

The Week in Media

March 1-5, 2021

I. FOLLOWING THE NARRATIVE: A quick summary of national media trends last week.

On the one year anniversary of the first COVID-19 outbreak in the U.S., media coverage focused on how **cases in nursing homes continue to drop.**

- Wall Street Journal: [Sustained Drop in Covid-19 Nursing-Home Deaths Points to Vaccinations](#)
- McKnight's Long-Term Care News: [Grim anniversary: First U.S. COVID-19 outbreak announced at nursing home 1 year ago today](#)
- USA Today: ['Safest place in the city': COVID cases in nursing homes drop 89% as residents vaccinate*](#)
- *Skilled Nursing News: [COVID-19 Cases Among Nursing Home Residents Drop 82% as Plans for Future Clinics Emerge](#)

COVID vaccines continue to take center stage in the media, including uptake among staff and concerns about older adults of color and those outside of long-term care settings--and LeadingAge's town hall with the Black Coalition Against COVID..

- *McKnight's Senior Living: [Senior living COVID vaccine ambassador: 'We have the tools to help solve this issue; we should use them'](#)
- Associated Press: ['Falling through cracks': Vaccine bypasses some older adults](#)
- Wall Street Journal: [Covid-19 Vaccinations Proceed Slowly Among Older Latino, Black People](#)
- NBC News: [Blacks and Hispanics are being short-changed on Covid-19 vaccines in Florida and elsewhere](#)

Aging services workforce issues, a key priority for LeadingAge, focused attention on turnover and wages.

- *Skilled Nursing News: [Sloan: Better Wages a Critical Component of Any Fix for Nursing Homes After COVID-19](#)
- The New York Times: [High Staff Turnover at U.S. Nursing Homes Poses Risks for Residents' Care](#)
- *McKnight's Senior Living: [Concerns over understaffing, family needs likely turnover culprits during pandemic: study](#)

Major focus on **reopenings of nursing homes for visitation** as vaccination rates grow and infection rates drop.

- *McKnight's Long-Term Care News: [Guidance released on how to resume visits, community activities at long-term care facilities](#)
- WCAX: [Long-term care residents welcome easing of restrictions](#)
- *McKnight's Senior Living: [Verified Vaccinated Visitors program allows unrestricted access in senior living](#)
- Kaiser Health News: [Reopening of Long-Term Care Facilities Is 'an Absolute Necessity for Our Well-Being'](#)

The Senate is moving on the **COVID relief package in Congress**.

- *McKnight's Long-Term Care News: [Providers shut out of next coronavirus relief package, so far](#)
- McKnight's Senior Living: [Eliminated from COVID relief package, senior living turns its focus to Provider Relief Fund](#)

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:

- *NBC: [America now knows that nursing homes are broken. Does anyone care enough to fix them?](#)
- *WBUR: [Rethinking How We Approach Long-Term Care In The U.S.](#)
- *LeadingAge, McKnight's Long-Term Care: ['Most difficult year in history': Long-term care industry finally rebounding after suffering more than 170K COVID deaths](#)
- The New York Times: [Can Long-Term Care Employers Require Staff Members to Be Vaccinated?](#)
- Chicago Tribune: [Op-ed: Washington can no longer ignore the coming Medicare crisis](#)

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

- Passage of the COVID relief bill is expected in the Senate this week.
- Potential for CDC to update guidance for vaccinated people.
- Potential for CMS to issue change in visitation policy.
- Human Rights Watch report is delayed: expected later this month.

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

- [LeadingAge Calls on Senate to Fill "Enormous Gaps" Left by House of Representatives COVID Bill: "This is No Time for Half-Measures"](#)
- [LeadingAge Announces Sponsorship of 2021 National Study on Best Practices and Future Insights in Home Care and Hospice](#)
- [National Town Hall With Top Government Officials Will Address Vaccine Confidence for Aging Services Care Workers and Staff](#)

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

- [The AARP Factor: Tough Headlines Belie Common Interests](#)
- [SAMPLE OP-ED: “A year full of lessons in COVID-19’s impact on older Americans”](#)

(*LeadingAge is featured in the story.)