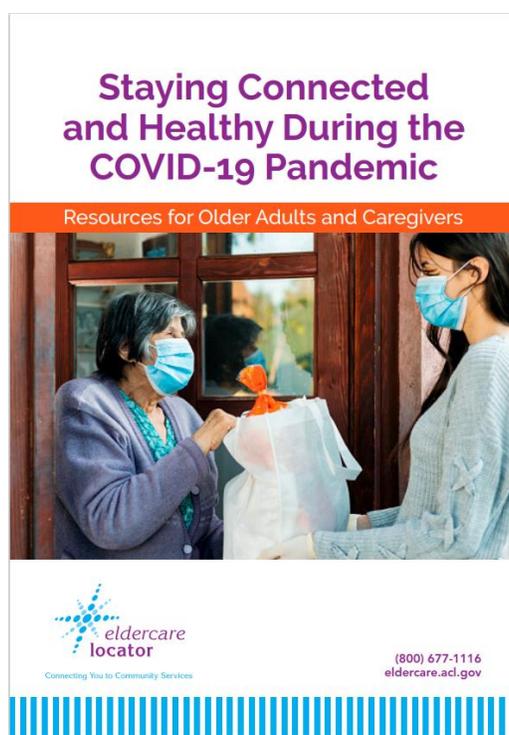




2020 Home for the Holidays Toolkit

Staying Connected and Healthy During the COVID-19 Pandemic: Resources for Older Adults and Caregivers



- Sample Social Media Posts
 - o Twitter
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- Sample Newsletter Article

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Sample Social Media Posts



Twitter

- We're excited to participate in Home for the Holidays, a national campaign led by @EldercareLoc and @n4aACTION highlighting ways older adults can stay connected during #COVID19—and the impact social connection has on mental and physical health. Learn more: n4a.org/h4h2020.
- We're excited to join a national campaign raising awareness about social isolation and loneliness among #OlderAdults and #caregivers during the #COVID19 pandemic. Contact us at [[insert contact information](#)] for more info! n4a.org/h4h2020 #H4H2020
- Helping #OlderAdults stay healthy mentally and physically is a top priority for [[Agency Name](#)]. That's why we're participating in the @n4aACTION and @EldercareLoc Home for the Holidays campaign on social connection. Learn more: n4a.org/h4h2020. #H4H2020
- For many #OlderAdults, the pandemic has resulted in a loss of social connections. That's why @n4aACTION and @EldercareLoc have made social engagement opportunities the focus of this year's Home for the Holidays campaign. Learn more: n4a.org/h4h2020. #H4H2020
- .@n4aACTION and @EldercareLoc launched a new campaign to ensure #OlderAdults who may be experiencing social isolation and loneliness as a result of the COVID-19 pandemic find helpful resources. Learn more: n4a.org/h4h2020. #H4H2020
- Check out the new Home for the Holidays brochure and toolkit from @n4aACTION and @EldercareLoc, designed to educate #OlderAdults and #caregivers about staying connected and healthy during the COVID-19 pandemic. n4a.org/h4h2020
- The COVID-19 pandemic has changed the way we live and interact with one another. Take a look at the new Home for the Holidays brochure from @n4aACTION and @EldercareLoc to help connect #OlderAdults and #caregivers to local social engagement opportunities. n4a.org/h4h2020
- We're joining #aging organizations across the country in promoting social engagement programs and services for #OlderAdults. Join the @n4aACTION and @EldercareLoc Home for the Holidays campaign today! n4a.org/h4h2020
- Calling a friend or family member, exercising, sending a letter to a loved one, and more are all ways to stay connected during COVID-19. The new Home

for the Holidays campaign from @n4aACTION and @EldercareLoc provides resources for #OlderAdults and #caregivers. n4a.org/h4h2020

- For more information about the @n4aACTION and @EldercareLoc Home for the Holidays campaign and to learn how to pre-order the brochure visit n4a.org/h4h2020. The customizable brochure will be available in both English and Spanish!
- Wondering where to find services that can help develop new or maintain existing social connections to reduce social isolation and loneliness? [Agency Name] can connect you to those who can help. [Insert Agency Phone Number and URL] #H4H2020



Facebook

- [Agency Name] is excited to participate in Home for the Holidays, a national campaign led by the @EldercareLoc and @n4aACTION that highlights ways older adults can stay connected during COVID-19—and the impact of social connection on our mental and physical health. Learn more: n4a.org/h4h2020.
- We're excited to join a national campaign raising awareness about social isolation and loneliness among older adults and caregivers during the COVID-19 pandemic. Contact us at [insert your agency's contact information] for more info! n4a.org/h4h2020
- Helping older adults stay healthy mentally and physically is a top priority for [Agency Name]. That's why we're participating in the @n4aACTION and @EldercareLoc Home for the Holidays campaign on social connections during COVID-19. Learn more about the campaign at eldercare.acl.gov to get connected to local help.
- For many older adults, the pandemic has resulted in a loss of social connections. That's why our friends @n4aACTION and the @EldercareLoc have made social engagement opportunities the focus of this year's Home for the Holidays campaign. Learn more: n4a.org/h4h2020.
- @n4aACTION and the @EldercareLoc launched a new Home for the Holidays campaign to ensure older adults who may be experiencing social isolation and loneliness as a result of the COVID-19 pandemic find helpful resources. Learn more: n4a.org/h4h2020.
- Check out the new Home for the Holidays brochure and toolkit from @n4aACTION and the @EldercareLoc. The campaign is designed to educate

older adults and caregivers about staying connected and healthy during the COVID-19 pandemic. n4a.org/h4h2020.

- The COVID-19 pandemic has changed the way we live and interact with one another. Take a look at the new Home for the Holidays brochure from @n4aACTION and the @EldercareLoc to help connect older adults and caregivers to local social engagement opportunities. n4a.org/h4h2020.
- We're joining aging organizations across the country in promoting social engagement programs and services for older adults. Join the @n4aACTION and @EldercareLoc Home for the Holidays campaign today! n4a.org/h4h2020
- Calling a friend or family member, exercising, sending a letter to a loved one, drawing and more are all ways to stay connected during COVID-19. The 2020 Home for the Holidays campaign from @n4aACTION and @EldercareLoc provides tips and resources for older adults and caregivers. n4a.org/h4h2020
- Wondering where to find services that can help develop new or maintain existing social connections to reduce social isolation and loneliness? [Agency Name] can connect you to those who can help. [Insert Agency Phone Number and URL]



LinkedIn

- [Agency Name] is excited to participate in Home for the Holidays, a national campaign led by the Eldercare Locator and @n4a. The campaign highlights ways older adults can stay connected to the community during COVID-19—and the impact social connection has on our mental and physical health. Learn more: n4a.org/h4h2020.
- Helping older adults stay healthy mentally and physically is a top priority for [Agency Name]. That's why we're participating in Home for the Holidays, led by @n4a and the Eldercare Locator on social connection. Learn more about the campaign at n4a.org/h4h2020 to get connected to local help.
- For many older adults, the pandemic has resulted in a loss of social connections. That's why our friends @n4a and the Eldercare Locator have made social engagement opportunities the focus of this year's Home for the Holidays campaign. Learn more: n4a.org/h4h2020.
- @n4a and the Eldercare Locator launched a new Home for the Holidays campaign to ensure older adults who may be experiencing social isolation and loneliness as a result of the COVID-19 pandemic find helpful resources. Learn more: n4a.org/h4h2020.

Sample Newsletter Article

[Agency Name] Joins National Campaign to Raise Awareness of Social Isolation and Loneliness Among Older Adults and Caregivers

The holidays will look a bit different for many of us this year. The COVID-19 pandemic has changed the way we live and interact with one another. For many older adults, this can mean a loss of social connections that, if left unaddressed, can have serious negative mental and physical health consequences. This is why [Agency Name] is participating in [Home for the Holidays](#), a national campaign led by the [Eldercare Locator](#) and the [National Association of Area Agencies on Aging \(n4a\)](#), this year in partnership with the [University of California, San Diego Center for Healthy Aging](#).

Launched every year during the holiday season, *Home for the Holidays* is intended to help families and friends discuss difficult topics with their loved ones. A new consumer brochure is the focus of this year's campaign, *Staying Connected and Healthy During the COVID-19 Pandemic: Resources for Older Adults and Caregivers*, which highlights the importance of social connection, its impact on our physical and mental health—and ways the Aging Network can help older adults connect to their communities during this time of limited in-person social interactions. [Agency Name] can inform and connect consumers to programs that provide a variety of ways to stay connected to others in their communities, including [list a few of the supportive programs your agency offers locally]. This is all part of our mission to help older adults maintain existing and develop new social connections to reduce social isolation and loneliness.

DESCRIBE YOUR AGENCY'S SOCIAL ENGAGEMENT PROGRAMS AND SERVICES HERE.

For more information about the campaign and other local resources available for older adults and their caregivers, contact [Name of Contact] at [insert email address or phone number].