

2019 National Assisted Living Week® | "A Spark of Creativity"

Sample Letter to the Editor for Assisted Living Communities

Tip: Most publications will prefer that your letter to the editor (LTE) be exclusive to them—so choose one local outlet to submit your LTE and be sure to follow their guidelines for submission. For example, many have a strict word count limit (traditionally, no more than 200 words).

Finding the Spark in Assisted Living

Learning that a loved one needs long term care is difficult. We wish they could live at home forever, but for some, moving to an assisted living community may be the best option to ensure their safety and wellbeing. That doesn't mean life is over.

At [COMMUNITY NAME], we not only help our assisted living residents with managing their health and daily tasks, but we also provide many life-enrichment programs that engage residents holistically. It's about getting to know each resident, so we can cater to their interests and help them stay active and happy.

This week, we celebrate National Assisted Living Week® and its theme "A Spark of Creativity." It reminds us that creativity is good for the mind, body and spirit—especially among older adults.

No matter our age, disability or diagnosis, each of us has the capacity to create, and therefore, live. The staff of [COMMUNITY NAME] are honored to help our residents live life to its fullest every day. They are, after all, the spark that drives us to do this work. And we are committed to getting creative as well by finding new, innovative ways to continuously improve the care and services we provide.

[NAME], [TITLE] of [COMMUNITY NAME]

OTHER IDEAS: ASK A RESIDENT OR A FAMILY MEMBER TO SUBMIT A LETTER TO THE EDITOR

- Readers may be interested to hear from (and more likely to trust) individuals who can share their personal experience with assisted living.
- Ask a satisfied resident or family member of a resident to write a letter to the editor on behalf of your community.