



Communicating About Your Geriatric Workforce Enhancement Program

INTRODUCTION

Developed by the Geriatrics Workforce Enhancement Program (GWEP) Coordinating Center (GWEP-CC), this toolkit offers examples, tools, and suggestions to help increase awareness of your GWEP's work and accomplishments.* By ensuring your GWEP is seen and celebrated by the audiences you impact—including colleagues, age-friendly health system leaders, primary care practice partners, and patients—you'll put yourself on solid footing for making your GWEP not only successful but also buzzworthy.

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**Please Note: This toolkit focuses on the work of the GWEPS specifically. It is intended for use by all GWEPS, regardless of age-friendly recognition status. Primary care partners who achieve recognition as Age-Friendly Health Systems by the Institute for Healthcare Improvement (IHI) will receive a separate communication toolkit via email (AFHS@ihi.org) with additional information on celebrating this achievement.*

EMAIL ANNOUNCEMENTS

These templates serve as examples of emails regarding your grant and the work you do within your GWEP. These emails can focus on everything from recent updates about your GWEP to its successes and outcomes. You can copy and paste directly from our examples and input specific information in the highlighted sections. You also can use these templates as a guide and adapt the messages to suit your communication style.

QUICK TIPS...

- ✓ Map out potential opportunities for communicating with your different audiences. Doing so in advance can help ensure (1) your communicating with the right groups (2) in a timely manner and (3) with enough frequency that your updates remain top-of-mind but aren't overwhelming busy colleagues.
 - ✓ Visuals can help make email message more engaging. Services like [PiktoChart](#), for example, offer free or discounted access to easy-to-use software for creating visual representations of your work (you can even make simple graphics using Excel or PowerPoint). If your institution has a graphics department, they may be able to help too.
 - ✓ Be sure to include your program's social media accounts and/or a call to action in these updates, so your audience has a chance to help amplify your message. See the following section for more on social media.
 - ✓ Don't forget to include the GWEP-CC at GWEPCC@americangeriatrics.org in your email listserv! We want to hear your updates and celebrate your successes, so please continue to share with us.
 - ✓ Try to be as personal as you can in greetings to help make an impression and increase open rates. If you use Outlook as your email platform, Microsoft Word has an automated "Mailing" feature that allows you to link your messages to Excel grids to include contact information and automated email sends. [Click here to learn more.](#)
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Emails to Partners, Supporters, and Colleagues

1. **Subject: (Institution Name) receives prestigious federal grant to increase geriatrics expertise**

Dear Partners, Supporters, and Colleagues,

(Institution name) is pleased to announce, we were awarded a Geriatrics Workforce Enhancement Program (GWEP) federal grant from the Health Resources and Services Administration (HRSA) and will be implementing it at our institution. **We're tremendously proud of this accomplishment, as we're one of only [48 institutions](#) nationwide to receive such funding—among the only federal mechanisms for increasing the number of geriatrics health professional practicing across the U.S.**

The GWEP's purpose is to improve health outcomes for older adults by developing a healthcare workforce that maximizes patient and family engagement and integrating geriatrics and primary care. The goals of this program are to:

- 1) Educate and train the primary care and geriatrics workforce to care for older adults in integrated geriatrics and primary care models, and
- 2) Partner with community-based organizations (CBOs) to address gaps in healthcare for older adults, promote age-friendly health systems and dementia-friendly communities, and

address the social determinants of health.

GWEP awardees have the flexibility to identify education and training needs unique to their own communities. GWEPs and their partners includes schools of medicine, schools of nursing, primary care practices, community-based organizations, clinical settings, academia programs, long term care centers, and emergency departments. At (Institution name), for example, we'll be partnering with (Institution's name) to (Add appropriate details).

As GWEP awardees, we are working towards:

- Developing partnerships between academia, primary care delivery sites/systems, and community-based organizations.
- Training geriatrics specialists, primary care providers, and health professions students, residents, fellows and faculty to assess and address the primary care needs of older adults.
- Delivering community-based programming that provides patients, families, caregivers, and direct care workers with the knowledge and skills to improve health outcomes for older adults.
- Providing training to patients, families, caregivers, direct care workers, healthcare providers, and health professions students, residents, fellows, and faculty on Alzheimer's Disease and Related Dementias and how cognitive and behavioral impairments impact medical care throughout the course of illness.

We're excited to take this next step in enhancing (Institution name)'s already well-established health system in geriatrics by implementing our GWEP. (Consider adding a call to action if you can—for example, arranging a site visit, accessing your full grant proposal, etc.).

(Signature)

2. Subject: Update—Implementing (Institution Name)'s Geriatrics Workforce Enhancement Program

Dear Partners, Supporters, and Colleagues,

Since (Institution name) joined the Geriatrics Workforce Enhancement Program (GWEP)—we're one of only [48 institutions](#) nationwide to receive such funding for developing a healthcare workforce that maximizes patient and family engagement and integrates geriatrics and primary care—we're proud to report that we've been taking significant strides to provide the best possible care to the older adults we serve.

The objective of our GWEP (add content from your GWEP's abstract).

Since January, we have also been participating in the GWEP Coordinating Center (GWEP-CC) Age-Friendly Health Systems Action Community to help our primary care partners implement the 4Ms of age-friendly care with patients. These include the focal points that make geriatrics so unique: Care for the mentation, mobility, medications, and what matters most to older people as individuals. You can learn more about the age-friendly movement [here](#).

Through the GWEP-CC, our GWEP team has attended webinars and networking sessions and we're utilizing an online community to connect and share resources with fellow GWEPsters across the U.S. As a result, we've successfully:

- (Add a bulleted list of accomplishments if you can – we included examples below that your team may have achieved).
- **Achieved Level-1 Recognition from the Institute for Healthcare Improvement (IHI) as an Age-Friendly Health System Participant.** (refer to IHI's toolkit emailed to you from AFHS@ihi.org on how to communicate this achievement)
- **Achieved Level-2 Recognition from the Institute for Healthcare Improvement (IHI) as an Age-Friendly Health System – Committed to Care Excellence.** (refer to IHI's toolkit emailed to you from AFHS@ihi.org on how to communicate this achievement)
- **Contributed to The AGS/ADGAP COVID-19 Educational Toolkit** (add direct link and details of your contribution). This toolkit is a compendium of resources created by members of the American Geriatrics Society (AGS) and the Association of Directors of Geriatrics Academic Programs (ADGAP). Available to all members, the toolkit includes a variety of teaching tools and resources intended to help providers care for older adults during the COVID-19 pandemic.
- **Contributed to The Portal of Geriatrics Online Education (POGOe)** (add direct link and details of your contribution). This is a free collection of expert-contributed geriatrics educational materials for educators and learners. Materials are available digitally and use various teaching methods. Originally funded by the Donald W. Reynolds Foundation, POGOe is managed by the AGS. The site is operated through a partnership between the AGS and Vanderbilt University School of Medicine, Department of Biomedical Informatics and Division of Geriatrics.

Thank you to our team—(Consider adding names)—for their hard work in making this possible. We're excited to continue the work of our GWEP, and we are looking forward to sharing more of (Institution Name)'s successes improving care for older adults.

(Signature)

Emails to Your GWEP Team

1. Subject: Accessing GWEP Exclusive Tools and Resources

Dear GWEP Team,

We're excited we received a Geriatrics Workforce Enhancement Program (GWEP) federal grant from the Health Resources and Services Administration (HRSA) and will be implementing it at our institution. As you know, **we're tremendously proud of this accomplishment, as we're one of only 48 institutions nationwide to receive such funding—among the only federal mechanisms for increasing the number of geriatrics health professional practicing across the U.S.!**

With that, we'd like to remind you of the GWEP Coordinating Center (GWEP-CC) and the resources they offer to make our program successful.

- **What is the GWEP-CC?** The GWEP-CC is managed by the American Geriatrics Society (AGS), supported by The John A. Hartford Foundation, and serves as a strategic resource for HRSA's GWEP programs. The goal of the GWEP-CC is to support GWEPs by providing programming and

resources tailored to our needs and focused on preparing the healthcare workforce to care for older adults. One of the GWEP-CC's offerings is the GWEP-CC Online Community at GWEPOnline.org.

- **What can I access at GWEPOnline.org to make my job easier?** GWEPOnline.org is a central hub for all GWEP directors, team members, and primary care practice partners. After creating a profile, members can utilize the community to start or contribute to discussions; access tools (including the exclusive [GWEPs 4Ms Toolkit](#)); connect with other GWEPs one-on-one; and view announcements, upcoming event details; and past newsletters.
- **How can I learn more?** If you have any questions about accessing GWEPOnline.org, please feel free to reach out to Jen Cross (jcross@americangeriatrics.org) and Marianna Drootin (mdrootin@americangeriatrics.org) of the GWEP-CC at AGS. If your questions pertain specifically to our GWEP, feel free to contact (Name) at (Phone Number) or (Email).

Thank you for all you do for (Institution Name) GWEP and our older adult patients. (Institution Name)'s GWEP takes pride in our dedicated staff, and we encourage you to participate in all these opportunities offered through the GWEP-CC!

(Signature)

2. Subject: Join Us for the Next GWEP-CC Webinar!

Dear GWEP Team,

We'd like to remind you about the next webinar hosted by the GWEP-CC. The webinar will be held on (Date & Time) with (Name of Speakers). The topic of the webinar will be (Topic).

To participate, advanced registration is required. [Click here](#) to view GWEPOnline.org's event calendar and registration details.

If you have any questions about participating, contact our AGS colleagues of the GWEP-CC: Jen Cross (jcross@americangeriatrics.org) and Marianna Drootin (mdrootin@americangeriatrics.org).

(Signature)

3. Subject: In Case You Missed It! Recording of GWEP-CC's Most Recent Webinar

Dear GWEP Team,

In case you missed the recent GWEP-CC webinar, you're in luck: It was recorded and posted [here](#) on GWEPOnline.org!

The webinar was facilitated by (Names) and focused on (Topic).

To participate in future webinars, advanced registration is required. [Click here](#) to view GWEPOnline.org's event calendar and registration details.

If you should have any questions about gaining access to the webinars, please contact our AGS colleagues of the GWEP-CC: Jen Cross (jcross@americangeriatrics.org) and Marianna Drootin (mdrootin@americangeriatrics.org).

(Signature)

4. Subject: Spotlight: Join the Conversation about (Topic)

Dear GWEP Team,

The topic of (Topic) has recently become popular among our community. (Add further details/content about this specific topic).

Please join the conversation by adding your own resources, professional experiences, and insights about (Topic) via (Email, Call, Webinar, Online Community, etc.).

We are looking forward to expanding this conversation!

Thank you,
(Signature)

SOCIAL MEDIA

Twitter, Facebook, LinkedIn, Doximity, and other social media accounts offer powerful tools for connecting with the public. Below are sample posts and strategies to promote your participation with your GWEP grant.

QUICK TIPS...

- ✓ If your institution has its own social media accounts or policies, speak with your Communications team to see if GWEP updates might be appropriate for sharing via their channels. Institutional accounts with an established audience and authoritative voice are great tools to get the word out about your successes.
 - ✓ If you're interested in setting up social media accounts for your GWEP team or your partners, be sure to speak with your institution's Communications team first. Make sure you understand your employer's guidelines and include "Opinions are my own" to avoid unforeseen conflicts.
 - ✓ Want to share advice on how to get started? [Click here](#) for a guide from the *Journal of the American Geriatrics Society* and the AGS. We also have [a guide for those who may not be novices, but who still need a little encouragement to move from "watching" to "engaging"](#)!
 - ✓ Be mindful of character counts and word limits for certain social media platforms. Remember that social media posts are often more engaging when they include visuals, but never share pictures or posts that divulge personal information about your colleagues or specific patients. Videos and video interviews can also be powerful resources to share your message—straight from the source! You can use a smart device, digital camera, or even your laptop to record videos. Just be sure they're formatted for social media (For example: Always film horizontally, in a well-lit environment, and with a background that isn't too distracting visually or auditorily).
 - ✓ When using visuals, also be mindful of context. For example, if you're sharing an approved image of staff interacting with patients, consider noting that it was taken BEFORE COVID-19 if the image shows individuals without face masks or before social distancing took effect. Adding even a small parenthetical to that effect will help your audience understand you're still supporting best practices.
 - ✓ Also remember that some social media platforms have size specifications for visuals. You can access a guide [here](#).
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Twitter

- **Tweet!**

Tweet original content about your work with your GWEP. Since Twitter only allows 280 characters per tweet, here are tips on how to keep your messages short, sweet, and to-the-point:

- Shorthand your tweets (e.g., substitute "2" for "to").
- Eliminate "unnecessary" words like "the" or "a"/"an" if a tweet still makes sense without them.
- Read "[How to deal with ageing in 140 characters](#)" from [@Age_Matters](#).

- **Use Hashtags**

Hashtags are shorthand ways for social-media users to find messages about specific or trending topics (like #geriatrics, #ThisIsGeriatrics, #IAmGeriatrics, or #AgeFriendly). Don't forget to end each tweet with our official program hashtag, #GWEP, which will help ensure your messages make it into those conversations when social-media users search for more information.

- **Follow & Retweet**

Following and retweeting influential accounts can help position you as an authority on topics relevant to your work. Stay connected to organizations that were instrumental in bringing your GWEP to fruition, as well as groups and influencers related to geriatrics:

- [@AmerGeriatrics](#)
- [@HRSAGov](#)
- [@johnahartford](#)
- [@TheIHl](#)
- [@AGSJJournal](#) (JAGS)
- [@HealthinAging](#)
- [@ElderCareTeam](#) (EWA)

You can also include these account handles in your social media content, so your messages are seen by them. Just include their account name beginning with @ (e.g., to include the AGS you would write @AmerGeriatrics).

[Click here](#) to view the entire Twitter directory of fellow GWEPsters and GWEP supporters. Don't forget to click the "Follow" button on this page to subscribe to tweets from our directory members. If you would like to be added to the GWEP directory on Twitter, please email Jen Cross at jcross@americangeriatrics.org with your Twitter handle.

Facebook

- **Post**

Facebook uses many of the same strategies as Twitter—such as hashtags or linking to subscribers with @—but Facebook posts are also often longer than tweets, which gives you a chance to share more information and insights about your work.

Write a post about your successes under your GWEP grant or share an article related to your GWEP work. Facebook posts tend to garner more attention when they include visuals or links, so try to incorporate these into your messages whenever you can.

Example:

- We're proud to announce we received the #GWEP grant from [@HRSAGov](#)! The #GWEP's goal is to improve health outcomes for older adults by developing a healthcare workforce that maximizes patient and family engagement and integrates #geriatrics and primary care. Learn more about our team at [\(Link to your GWEP abstract\)](#). Thank you to [@HRSAGov](#), and our supporters at the [@American Geriatrics Society](#) and [@The John A. Hartford Foundation](#)!

- **"Like" Pages & Share Relevant Posts**

Following influential accounts can help position you as an authority on topics relevant to your work. Stay connected to organizations who are instrumental in the work you are doing with your GWEP:

- [American Geriatrics Society](#)
- [Health Resources and Services Administration \(@HRSAGov\)](#)
- [The John A. Hartford Foundation](#)
- [The Institute for Healthcare Improvement \(@TheIHl\)Eldercare Workforce Alliance \(EWA\)](#)

LinkedIn and Doximity

- **Post**

Facebook and Twitter are traditionally used as truly “social” platforms for helping people connect with one another, organizations and brands important to their interests. LinkedIn and Doximity, on the other hand are “professional” social media sites focused on helping colleagues find advice and information to advance their careers and expertise. Doximity, specifically, is geared towards medical trainees, physicians, or other healthcare professionals.

For the best LinkedIn and Doximity posts, share updates about the professional network, institution’s implementation, and work with your GWEP. LinkedIn and Doximity posts also gain more attention when they include links or images, so include these whenever you can.

Example:

Proud to be a part of the Geriatrics Workforce Enhancement Program (GWEP) community with @[\(Institution’s LinkedIn name, if they have an account\)](#)! To learn more about #GWEP [click here](#). Thank you to the [The American Geriatrics Society](#), [Health Resources and Services Administration](#), and [The John A. Hartford Foundation](#) for their continued support!

- **Follow Professional Networks**

Following influential accounts can help position you as an authority on topics relevant to your work. Stay connected to organizations who are instrumental to your work, as well as groups and influencers related to geriatrics. The following are LinkedIn profiles:

- [The American Geriatrics Society](#)
- [Health Resources and Services Administration](#)
- [The John A. Hartford Foundation](#)
- [The Institute for Healthcare Improvement](#)

NEWSLETTER

Whether they're directed toward your colleagues or potential patients, your institutional newsletters, magazines, and websites offer great spaces for including longer-form updates about programs like your GWEP.

Below is a newsletter template, which includes questions to answer and instructions. Use your answers to compile a story about your GWEP. To get content ideas for your GWEP's personal newsletter, you can review the archives of past GWEP-CC e-Newsletters by [clicking here](#). These can also be found by logging into your account on GWEPOnline.org, navigating to the "Tools and Resources" tab, and selecting "Newsletters."

QUICK TIPS...

- ✓ Don't have an existing newsletter or magazine? Need help figuring out which publications or tools might be the best fit for your story? Contact your institution's Communications team to strategize ideas. They may also be able to connect you with staff writers, who can interview colleagues and craft professional stories on your behalf.
- ✓ Need help setting the look and feel of your newsletter apart? Services like [PiktoChart](#) offer free or discounted access to easy-to-use software for creating newsletters and flyers. If your institution has a graphics department, they may be able to help, too.
- ✓ Don't forget to send the GWEP-CC your newsletter at GWEPCC@americangeriatrics.org! Hearing about your teams' updates and milestones provides us with a better understanding of your program and keeps up in the loop to celebrate your success.

Sample Newsletter Template

(Institution Name) GWEP's Newsletter **(Date)**

In This Issue...

- **(Institution Name):** Our GWEP Story
- Save-the-Dates
- Resources to Share with Your Colleagues

(Institution Name): Our GWEP Story

1. When did you receive the GWEP grant?
2. Who does your GWEP serve?
3. What are you currently working on with your GWEP?
4. How has your institution benefitted since receiving the GWEP grant?
5. How has the GWEP grant helped improve your care of older adults?

Other story ideas could include: A quick Q&A with a GWEP leader, a "top tip" from implementing 4Ms care, etc.

Save-the-Dates

Share dates of upcoming webinars, events, deadlines, etc.

...(Date & Time) via (Organization)

- Description: (details)
- Panelists: (details)
- Who Should Attend: (details)
- Register: (details)

Resources to Share with Your Colleagues

Provide a blurb and direct link to resources that you find valuable. Below are lists of resources we share within our community, which may be valuable to your group as well:

Does Your Team Have "Ready-for-Primetime" Products? Submit Them Here!

Has your team developed tools or resources ready for national dissemination? Here are three websites where you can submit them for primetime promotion:

- **The AGS/ADGAP COVID-19 Educational Toolkit**
The AGS/ADGAP COVID-19 Educational Toolkit is a compendium of resources created by members of the American Geriatrics Society (AGS) and the Association of Directors of Geriatrics Academic Programs (ADGAP). Available to all members, the toolkit includes a variety of teaching tools and resources intended to help providers care for older adults during the COVID-19 pandemic.

Please email mdrooting@americangeriatrics.org if you have a tool to submit. Each submission is evaluated by a review committee comprised of AGS and ADGAP members.

- **POGOe (The Portal of Geriatrics Online Education)**
The Portal of Geriatrics Online Education (POGOe) is a free collection of expert-contributed geriatrics educational materials for educators and learners. Materials are available digitally and use various teaching methods. Originally funded by the Donald W. Reynolds Foundation, POGOe is managed by the AGS. The site is operated through a partnership between the AGS and Vanderbilt University School of Medicine, Department of Biomedical Informatics and Division of Geriatrics.

Submission instructions are available [here](#).

- **Minnesota Northstar GWEP's Age-Friendly Care and Education Collection**

[Click here](#) to view "The Age-Friendly Care and Education Collection" hosted by the [Minnesota Northstar GWEP](#) at the University of Minnesota. This curated collection highlights educational and clinical resources for educators, health professionals, learners, and others interested in improving care for older adults. This fully searchable collection includes full citations and links to resources deemed of high quality by experts in aging care, education, and research, such as:

- Assessment instruments
- Geriatric case studies
- Clinical guidelines related to geriatric care
- Competencies relevant to geriatric and interprofessional care and geriatric and gerontological education
- Journal and lay press articles
- Links to professional societies and organizations with a geriatric or gerontological focus
- Patient and caregiver education materials
- Practice and research toolkits developed by professional societies and national organizations
- Preceptor materials
- Teaching modules/toolkits, clinical evaluation, and other curricular materials
- Videos and narrated slide presentations

COVID-19 Resource Hubs

- **Resources from the GWEPs and their partners:** These resources can be found under the Shared Resource Library tab on [GWEPOnline.org](https://www.gweponline.org). There you will find a COVID-19 folder and subfolders for additional content. Please feel free to add to this collection via our online discussion forum or initiate discussions if you have other questions you need answered.
- **AGS's COVID-19 Information Hub:** [Click here](#) for resources from AGS and other reliable organizations, such as the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), the Centers for Medicare and Medicaid Services (CMS), and many others. This is a "one-stop-shop" for select tools and guidance relevant to care for older adults. We have also linked out to this resource from the [GWEPOnline's](#) Tools and Resources tab.
- **NAGE Members:** NAGE developed a resource hub of COVID-19 related educational materials from the GWEPs. This hub is available on the NAGE Website at [n-age.org](https://www.n-age.org) under "GWEP COVID-19 Resources." The list includes links and downloadable files that can be adapted for your programs and communities. Please note the following:
 - Resources can be accessed with your member login, or guests can access the resources by emailing gwepinfo@n-age.org for login information. If you need member login information, you may contact Leland Waters at lhwaters@vcu.edu for a username & password.
 - Materials can be sent to gwepinfo@n-age.org. The resource list will be updated regularly with newly received content.

On behalf of NAGE, they would like to thank you for sending your innovative materials to share!

- **IHI National Nursing Home Huddle:** Every weekday at 12pm ET, join the Institute for Healthcare Improvement (IHI) with support from The John A. Hartford Foundation for a 20-minute discussion that supports nursing home leadership, staff, residents, families, and communities impacted by the COVID-19 pandemic. [Click here](#) to register now and please note the following:

- Access information and materials may take up to 24-hours to appear in your email inbox after registering.
 - If you have any trouble with the links, it sometimes helps to clear your cache and use Google Chrome. IHI's customer experience team can also help; give them a call at 617-301-4800 during ET business hours.
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- [IHI's COVID-19 Resources for the Care of Older Adults](#)
 - [The John A. Hartford Foundation's COVID-19 Resources for Older Adults, Family Caregivers and Health Care Providers](#)
 - [GEDC's COVID-19 Resources & Links](#)

GWEPOnline.org: THE GWEP-CC ONLINE COMMUNITY

[GWEPOnline.org](https://www.gweponline.org), the GWEP-CC Online Community, is a central hub for all GWEP directors, team members, and primary care partners. On [GWEPOnline.org](https://www.gweponline.org), you can

- Connect with fellow GWEPsters and colleagues about questions or topics of interest.
 - Access our resource library with tools compiled from GWEP leaders across the U.S.
 - Make use of our national GWEP directory
 - Learn about webinars, webinar recordings, upcoming events, newsletters, and much more!
-

Making the Most of MyAGSOnline

[This checklist](#), developed for MyAGSOnline—the platform that houses our [GWEPOnline.org](https://www.gweponline.org) community—can help you become more familiar with our online community features, including how to

- Create your member profile.
- Write and reply to a post/message.
- Attach a resource to a post/message.
- Change your notification preferences (including when and how you receive [GWEPOnline.org](https://www.gweponline.org) digest emails).
- Use the online community member directory to find fellow GWEPsters.
- Review the events calendar.

Getting Involved with GWEPOnline.org...in Three Simple Steps

1. **How about getting started and posting your first community post? The following is a sample message you can post introducing yourself to the rest of the [GWEPOnline.org](https://www.gweponline.org) community:**

Hello! My name is (Name). I'm a (Profession) at the (Institution Name) GWEP in (State). I look forward to participating in the GWEP-CC's (Specific Activity—webinars, networking events, etc.). I would love to connect with other GWEPsters, so feel free to respond to my post or message me!

2. **Another way you can connect with others on [GWEPOnline.org](https://www.gweponline.org) is by sharing articles, insights, or questions related to your work. The following is an [actual post](#) from one of our GWEP-CC Co-Principal Investigators that you can use as a guide:**

Dear Colleagues,

Challenging times for all of us---grateful for all the frontline geriatric champions out there.
From Geriatric Emergency Department Collaborative (GEDC):

COVID 19 is a geriatric emergency, and much has accelerated in just the past week since we sent out guidance around COVID and older patient emergency care.

This peer-reviewed edition of J Geriatric Emergency Medicine has been prepared to share the most up-to-date (as of March 21, 2020) information possible regarding delirium and older adults in the time of COVID. It is primarily aimed at nurses, doctors, and other clinicians serving older adults in the ED, but may be of interest to many others well. Please read and disseminate widely.

Here's the link to the article: <https://gedcollaborative.com/article/covid-19-delirium-care/>

Here's a link to the online PDF: <https://gedcollaborative.com/wp-content/uploads/2020/03/COVID-19-delirium-care-3-21-20.pdf>

3. Need help finding something to share or discuss? The following resources may have relevant articles to spark interesting conversations:

- [*Journal of the American Geriatrics Society \(JAGS\)*](#)
- [MedPage Today](#)
- [Modern Healthcare](#)
- [Morning Consult](#)

MEDIA RELEASE

Media releases (also known as “news releases” or “press releases”) help you and your institution announce news to reporters and the general public. Sharing these tools with reporters directly or as part of your institution’s media relations efforts is a great way to garner attention for all your hard work.

The following sample release can be used to help you model major announcements regarding your GWEP.

QUICK TIPS...

- ✓ Media releases are a bit different from other articles you may be familiar with writing. They’re meant to function as ready-to-use news stories, so they’re written to include what’s newsworthy (as well as the most important information about your announcement) as close to the top of the page as possible (since reporters and editors may cut from the bottom up if they’re pressed for space). Keep that point in mind when writing your announcements.
 - ✓ Always check with your institution before distributing a media release. They have tools they can use to amplify its impact and may also have access to experts who can help strengthen what you write.
 - ✓ Don’t have the bandwidth to distribute a media release using a “wire service?” Track local news outlets or search the web for reporters and outlets that have covered related topics in the past. Many may have contact information posted publicly, allowing you to share your release directly.
 - ✓ Be sure to work with your institution to identify a spokesperson who is approved and feels comfortable speaking with reporters about your program if reporters are interested in an interview. If you’re new to media relations or unfamiliar about best practices for connecting with reporters, reach out to your institution’s Communications team for help.
 - ✓ Don’t forget to update the GWEP-CC by sending us your media releases at GWEPCC@americangeriatrics.org! Hearing about your teams’ updates and milestones provides us with a better understanding of your program and keeps up in the loop to celebrate your success.
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Sample Press Release: Announcing Your GWEP Grant

(Institution Name) Received Federal Grant to Enhance the Geriatrics Workforce

Date, City and State—(Institution) is one of [48 sites](#) to receive the Geriatrics Workforce Enhancement Program (GWEP), a federal grant from the Health Resources and Services Administration (HRSA) to improve care for us all as we age. As part of its program, (Institution) will (add details about your eventual impact) on the road toward expanding the availability of “age-friendly” care in (State/Region).

The purpose of GWEP is to improve health outcomes for older adults by developing a healthcare workforce that maximizes patient and family engagement and integrates geriatrics and primary care. GWEP partners like (Institution) also have access to a range of resources and networks supported by other national partners—including The John A. Hartford Foundation, which has supported the American Geriatrics Society in hosting the **GWEP Coordinating Center (GWEP-CC)**.

The GWEP-CC offers (Institution) GWEPs and 47 other grantees and their partners across the U.S. resources to integrate “age-friendly health systems” principles into primary care workforce training. Age-friendly care represents a new and important approach to our well-being as more and more Americans grow older. The movement aims to ensure care is “age-friendly” for us all by helping health

professional and health systems focus on the “4Ms” that make care for older people so unique: Care for the mentation, the mobility, medications, and what matters most to us as individuals. [Learn more by clicking here.](#)

GWEP-CC AGE-FRIENDLY HEALTH SYSTEMS ACTION COMMUNITY

Becoming recognized as an Age-Friendly Health System by the Institute for Healthcare Improvement (IHI) helps recognize that all the care provided by you and your recognized partners is age-friendly and supports the 4Ms of geriatrics expertise. For your GWEP and your GWEP partner's primary care practice to become recognized as Age-Friendly Health Systems (AFHS), you must reliably provide a set of evidence-based, geriatrics best-practice interventions across the 4Ms (What Matters, Medication, Mentation, and Mobility).

The GWEP-CC was empowered by IHI to run the GWEP-CC AFHS Action Community through December 31, 2020, as an important and unique extension of your GWEP work. We provide content about the 4Ms and how to assess and act on them in your practice. The GWEP-CC also offers a series of a webinars, a virtual meeting, an exclusive online community for participants to share ideas and learn from one another, and mechanisms to access resources on your practice's journey to become recognized as an AFHS. The GWEP-CC AFHS Action Community's hub is located on [GWEPonline.org](https://www.gweponline.org), where you can find all the information you need to get started (or keep moving!).

QUICK TIPS...

- ✓ Review the GWEP-CC AFHS Action Community's resource, "Guide to Using the 4Ms in the Care of Older Adults," by [clicking here](#).
- ✓ If you submit your [description survey](#) to become recognized as AFHS by the 5th of the month, you will receive feedback by the 16th of that month. If you submit your description after the 5th of the month, you will receive feedback on the 16th of the *following* month.
- ✓ You can view a demo on how to complete and submit your description survey by [clicking here](#). This can also be found by logging into your account on [GWEPOnline.org](https://www.gweponline.org), navigating to the "Tools and Resources" tab, selecting "Webinar Recordings," and choosing "June 29, 2020: Topical Peer Coaching Webinar #6."
- ✓ You can also view document versions of the description survey by clicking the following links for [ambulatory care settings](#) and [hospital settings](#). These documents are filed in GWEPOnline.org's Shared Resource Library, under the "Primary Care Partners" folder.
- ✓ Check out the exclusive "GWEP 4Ms Toolkit" by [clicking here](#).
- ✓ Visit IHI's FAQ for more information about age-friendly recognition by [clicking here](#).

CONTACT INFORMATION

Listed below is contact information for the GWEP-CC team. If you should have any questions regarding this toolkit or the GWEP-CC, we're here to help!

QUICK TIP...

- ✓ When sharing this list with your GWEP team, consider adding contact information for your colleagues and partners as appropriate.

NAME	PROGRAM TITLE	HOW CAN THEY HELP?	E-MAIL ADDRESS
Marianna Drootin, MPA	ADGAP and Geriatrics-for-Specialists Initiative Director	<ul style="list-style-type: none">• Toolkit• Questions related to the GWEP-CC, GWEPOnline community, tools & resources, administration, etc.	mdrootin@americangeriatrics.org
Jennifer Cross	Special Projects Senior Coordinator		jcross@americangeriatrics.org