

## **Proposed Messaging – First Death of COVID-19 Patient**

*(Hôpital Montfort)*

This document is adapted from the communications approach taken by Trillium Health Partners following the death of a patient being treated for COVID-19. It is meant to help hospitals get ready for if and when this situation were to occur in their organization.

We thank Trillium Health Partners for sharing this information with us, via the Ontario Hospital Association.

You will find below:

- Draft internal staff message
- Draft key messages for internal rounding
- Draft message for social media
- Draft communications cascade

**DRAFT STAFF MESSAGE**

Today we are sharing that **HOSPITAL** is reporting its first death in connection to COVID-19.

Our collective thoughts are with the patient's family at this difficult time.

(IF THIS INFO WILL BE DIVULGED BY PUBLIC HEALTH) The patient was a **GENDER / AGE RANGE / TYPE OF ACQUISITION?**. He/She was a **CITY** resident who was tested at a **LOCATION** and immediately began self-isolation at home. When the patient presented at **HOSPITAL** on **DATE**, 2020, he/she was known confirmed COVID-19. (**OR OTHER DETAILS RELEVANT TO THE CASE.**)

**HOSPITAL** manages infectious respiratory illness every day and as expected the care team followed appropriate infection control protocols and practices throughout the patient's treatment, including appropriate patient isolation and personal protective equipment (PPE).

**HOSPITAL** continues to work diligently to prepare for COVID-19 and has already put in significant measures to further protect our patients and people including:

- Stopping all non-essential activity to build capacity;
- Stopping all visitors and non-essential vendors from entering the hospital;
- Limiting entrances and enhanced screening;
- Additional education on when to use PPE and proper use;
- **OTHER RELEVANT MEASURES FOR HOSPITAL.**

As the number of cases across **CITY**, Ontario and Canada continue to grow, it is more important now than ever to ensure we are meticulously following the public health agencies' latest advice both while at work in the hospital and when we return home.

We are committed to continually keeping our staff informed and adapting our procedures and policies as the situation evolves to ensure you are supported and you are safe. A media release will be issued shortly by **CITY** Public Health.

Today there will be enhanced leader rounding and **DETAILS ON ENHANCED INTERNAL COMMUNICATIONS ACTIVITIES.**

Please do not hesitate to speak to your manager or call/email **CONTACT DETAILS** should you have any concerns, feedback or advice.

We remind you that it is normal to feel some sort of anxiety in the current situation. Please be mindful of your colleagues, and do not hesitate to contact our Employee Assistance Program, **CONTACT DETAILS.**

## **DRAFT KEY MESSAGES FOR LEADER ROUNDING**

### **What happened**

- *(Recycle first 4-5 lines of message above)*
- We want to recognize the dedication of those involved in this patient's care and express our appreciation for the continuing commitment of our physicians and staff.

### **Appropriate precautions followed and in place**

- **HOSPITAL** manages infectious respiratory illness every day and as expected the care team followed appropriate infection control protocols and practices throughout the patient's treatment, including appropriate patient isolation and personal protective equipment (PPE).
- **HOSPITAL** continues to work diligently to prepare for COVID-19 and has put in significant measures to further protect our patients and people including:
  - *(Recycle bullets from list of measures in message above)*

### **Unprecedented and challenging times**

- The situation is evolving and unprecedented with many things changing daily.
- We recognize the pace of change related to COVID-19 can be overwhelming.
- Our staff and professional staff have been incredible, and we ask you continue to be flexible as we make changes to better support our teams and patients.
- If you have questions or concerns, raise it with your manager immediately or **CONTACT DETAILS.**
- It is normal to feel some sort of anxiety in the current situation. Please be mindful of your colleagues, and do not hesitate to contact our Employee Assistance Program, **CONTACT DETAILS.**
- We are all here to support you.

DRAFT MESSAGE FOR SOCIAL MEDIA

**Statement from NAME**  
**CEO of HOSPITAL**

On DATE, a patient being treated at HOSPITAL for COVID-19 passed away. On behalf of our entire hospital, I would like to extend our deepest condolences to the family during this difficult time.

HOSPITAL's highly trained staff do care for respiratory illness every day and are prepared for communicable diseases such as COVID-19. These are extraordinary times for our community, our province and our country. The hospital is continually taking strong measures to protect our patients, our staff, and the community. By continuing to work together, we will flatten the curve.

ADD REFERENCE TO HOSPITAL MISSION/VISION/VALUES

TIMING <i>TBC</i>	STAKEHOLDER	TOOLS	DETAILS	STATUS
	Senior Leadership Team	Email	Notify of case and announcement to staff and public Request heavy leadership presence for next 2 days	
	Execution Huddle	Call	Final Discussion	
	Family Notification	Call	Senior Leader will call the family to share that it will be made public at <b>TIME</b> and with general details of what will be shared	
	Leadership Call & Touch Base	Call	Notify of case and announcement to staff and public	
	Unit Notification & Physicians	Huddles in-person	Unit Leadership will notify staff, offer support and share it will be communicated publicly later in the day	
	Corporate Services	Huddles	Huddles with teams to provide reassurance of measures in place to keep staff safe	
	Board Notification	Email	Notify of case and announcement and copy of all staff memo.	



	Leader Call Participants	Leader Conference Call Advance Memo	Leader call to notify of case  Notify re. next steps, communications cascade and emphasize importance of leadership with staff	
	Evening/Weekend Leader On-Site Briefing	Memo	Brief evening/weekend leaders on details and ask to round across all three sites	
	Unions; OHSC; Councils; Professional Staff Association	Conference Call	Place brief courtesy calls to unions simultaneous to press briefing to reinforce the availability of hospital protocols in place to maintain staff safety and health	
	All Staff & Professional Staff, Learners and Volunteers	Memo	Inform staff and reassure them of measures in place to keep staff and patients safe, reminder of protocols	
	CITY Public Health News Release	News Release	CITY Public Health will issue details of the first death in Toronto	
	Community	Web Statement CEO Quote	Post a full statement on hospital website (CITY Public Health Web Statement)  CEO tweet out condolences & link to CITY Public Health	



	(IF RELEVANT) Cross Site Leadership Rounding	Memo	Leaders who are on site will round across all our sites on all units	
	Elected Officials Notification	CITY Public Health News Release	Share information	
	Partner Hospital Notification	Calls, emails	As part of hospitals ongoing collaboration	
	Evening Shift Rounding	Memo	Leaders will continue to be present across all sites and in the evening.	

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