



# CPA Member Associations

Communication Top Tips during COVID-19 outbreak

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## Top tips in communicating with providers during the COVID-19 pandemic

This document has been produced to provide useful tips to help you communicate effectively with your members – care providers – during the Coronavirus pandemic.

- People will look to your association for trusted information and guidance. Make sure to keep your website up-to-date with relevant membership information. As a member of the Care Provider Alliance (CPA) you should also signpost your members to the CPA website that is regularly updated with the latest sector-wide national guidance and information.  
<https://www.careprovideralliance.org.uk>
- If you haven't done so already, your association CEO or Chair should send out a bulletin to members to let them know about how you will be keeping them up to date with developments over the course of the pandemic.
- Use trusted sources in your communication with members, such as the government website, Public Health England, CQC, and other trusted third party agencies.
- Send out regular and timely communication to keep members informed of progress and the changing landscape, as it relates to developments in the sector, and relevance. You may choose to use newsletters, bulletins, email, social media posts, etc.
- Take a measured and proportionate tone in your communication messaging,

so not to cause alarm, anxiety or panic. Add comment from senior spokespeople to give clarity and meaning to communication messaging.

- Make sure everyone knows how, where and when future updates will be provided. If possible have in place a single source of news and updates for the association so that people know where to get correct, accurate and up-to-date details.
- Make sure the message is consistent and if you're making changes to guidance, make it clear where those changes are.
- It's ok to not have all the answers to every question asked, or to be at the early stage of addressing a question raised. Keep members informed of what actions are being taken and when they can expect a response.
- Give reassurance to members of the action that is being taken to address their concerns. Signpost to the [CPA website](#) for sector-wide information and guidance.
- This may be the time to introduce new communication tools or platforms to help you communicate more effectively with your members. For example, WhatsApp, Slack an online chat forum, or introduce a video conferencing platform to manage member meetings/forums.
- Share your activities with the central CPA Communications team so that we can share more widely or use your feedback to inform our discussions with DHSC as appropriate.

## Disclaimer

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