know this pandemic is far from over. It's time for our national leaders to reckon with this uncomfortable truth.

Unfortunately, those leaders are doing exactly the opposite. They're congratulating themselves for "winning the fight" against COVID-19 when they should be actively leading the way through this crisis. They're turning a deaf ear to our cries for assistance when they should be prioritizing older Americans in their pandemic response...

It's time for all of us to stand up and demand that Congress enact comprehensive relief for older Americans.

Read Katie's entire message on why [we all need to Act for Older Adults](#).

An Inspiring National Day of Action

Thank you to the thousands of you who joined yesterday's National Day of Action For Older Adults. Your messages, videos and social posts inspired us, and they were a critical jumpstart for our [Act for Older Adults](#) campaign!

So far, 1,500 advocates have made over 5,000 calls and emails to Congress, posted over 400 times on social media and delivered over 1.3 million media impressions. And, over 1,000 member organizations added their names to our sign-on letter to Congress.

We'll let the media know about your amazing dedication and success—and we're nowhere close to stopping! LeadingAge will continue to advocate for our provider members across the full continuum of care. The campaign goes on through July to ensure that Congress's next relief package includes support that's aligned with our [Five Essential Actions for Older Adults](#). Over the next few weeks, you can expect more action alerts, social media posts and, on July 8, we'll join the Global Aging Network's worldwide candlelight vigil remembering those who have been lost to COVID-19.

QuickCasts on Media Relations

The LeadingAge Knowledge Center continues to add new content to help you navigate the COVID-19 crisis. This week's QuickCast is [Media Relations Amid COVID-19](#). In this 20-minute QuickCast, Bruce Hennes provides practical advice for communicating with the news media during the crisis. This session is a COVID-specific follow up from our webinar [Crisis Communications: Messaging Negative Publicity](#). Access these and other resources for free on the [Learning Hub Coronavirus page](#). And check out our [COVID-19 media statements](#) and messages for [responding to negative narratives](#).

New Insights and Tools From LeadingAge

LeadingAge staff experts are developing essential advocacy, guidance and tools, and curating the most relevant resources for aging services providers.

- ["Reopening" to Visitors: A Review of CMS and States' Guidance to Nursing Homes](#)
- [HUD Hosts NSPIRE Demonstration Discussion with Housing Stakeholders](#)
- [LeadingAge Advocates for CMMI Models to Align Financial Incentives](#)
- [New HUD Report: Increase of Older Adult Housing Needs](#)

A complete [timeline of insights, tools, and useful links is available here](#), so you'll never miss an update.

Questions? Ask LeadingAge National, Your State Association, or Each Other

There are many ways to get help during this crisis. Contact LeadingAge's national team directly or email us at covid@leadingage.org. If you have questions about local and state issues, [contact your state association](#). Join the MyLeadingAge Member Community [COVID-19 group](#) to ask questions, access resources, and share best practices for dealing with the coronavirus.