

A MESSAGE FROM THE PRESIDENT

Dear ASHA Executive Board Member,

I want to express our continued appreciation to you for your assistance with our ongoing advocacy and public relations efforts during the COVID crisis. Here's a quick update from the ASHA team:

- As we shared in our recent [Federal Policy Update](#), we had a productive call with HHS Deputy Secretary Eric Hargan, who is overseeing **disbursements from the Public Health and Social Services Emergency Fund (PHSSEF) from the CARES Act**. Our outreach is continuing every day of the week with Members of Congress in both parties who are contacting HHS on our behalf to ensure that HHS provides an allocation of funds to senior living communities.
- We are also working diligently to try and ensure that senior living is included in any federal legislation related to **tort immunity during the COVID crisis**. We know this will be an uphill battle, but rest assured, it is and will continue to be a top priority for our legislative team and lobbyists.
- As a reminder, our Executive Board will have an opportunity to participate in a **Public Policy Call** that will take place on Thursday, May 14, beginning at 2 pm Eastern. Our call in number is 844/803-3197 Passcode: 2889244
- On the **public relations** side, we have finalized media buys in *The Wall Street Journal*, *New York Times*, *Washington Post*, *Los Angeles Times*, *Dallas Morning News*, *Atlanta Journal Constitution*, and AARP and will launch a sustained campaign entitled, *Senior Living Today & Every Day*. Paid media will drive visitors to our recently completed video on the [Senior Living Today & Everyday](#) page located on www.WhereYouLiveMatters.org which addresses how we are responding to COVID-19. Our sincere thanks to all of your companies for your contributions of photography and video. We look forward to sharing more with you in the days ahead.
- I would like to close with a link (below) to **a recent op-ed** written by Leon Grundstein of GenCare Lifestyle in his local *Tacoma, WA paper, The News Tribune*. I plan to share other such articles in the coming weeks and hope you will continue to share your positive stories and messages in the media.

Senior communities needed more than ever in COVID-19 era

Warmest regards,



David

