

# 2020 National Assisted Living Week® | "Caring is Essential"

## Sample Letter to the Editor for Assisted Living Communities

**Tip:** Most publications will prefer that your letter to the editor (LTE) be exclusive to them—so choose one local outlet to submit your LTE and be sure to follow their guidelines for submission. For example, many have a strict word count limit (traditionally, no more than 200 words).

### **Assisted Living is Essential**

Due to COVID-19, current social distancing rules and the inability of friends and family to enter the buildings has changed much of the day-to-day life of the staff and the residents in assisted living. Despite these hurdles, staff continue to play a critical role in caring for residents in senior living and are proud to serve them. That is why this week, we celebrate National Assisted Living Week® and its theme "Caring is Essential." It highlights the incredible care provided by essential caregivers in assisted living facilities. It is a way to celebrate the dedication of staff, the individuality of residents, and the deep connections formed in these settings.

The staff of [COMMUNITY NAME] are honored to help our residents stay connected to their friends and family, while adhering to COVID-19 safety requirements and precautions.

At [COMMUNITY NAME], we fight hard to keep our residents not only safe but engaged, active, and happy. While their own families are unable to physically be beside them and visit with them as they usually would, we have happily taken them on as our own family members.

**[NAME], [TITLE] of [COMMUNITY NAME]**

## **OTHER IDEAS: ASK A RESIDENT OR A FAMILY MEMBER TO SUBMIT A LETTER TO THE EDITOR**

- Readers may be interested to hear from (and more likely to trust) individuals who can share their personal experience with assisted living.
- Ask a satisfied resident or family member of a resident to write a letter to the editor on behalf of your community.