

## COMMUNICATING WITH THE PUBLIC DURING COVID-19

We know the public has many questions about gatherings and funerals as we are all learning and adjusting to these unprecedented times. Here are a few key messages that might be helpful for individual funeral homes to communicate with the public and/or media about safety precautions during funerals.

- Funeral directors are here to support families and communities, whether it's a death due to COVID-19 or some other cause. Funeral directors will work with families to help them commemorate the life of their loved one in a way that is meaningful but follows current federal, state and local guidance regarding public safety – particularly respecting guidance for large gatherings. These are challenging times for all of us. While this situation is fluid and things seem to change from minute-to-minute, the one thing families and communities can count on is that funeral homes will be there to support families and help them understand their options during this difficult time.

### **Keeping Staff and the Public Safe**

- As funeral home owners, we care deeply about the health and safety of our staff and those we are privileged to serve and will do everything we can to minimize the spread of COVID-19.
- As funeral home owners, it is our responsibility to protect the health and safety of our staff and the public. We are carefully reviewing the current guidance so we can play our part in keeping our staff and the public safe.
- We serve grieving families. With so many restrictions in place, we are finding creative ways to help them honor the person who died support one another in the days right after the death. We are helping families honor and connect with technology, and we are helping them plan future gatherings. (Describe the options you are offering to families at your firm.)

### **Other Ways We Ensure Safety:**

- Reminding families that are having services about how they can
- prevent the spread of COVID-19, such as by staying home if they are sick
- or at high-risk for contracting COVID-19.
- Asking families to adhere to our state's mask order.
- Reminding attendees of the importance of social distancing and
- promoting it by spacing out chairs in our chapels.
- Encouraging good handwashing hygiene by keeping soap dispensers
- filled our restrooms.
- Offering alcohol-based hand sanitizer that contains at least 60%
- alcohol to guests.
- Having extra tissues on hand.
- As a business that is open to the public, we're mindful of the

- need to be vigilant about cleaning, especially after services or
- arrangement conferences. The CDC has offered a lot of helpful guidance
- for businesses on this topic, which we plan to follow.