

The Week in Media

February 22-26, 2021

I. FOLLOWING THE NARRATIVE: A quick summary of media focus from last week.

As deaths from COVID in the U.S. reached an astonishing 500,000, media coverage focused on how **vaccinations are helping to push cases and deaths down** in long-term care.

- The New York Times: [Nursing Homes, Once Hotspots, Far Outpace U.S. in Covid Declines](#)
- Kaiser Health News: [Is the End of the Long-Term Care Crisis Within Sight? New COVID-19 Cases and Deaths in Long-Term Care Facilities Are Dropping](#)
- ABC News: [After a Dark and Deadly Year, COVID-19 Vaccines Bring Renewal, Hope to Hard-Hit Nursing Homes](#)
- ABC News 7 WJLA: [“It’s working!” COVID-19 Cases Plunge in Nursing Homes Following Vaccinations](#)

Vaccine hesitancy among nursing home staff remains a concern, as does fairness and equity of vaccine distribution.

- McKnight’s Long-Term Care News [AHCA, LeadingAge set goal of 75% staff vaccination by July](#)
- Associated Press: [Long-Term Care Workers Remain Hesitant About COVID Vaccine](#)

As nursing home case counts declined, LeadingAge and other national organizations stepped up **advocacy to ease visitation policies**:

- McKnight’s Long-Term Care News: [‘Balance has tipped’: It’s time to ease up on visitation regulations, nursing homes tell feds](#)
- AARP: [AARP Calls for Steps to Allow More Nursing Home Visits](#)
- Los Angeles Times: [Vaccination rates rise in nursing homes, but when will families be able to visit?](#)
- New York Times: [As Infections Dip, Governors Across U.S. Start Easing Restrictions, 2/26/21](#)

Growing interest in the future of nursing homes, including new nursing home models.

- McKnight’s Long-Term Care News: [Transforming nursing homes into healthy living spaces](#)

- WXXI: [Green House nursing homes kept COVID cases low via small sizes, private rooms, universal workers](#)
- Skilled Nursing News: [As Nursing Homes Lose Patients to Home Health During COVID, Past Shifts Show Path Forward](#)

Media covered [updated research](#) on the impact of private equity ownership of nursing homes on quality of care during the pandemic.

- CBS: [At private equity-owned nursing homes, an "enormous" increase in death rates, study finds](#)
- MarketWatch: [Opinion: Would you want your parents to live in a nursing home owned by private equity?](#)
- Vox: [Private equity ownership is killing people at nursing homes](#)

II. Other Clips That Influenced the Week: LeadingAge is a sought-out, reliable source for multiple trade and national media outlets (see that coverage on our [Driving the Conversation page](#)). Other key clips that shaped the narrative last week include:

- Skilled Nursing News, [Everyone is Right About What's Wrong with American Nursing Homes](#)
- WFLX: [Home health care workers struggle to get COVID-19 vaccine](#)
- McKnight's Senior Living: [Pandemic brings focus to industry policy priorities](#)
- CNBC: [The House is set to pass Biden's Covid relief bill this week – here's what's next](#)
- The New York Times: The Daily Podcast, Part 1 [When COVID Hit Nursing Homes, Part 1: 'My Mother Died Alone,'](#) and Part 2 [They're Not Giving Us an Ending](#)
- WPRI: [These nursing home workers went above and beyond during pandemic – and would do it all again if they had to](#)
- McKnight's Long-Term Care News: [HHS nominee emphasizes COVID-19 data reporting](#)
- Kaiser Health News: [Countless Homebound Patients Still Wait for Covid Vaccine Despite Seniors' Priority](#)

III. What's On Our Radar This week's likely priorities:

- COVID relief legislation has moved into the Senate
- LeadingAge, in partnership with the Black Coalition Against COVID, is hosting a national town hall to address concerns about vaccines among aging services workers this Thursday 7:00 p.m. ET..
- Human Rights Watch report is delayed: expected later this month.

- Interest in lessons learned, future of nursing homes as one year anniversary approaches.
- Potential for CMS to issue change in visitation policy; monitoring impact of increasing number of governors easing restrictions.

IV. National Statements & Products (all posted on '[Driving the Conversation](#)' page)

- [Nursing Homes Set Goal To Get 75% of Staff Vaccinated By June 30](#)
- [LeadingAge Calls For Federal Government To Ease Nursing Home Visitation Guidelines](#)
- [LeadingAge Calls on Congress to Pass "Real Relief" as House of Representatives Crucial Votes Begin](#)

V. State Resources Rundown: State Association COVID Media Materials: [A folder](#) of helpful resources, sample op eds, fact sheets, and more.

- [Nursing Home Reform & Accountability Messaging](#)
- [Sample Editorial Board Note](#)