

Communicating COVID-19

5 Questions for Building a Communications Plan

Example Emails

This is a sampling. We typically emailed one or more times per week.

[First Team Email Announcing Pause to Day Services](#)

[Second Family Email Announcing Extension to Pause Day Services](#)

[Shelter in Place Orders Email for Team](#)

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5 Questions for Building a Communications Plan

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

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

Who is your spokesperson or spokespeople?

How often will you communicate?

How will you communicate?

What will you communicate?



First Team Email Announcing Pause to Day Services

Sent: Friday, March 13, 2020

Dear Aspire Team,

There is no higher priority than the safety of our team members and program participants. We continue to closely monitor the communications from the CDC and government agencies to stay on top of the evolving situation with Coronavirus.

Based upon the most recent information, we are implementing a number of new practices to exercise even greater vigilance in our preventative strategies.

Next week, Aspire's on-site day program facilities will pause, so we can spend one full week retraining team members on safe and hygienic program practices, in light of evolving CDC guidance. Day services team members will be reassigned to assist at our community homes. We will reevaluate the reopening of day services next week, as the situation develops, and the safety and health of our team members and program participants will be our number one priority.

Aspire is strictly limiting trips and visitors. Our community home residents will only be engaging in community employment and essential appointments or services, like crucial or urgent medical appointments. Also, we're asking guests, family members and vendors to postpone visits, as recommended by Centers for Medicare & Medicaid Services.

Whenever and wherever possible, we will assign team members to only work in one singular location (i.e. community home) and with the same population. There are instances when this is not possible, and so we make every effort to minimize the number of locations and people a team member supports. We see this as a social distancing best practice.

We need your help to keep our Aspire community safe and well!

- Help us stay well by practicing and encouraging regular hand washing, using your arm to cover a cough and staying home when you are sick.
- Open doors with your closed fist or hip, instead of grasping handles with your hand.
- If you observe a colleague exhibiting cold symptoms, encourage the individual to take care of themselves by going home to avoid spreading germs.
- Consider having a conference call vs. gathering people into a meeting room, especially if the group is 10 or more people.
- Notify your supervisor immediately, if you or anyone in your family has tested positive for Coronavirus or been notified that there is a Coronavirus exposure.

We also need to respect the privacy of team members who need to stay at home when they are not feeling well and avoid speculating about their personal health condition.



As we said before, we are monitoring our status and guidance from the CDC regularly and continue to discuss options for responses in preparation as the situation evolves. Above all, rest assured that we are staying vigilant.

We will continue to keep you updated as needed. If you have questions, please reach out to me or any member of the Vision Team (Serena Alaily, Dina Donahue, Becky Jackson, Sharon Lawrence, Herb Washington).

I believe that in challenging times like these, the Aspire “Together We’re Better” spirit can shine most brightly. Across Cook and Lake Counties, we have an incredible, unified team and are ready for this challenge. **Let’s join together to protect the health and safety of those we serve, our fellow team members, and our families.**

Sincerely,
Jim

Second Family Email Announcing Extension to Pause Day Services

March 18, 2020

Dear Family Members,

I hope that you are washing your hands regularly, limiting visitors and trips out, and keeping your distance from others physically—but staying connected to your family, friends, and neighbors in every other way.

As you know, we decided last week as a precautionary measure to pause Aspire’s day programs, and we made the right call. Today, that action is being taken by all organizations like ours across the State. As others follow our lead, we have one update.

In accordance with Illinois Department of Human Services (IDHS) directives, Aspire’s day programs will pause through April 15, 2020. Locations pausing services are our Weinberg Career Academy/Litt location in Hillside, Derby location in Westchester, and the Killian Center in Zion. Folks who live in our community homes will stay home. We are also limiting participant trips to only those absolutely necessary and limiting non-essential visitors at all locations. **As always, the safety and health of your loved one will continue be our number one priority.**

To make it as easy on you as possible to keep up with the updates and precautions Aspire is taking, we invite you to visit www.aspirechicago.com/coronavirus. We will continue to keep you updated here, and if you have questions, you can always reach out to your Life Consultant.

As a reminder, we need your help to keep our Aspire community safe and well:

- We ask that you please postpone non-essential visits for now.
- For essential visits, please plan to visit in your home rather than an Aspire Community Home and postpone taking your family member on outings that aren’t absolutely necessary.

- Help us stay healthy by practicing and encouraging regular hand washing, using your arm to cover a cough and staying home when you are sick.

Please stay strong, stay well, and stay kind. Remember, together, we're better.

Ever Forward,



Jim Kales
Chief Executive Officer



Becky Jackson
Chief Program Strategy Officer

Shelter in Place Orders Email for Team

Sent: Friday, March 19, 2020

Dear Aspire Team,

We've been getting **questions about the recent 'shelter-in-place' orders** that we are starting to see across the country and closer to home and what it could mean for Aspire team members and program participants. That's why we wanted to send you a note that we hope provides some reassurance along with two updates.

Below are a few answers to your questions:

- **What is a shelter-in-place order?** The shelter-in-place orders we are seeing across the country are urging people to do the same things we've been encouraging you, our participants, and our family members to do: strictly limit non-essential trips and visitors.
- **Am I going to be stuck at work or not able to come into work?** Employees from essential businesses, like ours, are able to come and go for work. What we are seeing is orders of shelter-in-place with exceptions for essential business like ours, grocery stores, take-out restaurants, laundry mats, doctors' offices, childcare banks and more.
- **UPDATE! What about participants who are going to work?** For now, our careers team members are working with employers and community employment participants to determine the right plan for them on an individual basis.
- **UPDATE! And what if families insist on visiting or taking their loved one home for a visit?** Please have them contact their Life Consultant. Effective immediately, Aspire community homes now have a no-visitor policy. If family members find this difficult and want to take their loved one home for an extended visit, they will need to stay home until at least April 15.

Family members will be updated on our new no-visitor policy tomorrow (Friday).

Thank YOU for doing your part at home and at Aspire in washing your hands, limiting non-essential trips and not being in a group of more than 10 people, who don't live together already. All these measures are to minimize interactions and therefore reduce the risk of getting the virus and keep our community at Aspire healthy and well.

As things continue to develop, we'll keep you updated. Please reach out to your supervisor or any member of the Vision Team (Becky Jackson, Herb Washington, Serena Alaily, Dina Donohue, Jim Kales, Sharon Lawrence) should you have any questions.

Stay well,
Vision Team

We're Strong Email for Team

Sent: Wednesday, April 1, 2020

Aspire is strong because we're working together!

Dear Aspire Team,

We believe that Together, We're Better. In these uncertain times, this motto rings true more than ever.

We've been doing a lot of updates via email and today we share a video from our CEO, Jim Kales with an important message to all of you.

[CLICK HERE TO WATCH!](#)



We hope you enjoy this video and feel proud to be a part of the Aspire [team](#). In addition to this announcement, we're trying a number of new ways to connect and keep everyone up-to-date, while we're all working from different locations or from home.

- **Virtual Mini Huddle for team members working from home Monday from 9-9:30am.** This is exactly what it sounds like! The Vision Team will provide updates and open it up to your questions. Also, feel free to submit questions in advance at the link below.
- **Video Huddle Updates and Q&A for team members working in Aspire's Community Homes.** We know it's hard for you to get on a video conference, so please submit your questions at the link below and we'll send you video and email updates.



- [Submit Questions here!](#) We'll do our best to answer them in an upcoming email, video or Mini Huddle.
- **Be on the lookout for Wellness emails:** Our Wellness Committee will continue to send tips on how to stay healthy and well.

Again, you can read Aspire's response to coronavirus at aspirechicago.com/coronavirus.

Thank you to our incredible team. You have stepped up to ensure the people we support every day stay safe and work behind-the-scenes to keep Aspire running.

We haven't stopped – and won't stop – ensuring we do all we can to keep everyone safe. We ask the same from you. Please keep washing hands, disinfecting spaces and keeping your distance (at least six feet) from others when outside our or your homes.

We're going to get through this together.

Ever Forward,
The Vision Team

Fun and Connected Email to Families

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.



We know staying connected to loved ones is important. Phone calls are great and seeing each other would be even better. If you'd like to video chat with your loved one, please reach out to your Life Consultant and we'll help you get started with directions for setup and contact information.

While we continue to stay active, we are still taking every precaution for everyone's health and wellness. Our teams are keeping homes well supplied with essentials, cleaning supplies, gloves, hand sanitizer, and our best defense – good old-fashioned hand soap. We continue to monitor temperatures, other signs of potential illness, and any risks of potential exposures. We are also working with suppliers to provide team members masks while working in the homes as a proactive measure. While novel coronavirus is a serious physical health threat, we know that changes in our routine and social distancing can have an impact on our mental health, too. The Aspire Behavior Therapists, Board Certified Behavior Analysts, and Mental Health Professionals have been reaching out by phone to offer tips and support for mental health wellness, too.

Update! Aspire's day programs will pause until at least April 30. You may have seen in recent news Gov. J.B. Pritzker extended Illinois' stay-at-home order through the end of April. We're taking that order seriously at Aspire. In addition to day programming, our no-visitor policy and pausing community employment for residents in our Community Homes will also continue at least through the end of the month as well.

Our Aspire community of partners, what we call Aspire Nation, has been rallying around us. We have back-up supplies on the ready to deliver to homes as needed thanks to our proactive purchasing and some very generous donations. One volunteer reached out to her book club, faith group and family to create care packages for all 24 community homes. These care packages include boomboxes for dance parties to get community home residents up and moving, popcorn and movie night gift bags for a stay-at-home theater experience and more. Another volunteer sent dinner for community home residents and the team members supporting them. And donors are generously supporting the Aspire Response Fund. Some of our services may be limited right now, but that doesn't mean we've stopped. In fact, with the support of

people just like you, we've doubled down to meet day-to-day, essential needs. If you are able and willing to lend a hand, please reach out to us at www.aspirechicago.com/responsefund to learn all the ways you can participate. We welcome your support.

We're committed to keeping spirits up, staying connected, continuing our preventative measures all with extreme caution, and keeping you updated. To make staying updated as easy on you as possible, we also continue to update www.aspirechicago.com/coronavirus.

And as always, if you have questions, please reach out to your Life Consultant.

Please stay strong, stay well, and stay kind.

Ever Forward,



Jim Kales
Chief Executive Officer



Becky Jackson
Chief Program Strategy Officer

Wear Your Mask Email to Team

Sent: Tuesday, April 7, 2020

Dear Team,

What I've seen you all do over the last few weeks has been amazing! Today, there's more stress, less routine, and you're doing great work. But we can't let up now. Keep pushing!

- **Always wear your surgical mask in the home.** This is so important!
- Wash hands and wipe down surfaces.
- Take temperatures and monitor health.

I encourage you to stay diligent, and so does our CEO Jim Kales, who has this important message to all of you.

[CLICK HERE TO WATCH!](#)



If you have questions, don't be shy. [Submit Questions here!](#) We'll do our best to answer them in an upcoming email or video.

Keep up the good work of helping everyone stay healthy and safe. We're going to get through this together.

Stay well,
Becky and the Vision Team

Grateful at One Month Email to Families

April 17, 2020

Dear Family Members,

We want to take this opportunity to share from the heart, what we have been thinking about as we make our way through these challenging times.

For your loved ones, it's been hard. Schedules changing, no visitors and staying safe at home can be confusing and challenging, especially when some may not understand they can't go to work or see their family and friends. And yet, as we've talked to participants via video and Facebook, we've been so impressed with how everyone is keeping their spirits high, cheering each other up and getting through this tough time. We're so proud and want to recognize the incredible sacrifices your loved ones are making to help keep each other safe.

We want to commend you, too. We asked you to make a big change in mid-March, stopping all visits. As parents, we can only imagine how difficult it must be to not see your loved one right now. Still, you have responded with creativity and love -- throwing pizza parties, delivering care packages and visiting over your phone or computer.

Finally, we would like to recognize the amazing men and women who work in Aspire's community homes. We are so proud of our team, who have responded so quickly, taking every precaution to help your loved one get through this crisis safely. They demonstrate what Aspire is made of, sacrificing time with their own families to cover shifts, provide support, and care for community home residents. It's incredible.

We won't let up! We're one month through this unprecedented response. We've done so much so well, and we keep fighting to stay healthy, cheerful, engaged and safe. If you have questions, please reach out to your Life Consultant, and we invite you to stay up-to-date on Aspire's preventative health and safety measures at aspirechicago.com/coronavirus.

Together, we are better. Together, we'll get through this.

Ever Forward,



Jim Kales



Becky Jackson



Chief Executive Officer

Chief Program Strategy Officer

Inside Look at Aspire's Response to Team

Sent: Friday, May 1, 2020

Dear Team,

Every day we're working on the best ways to keep everyone safe. We know it's important to you to be in-the-know about health and safety decisions that impact you and our participants. That's why we want to share an inside look at Aspire's response to COVID-19:

We were prepared with a plan before COVID-19. Aspire has a proactive plan for how to respond in situations that disrupt our normal operations, like fire, weather issues, and even pandemics. It is because of this pre-planning that we were able to act quickly and ahead of DHS and the Governor to pause our day services, redirect personnel to remote work and pause home visits. We were also able to secure personal protective equipment (PPE), while other providers responded after the fact and continue to have difficulty providing supplies to their teams.

Aspire continues to update our action plans and safety practices based on advice from leading health experts. In addition to DHS, CDC and Governor's orders, and through Aspire Nation connections we regularly consult with a variety of medical experts. By speaking with these experts, we've stayed a head. For example, based on the advice of Dr. Maulik, an emergency room doctor with IDD experience, we secured pulse oximeters, a small medical device that would help monitor a participant's health if we were to have a positive case. Today this recommendation is widely known and the device is sold out everywhere.

The situation is changing so fast that we continue to update safety measures in our community homes and offices and we need your help to keep everyone healthy and safe. We are proud of this team's incredible response and thankful that we continue to be COVID-19-free in our community homes, when many providers like us are currently managing too many cases of COVID-19. And we have more work to do to maintain this status. **We must remain vigilant, every minute, every day.** For a full list of preventative measures please visit aspirechicago.com/coronavirus.

If you have questions or ideas about how to keep everyone safe, please reach out to your team leader or anyone on the Vision team. We continue to do everything we can.

Let's stay strong - let's stay safe,

Jim

Confirmed Case of COVID-19 to Team

Sent: Thursday, May 7, 2020

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.

Becky

Message from our CEO on Confirmed Case to Team

Sent: Thursday, May 7, 2020 7:38 PM

Dear Aspire Team,

By now you've had a chance to read the e-mail from the Becky. A few months ago, no one could have imagined how this virus would impact every one of us. Today, a first case of coronavirus was confirmed at one of Aspire's 24 community homes. And it reminds me of why we are here. Our work is to care, support, create, empower and protect each other.

We can't stop and won't stop doing everything we can to keep our program participants, team members and community safe and well. Let's recommit to staying strong, unified and healthy.



Together, we can do it. Together we're better,

Jim

Confirmed Case Email to Families

May 8, 2020

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,

Ever Forward,

A handwritten signature in black ink, appearing to read 'Jim Kales', written over a white background.

Jim Kales
Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Becky Jackson', written over a white background.

Becky Jackson
Chief Program Strategy Officer



Follow Up on Confirmed Case Email to Families

May 18, 2020

Dear Family Members,

We would like to express our thanks to everyone for your outpouring of love, support and well wishes over the past week. We are proud of the preventive measures we put in place in mid-March that reduce the risks for your loved ones and blessed that we pushed out our direct experience with coronavirus (COVID-19) to May. And we know we must remain vigilant, now more than ever.

You can trust us to continue working around the clock to keep your loved ones safe and well.

We can imagine what's on your minds as parents, siblings, and dedicated members of your extended families, because as parents, we would have questions, too. We're hoping to answer those questions here and provide some reassurance.

First, you can trust that you will be notified immediately if your loved one has symptoms, lives with someone who is diagnosed with coronavirus, or is diagnosed with coronavirus.

While we will continue to maintain privacy for all health issues and cannot disclose who is infected or where that person lives, you will know if your family member is in any way impacted.

We are prepared. When we learned of the diagnosis, we immediately implemented our plan, including notifying those impacted. We increased the cleaning in the home and the personal protective equipment. We're also continuing to monitor everyone's health several times per day – taking their temperature, watching for any signs and symptoms of illness, and collaborating with healthcare providers.

Some of you have asked where the exposure occurred. There are no simple answers. We are taking every precaution to avoid exposure, including avoiding interactions between homes. We continue to use no-contact deliveries for supplies and our support team members, such as our Life Consultants and nurse, are providing support through phone calls and video chat functions. Unfortunately, it is impossible for any of us to eliminate risk completely. It is for this reason that we are using an abundance of caution and taking every measure to avoid exposure as much as possible.

Thank you to all those who have reached out with supportive messages and prayers for everyone in our care and our team members. We can imagine how hard it has been for you to pause visits. We encourage you to continue to visit your loved ones virtually or through windows and doorways from the sidewalks. So many of you have sent care packages and meals to homes. Others have supported Aspire in all different ways. We cannot thank all of you enough for your support while we provide loving care to your family member.

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.



The health and well-being of our Aspire community continues to be our top priority. We can't and we won't let up. We know it's more important than ever to stay vigilant.

Stay strong. Stay healthy. Stay safe.

Ever Forward,

Jim Kales
Chief Executive Officer

Becky Jackson
Chief Program Strategy Officer

Aspire COVID-19 Update for Team (similar email went to families)

Sent: Friday, May 22, 2020

Dear Team,

The fight continues. A big thank you to our front-line team members who are working around the clock to keep everyone -- fellow team members and program participants both -- healthy.

We continue to be vigilant. Our front-line heroes are wearing masks, increasing cleaning, and closely monitoring people's health. We continue to take temperatures and avoid interactions between homes.

Still, we can't eliminate risk entirely. Since we shared our first direct experience with COVID-19 with you, we have two homes with confirmed cases -- one in Cook and one in Lake County.

| | Confirmed Cases | Total |
|-----------------------------|-----------------|-----------|
| Community Homes | *2 | 24 |
| Community Home Participants | 7 | 152 |
| Front-Line Team Members | 5 | 184 |

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

Just like in the first home, when we learned of the exposure in the second home, we immediately implemented our plan, including notifying those impacted. We are increasing the cleaning in the home and the personal protective equipment. We're also continuing to collaborate with healthcare providers and monitoring everyone's health carefully. We're doing everything we can to keep our team members and program participants healthy and safe.

Here are 4 things you can rely on:

- We'll let you know right away if you are exposed while working.
- We are prepared with PPE (masks, gloves, etc). We'll get you what you need when you need it.
- We'll keep working together to do everything we can to keep everyone safe.
- We're going to keep you updated and informed.

A lot of organizations aren't sharing this amount of information, but we are, because we trust this amazing team, and all of us need to stick together to keep everyone healthy and safe.



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

Together We're Better,

Jim

Return to Former Routines Email for Families

June 11, 2020

Dear Family Members,

Thank you all for your patience as we continue to develop strategies for a safe and cautious approach to resuming visits, day services, and community employment. Living our new normal has been hard and we are all eager to find safe ways to reengage our former routines.

In our Community Homes, people continue to do well, and we are encouraged by what has changed since our last communication.

| 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 | 1 | 3 | 184 |

The Illinois Department of Human Services (DHS) announced this week, the continued pause of day program services through August 31. While we understand this "safety first" approach", we know August 31 seems a long way off and this will be tough news for our participants. We're going to do everything in our power to soften this blow and reduce everyone's isolation.

Here's some good news: **We are excited to start welcoming family visits at our Community Homes.** Here is what those visits will look like.

- Beginning Monday June 15, families can contact the Life Consultant to schedule 1-hour visits during evenings and weekends – please plan to schedule a few days in advance
- One Family at a time will visit a home with up to 3 visitors
- Visits will be outside at the Community Home using pre-marked areas for social distancing.
- All parties will verify health status before the visit, sanitize hands at the start of the visit, and wear masks during the visit

It is our hope that these strategies will create a safe environment for you to connect in person with your loved one while minimizing exposure risk for your loved one, others who live in the home, and team members who provide care to your loved one.



Some Community Home residents have been at home for extended stays. Our next step in opening up is welcoming those individuals to return to their community home. Life Consultants will be working directly with those people and their families to make arrangements. We will continue to develop and share our plans for our following steps, such as visits away from the community home and to returning to work for those with jobs in the community.

While we are pleased to start resuming our former routines on a limited basis, we also know that now is not the time to relax our prevention efforts. We will continue to be vigilant, because your loved one's safety continues to be our top priority. Thank you for your ongoing support and patience during this transition phase.

Stay strong. Stay healthy. Stay safe.

Ever Forward,

A handwritten signature in black ink, appearing to read 'Jim Kales'.

Jim Kales
Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Becky Jackson'.

Becky Jackson
Chief Program Strategy Officer