



COVID-19 Communication Plan
Last updated 3.13.2020

Development External Communication Timeline

DATE	MESSAGE	Audience	OWNER	CHANNEL
3/12/20	Early notification of April event postponements	Event committees and chairs	Event Leads	Email/Phone
3/13/20	Formal notification of April event postponements	Event committees	Event leads	Email
3/13/20	April Events postponed – general statement	General public	Megan Pedigo	Social, email, press release
3/16/20	April Events postponed	Event attendees	Event Leads	Email, dedicated social pages

General statement re: canceling April events

Easterseals Central Illinois continues to monitor the developing COVID-19 pandemic and take proactive measures to protect patients, families and staff. We have consulted with state and local officials, in addition to monitoring the CDC website for guidance. In accordance with the CDC guidelines, Easterseals Central Illinois is postponing three fundraising events that were scheduled for April 2020. These include the Easterseals Ladies Auxiliary Fashion Show (April 7th), Run Walk Roll (April 18th) and Passage to India (April 24th). Discussions with these event committees are underway regarding rescheduled dates for Passage to India and Run Walk Roll. The Easterseals Ladies Auxiliary Fashion Show has been rescheduled to September 1st 2020. Anyone who has purchased tickets these events can expect communication soon regarding rescheduling.

It is our mission to help children in Central Illinois with developmental delays, disabilities and other special needs to meet their full potential. These three events provide vital funds to support that mission. However, we take the health and safety of our staff, clients, supporters and community seriously. We agree with state and local officials that this is the best course of action at this time. We would like to extend our appreciation to the volunteers who have already committed time and resources to developing these events.

Attendee statement re: canceling April events

Easterseals Central Illinois continues to monitor the developing COVID-19 pandemic and take proactive measures to protect patients, families and staff. We have consulted with state and local officials, in addition to monitoring the CDC website for guidance. In accordance with the CDC guidelines, Easterseals Central Illinois is postponing three fundraising events that were scheduled for April 2020. These include the Easterseals Ladies Auxiliary Fashion Show (April 7th), Run Walk Roll (April 18th) and Passage to India (April 24th). Discussions with these event committees are underway regarding rescheduled dates for Passage to India and Run Walk Roll. The Easterseals Ladies Auxiliary Fashion Show has been rescheduled to September 1st 2020. Anyone who has purchased tickets these events can expect communication soon regarding rescheduling.

As a (registrant/ticketholder/sponsor) for _____, we want to thank you for your commitment to supporting the mission of Easterseals Central Illinois. We will keep you updated with information on the rescheduled date (**For Auxiliary: event as it develops, but please note the rescheduled date of September 1st**) as the situation develops. We appreciate your patience as we work through the unprecedented nature of this situation.

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Committee statement re: canceling April events

Easterseals Central Illinois continues to monitor the developing COVID-19 pandemic and take proactive measures to protect patients, families and staff. We have consulted with state and local officials, in addition to monitoring the CDC website for guidance. In accordance with the CDC guidelines, Easterseals Central Illinois is postponing three fundraising events that were scheduled for April 2020. These include the Easterseals Ladies Auxiliary Fashion Show (April 7th), Run Walk Roll (April 18th) and Passage to India (April 24th). Discussions with these event committees are underway regarding rescheduled dates. Anyone who has purchased tickets these events can expect communication soon regarding rescheduling.

As a valued member of the _____ team, we want to thank you for your commitment to supporting the mission of Easterseals Central Illinois. We will be in touch soon to discuss our options for 2020.

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Executive External Communication Timeline

DATE	MESSAGE	Audience	OWNER	CHANNEL
3/12/20	Board of Directors Update	Board of Directors	Steve Thompson	Email

Steve Thompson Board Email 3/12

Dear Members of the Easterseals Team:

Easterseals Central Illinois has been monitoring the developing COVID-19 pandemic and has been taking proactive measures to communicate and to protect patients, families and staff. Earlier today, I reached out to a number of key leaders from OSF, UnityPoint, UICOMP, and the Peoria City/County Health Department. All have provided sound guidance in our response going forward.

Accordingly, Easterseals will follow guidelines set by the CDC related to COVID-19. A copy of the CDC's ***"Implementation of Mitigation Strategies for Communities with Local COVID-19 Transmission"*** is attached for your information. We will continue to monitor the CDC Website and that of the Illinois Department of Public Health for the latest updates.

Tomorrow at 11:30am members of our Leadership Team will be joining a webinar hosted by the State of Illinois. Following, in accordance with CDC guidance, we plan to communicate with all of our key constituents our decision to postpone all Easterseals special events [including but not limited to the Auxiliary Fashion Show, Run. Walk. Roll., and Passage to India] until further notice.

We will also be evaluating our operational contingency plans.

If you have questions, additional concerns or updates before then please let me know.

Client External Communication Timeline

DATE	MESSAGE	Audience	OWNER	CHANNEL
3/11/30	1 st response message	General public	Megan Pedigo & Jennifer Simpson	Blog post/Website
3/13/20	1 st Client information	Clients	Jennifer Simpson	Mailed and emailed and added to blog

ESCI Response to COVID19 to family

In order to provide your family with the best care, Easterseals Central Illinois follows medical guidelines put forth by the Center for Disease Control (CDC). In addition, Dr. Andrew Morgan, Easterseals Central Illinois Medical Director, provides guidance and approves all patient related policies or procedures.

As you are aware, the Coronavirus or COVID-19 is in the news on a daily basis. In order to prevent illness, the CDC recommends the following:

- ☑ Wash your hands often with soap and water for at least 20 seconds, especially after going to the bathroom, before eating and after blowing your nose, coughing or sneezing.
 - o If soap and water are not available, use an alcohol-based hand sanitizer with at least 60% alcohol. Always wash hands with soap and water if hands are visibly dirty.
- ☑ Avoid touching your eyes, nose, and mouth.
- ☑ Children and their families should stay up to date on vaccinations, including the influenza vaccine.
- ☑ Avoid close contact with people who are sick.
- ☑ Stay at home when you are sick.
- ☑ Cover your cough or sneeze with a tissue, then throw the tissue in the trash.
- ☑ Clean and disinfect frequently touched objects and surfaces using a regular household cleaning spray or wipe.

The CDC does not recommend that people who are well wear a facemask to protect themselves from respiratory diseases, including Coronavirus.

In order to prevent the spread of COVID-19 Easterseals Central Illinois is implementing the following changes to our infection control policy:

1. We are increasing our efforts to sanitize our facilities and equipment as a preventative measure. You will also notice additional signs within our facility reminding you to wash hands often. We also encourage you to wash hands upon entering our treatment rooms.
2. Fever, cough, and/or shortness of breath, are the main symptoms of Coronavirus. We will be screening for these symptoms upon check-in for your appointment. Easterseals will cancel your appointment if you, your child or anyone in attendance for the appointment appears to be sick.
3. If your child or **anyone** in your family is sick, please call in advance to cancel your scheduled therapy appointment.

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ESCI Response to COVID19 to family (Cont'd)

4. If your child is sick, he/she may return to therapy when the following criteria are met (please note the following criteria has been adjusted by our Medical Director and replaces the information currently found in your Parent Handbook):

- ☑ Fever free for 72 hours without the use of fever reducing medicines. A fever is considered to be 99.5 degrees or higher.
- ☑ If your child or anyone in your family has been exposed to Coronavirus, you must cancel appointments for 14 days after being exposed to the virus and be symptom free before returning to Easterseals services.
- ☑ No respiratory symptoms (coughing, shortness of breath, etc.) for 7 days.
- ☑ If your child does receive a positive Coronavirus diagnosis, a Dr.'s note will be required before returning to therapy services.
- ☑ Sickness with infectious symptoms, following recent travel outside of the U.S. will require a Dr.'s note before returning to therapy services.

Finally, if your child has been absent for 3 or more consecutive sessions due to an illness or if your child is hospitalized, a Dr.'s note will be required before your child's return to therapy services.

Please contact your Primary Care Physician or Pediatrician if you or a family member develop a fever, cough and shortness of breath and have been in close contact with a person known to have COVID-19 or if you have recently traveled from an area with widespread COVID-19.

Two useful websites for factual information include: <https://www.cdc.gov/> and

<http://dph.illinois.gov/topics-services/diseases-and-conditions/diseases-a-z-list/coronavirus>

The State Public Health Dept. has set up a hotline for people who have questions or concerns. The number is 1 (800) 889-3931 or email

DPH.SICK@ILLINOIS.GOV

If you have any questions or concerns, please don't hesitate to speak with a Care Coordinator: Marie Bongiorno in our Bloomington office or Sioban Goddard in the Peoria office. Easterseals is committed to providing you the best information and will provide additional follow up should the need arise.

Thank you,

Jennifer Simpson

Manager Care Coordination Family Support

Easterseals Central Illinois

309-686-7755 ext. 2202

jsimpson@eastersealsci.com

Internal Communication Timeline

DATE	MESSAGE	Audience	OWNER	CHANNEL
3/5/20	Measures and recommendations	All staff	Jessica Reyling	Email
3/13/20	Follow up	All staff	Jessica Reyling	Email

1st email: measures and recommendations

Hello Easterseals team:

Since the beginning of the Coronavirus outbreak, our top priority has been to ensure the protection and safety of all. The following measures and recommendations are being taken by the organization to mitigate the impact of the CoVid19:

Universal Precautions – Washing hands properly is the single best precaution that can be taken by all staff. Wash your hands with soap and water for at least 20 seconds. Providers follow our current safety guidelines (contact your Manager if you need this training).

Client Communication - A flyer will be sent to families with handwashing information and informing them of the rescheduling of services if someone in the house is potentially contagious.

Clean Space – We will use a more stringent cleaning protocol; additional instructions will be provided to applicable staff. Every therapy room has Oxivir Tb spray and/or wipes which is used to clean toys/equipment. Oxivir Tb is listed as an approved cleaning agent according to the American Chemistry Council Center for Biocide Chemistries (CBC). Be sure to follow the manufacturer's instructions for all cleaning and disinfection products (e.g., concentration, application method and contact time, etc.). Gloves and antibacterial dispensers are also available. Removal of risky items (magazines, toys, soft items) from our lobbies, clinic, and the school will be completed to the extent possible.

Sick Staff/Clients - Staff who come to work ill will be sent home. When you are sick or have flu symptoms, stay home, get plenty of rest and check with a health care provider as needed. If clients arrive with flulike symptoms, services will be rescheduled.

Health Guidance – The CDC's website is an excellent resource to get accurate and up-to-date information related to COVID-19: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>. The IDPH's website provides Illinois specific information: <http://dph.illinois.gov/topics-services/diseases-and-conditions/diseases-a-z-list/coronavirus>.

If you have any concerns or questions, please contact your Manager or the Human Resources Department. Be Well!