

COMMUNICATING ABOUT NURSING HOMES: STRATEGIES & TIPS

Following are key strategies for communicating about nursing homes in a way that is most likely to result in positive and accurate perceptions.

1. Talk about aging as building momentum

Advance a more realistic description of aging.

- Draw attention to the opportunities of aging.
- Highlight that aging is a process of change.
- Inspire optimism.

2. Paint a picture of quality, person-centered care

Create a clear image of what we're working toward.

- Describe the range of activities at nursing homes.
- Highlight the agency of residents (and provide examples of choices they can make).

3. Elevate caregivers as experts and collaborators

Focus on relationships and critical roles.

- Explain the roles of residents, staff, and family.
- Highlight staff training and expertise.
- Explain how training, better wages, and improved working conditions positively impact quality of care.

4. Emphasize collective responsibility

Appeal to shared values and aspirations.

- Highlight care as a societal responsibility.
- Explain the importance of supporting older adults.
- Highlight the role of environments in aging.



READY TO GET STARTED?

Use these practical tips to put these strategies into action.



Describe how quality nursing home care looks/feels/sounds.



Speak affirmatively about changing demographics.



Emphasize autonomy and independence.



Include training, certifications, credentials when talking about staff.



Describe the range of activities offered beyond medical care.



Adopt a “we can do this” vs crisis tone.



Offer concrete examples of what is working in nursing homes.



Showcase your commitment to quality care.



Feature residents as participants, not objects of care.



Appeal to shared community aspirations.

