

## **LeadingAge Need to Know: COVID 19 – October 2, 2020**

We are sharing the very latest with members with weekday morning email updates and [live online updates](#) Mondays and Wednesdays. Visit the [main coronavirus page](#) anytime.

Following are the latest news and resources.

### **New QuickCast: Rethinking Ageist Marketing Imagery**

The LeadingAge Knowledge Center continues to add new content to help you navigate the COVID-19 crisis. In [this week's QuickCast](#), Seiden Advertising shares examples of how to be more intentional about using authentic images of older adults in community websites and marketing materials rather than relying on stock photography to depict older consumers. Access this and other resources for free on the [Learning Hub Coronavirus page](#).

### **Summer Enrichment Program**

LeadingAge's [Summer Enrichment Program](#) is designed to grow, strengthen, and diversify the pipeline of aging services leaders by recruiting undergraduate and graduate students who identify as Black, indigenous, and people of color for a 10-week, immersive experience in the field. LeadingAge is seeking provider organizations to host a paid student internship beginning in the summer of 2021. If your organization is interested in applying, complete the [Host Site application](#). Questions? Contact [Christy Kramer](#).

### **Monday's Online Coronavirus Policy Update**

Admiral Brett Giroir, MD, Assistant Secretary for Health, will join our Online Coronavirus Policy Update on Monday, October 5 at 3:30 p.m. ET. ADM Giroir will address questions related to antigen testing, wait times for BD PCR test kits, Abbot BinaxNOW tests, and more. LeadingAge California President and CEO Jeannee Parker Martin, who served on the Coronavirus Commission on Safety and Quality in Nursing Homes, will also join us. Hear her first hand account of serving on this commission and what key takeaways were found during the Commission's work. If you aren't already registered for these calls, you can [register here](#).

### **New Insights and Tools From LeadingAge**

LeadingAge staff experts are developing essential advocacy, guidance and tools, and curating the most relevant resources for aging services providers on COVID-19 and beyond:

- [Federal Funding Set Through December 11](#)
- [CMS Updates Testing Frequency Methodology](#)
- [CMS Releases Memo Reiterating Emergency Prep Guidance](#)

A complete [timeline of insights, tools, and useful COVID-19 links is available here](#), so you'll never miss an update.

### **Questions? Ask LeadingAge National, Your State Association, or Each Other**

There are many ways to get help during this crisis. Contact LeadingAge's national team directly or email us at [covid@leadingage.org](mailto:covid@leadingage.org). If you have questions about local and state issues, [contact your](#)

[state association](#). Join the MyLeadingAge Member Community [COVID-19 group](#) to ask questions, access resources, and share best practices for dealing with the coronavirus.