

LeadingAge Need to Know: Friday, April 30, 2021

We are sharing the very latest with members with weekday morning email updates and [live online updates](#) three days a week on Monday, Wednesday, and Thursday. Visit the [main coronavirus page anytime](#).

Following are the latest news and resources.

### **Lobby Day 2021 Breaks Records**

Last week, LeadingAge hosted its first ever Virtual Lobby Day where 423 LeadingAge members met with 302 Congressional offices to talk about key legislative priorities. Members shared moving stories with U.S. Representatives and Senators and their staff in order to raise awareness of the critical needs in the field. [Read more about the event](#).

### **Mother's Day Celebrations**

This Mother's Day, many of you, your staff, clients, and residents can enjoy in-person celebrations—whether on, before, or after May 9. To lift up the positive stories and share the joy of this special holiday, LeadingAge prepared a [toolkit with ideas, sample text, public relations templates, and social media tools](#) for your use. We would also like to share in your celebrations at the national level! Please send photos and videos of residents, clients, and staff embodying the #CareIsLove theme to [communications@leadingage.org](mailto:communications@leadingage.org). And tag us on your social media posts, or post quotes that capture the joy in the day. (Coming next: a toolkit to observe Older Americans Month!)

### **Last Chance to Access Annual Meeting Content On-Demand**

If you missed the Annual Meeting Virtual Experience live event, **today is the last day you can access on-demand content at a [discounted rate](#)**. On-demand registration includes education sessions, keynote presentations, access to Business Intelligence Zone (BIZ), and all Virtual Experience areas, including Sponsor Talks, EXHALE, and other on-demand content.

### **Watch the LeadingAge Town Hall On COVID-19 Vaccines**

In March, LeadingAge, in partnership with the Black Coalition Against COVID-19 and Blackdoctor.org, hosted an [informative and engaging town hall](#) to tackle difficult issues surrounding vaccinations for coronavirus. This town hall is a great tool that answers the tough questions surrounding the available vaccines and gives real guidance and education for frontline care workers in aging services. [Watch the recording](#).

### **Mentors Needed!**

We are recruiting mentors for interns in the [Summer Enrichment Program](#), an internship in the field of aging designed to promote diversity, equity, and inclusion. To become a mentor, please [email Christy Kramer](#).

### **New Insights and Tools From LeadingAge**

LeadingAge staff experts are developing essential advocacy, guidance and tools, and curating the most relevant resources for aging services providers, including:

- [CDC Guidance Updates: Interview with Kara Jacobs-Slifka April 29, 2021](#)
- [CDC Updates Recommendations for Healthcare Settings](#)

A complete [timeline of insights, tools, and useful COVID-19 links is available here](#), so you'll never miss an update.

**Questions? Ask LeadingAge National, Your State Association, or Each Other**

There are many ways to get help during this crisis. Contact LeadingAge's national team directly or email us at [covid@leadingage.org](mailto:covid@leadingage.org). If you have questions about local and state issues, [contact your state association](#). Join the MyLeadingAge Member Community [COVID-19 group](#) to ask questions, access resources, and share best practices for dealing with the coronavirus.