**Guidance for Providers (Assisted Living Directors and Administrators)**

**In Communicating with Residents, Families and Staff**

The National Center for Assisted Living offers the following suggestions for communicating with residents, families and staff who viewed the PBS *Frontline* segment on assisted living.

* Acknowledge the disturbing depictions in the *Frontline* episode and openly share how upsetting they were to you as an assisted living professional.
* Inform them that such instances of abuse and neglect are rare and are not representative of assisted living care.
* Remind them of your commitment (and the commitment of your staff) to quality care and providing a safe, caring environment for all residents.
* Remind residents, families, volunteers and staff to immediately report any instance of abuse and neglect (or suspected instance of abuse or neglect). As the director/administrator, emphasize that you take these reports seriously and will take appropriate action.

* Educate them again about your state’s survey/inspection process and complaint survey process.
* Formally remind residents and families (verbally and in writing) that you want their assisted living experience to be a positive one and that they should never hesitate to voice their concerns or ask questions.