



ALABAMA  
NURSING  
HOME  
ASSOCIATION

To: ANHA Member Nursing Homes  
From: John Matson, Director of Communications  
Date: Wednesday, January 15, 2014  
Re: ANHA News Website

The Alabama Nursing Home Association has created a new website to share stories of the great things taking place in nursing homes. The goal is to give readers an accurate picture of nursing homes by showcasing the focus on resident care, the facility's importance to the community and quality improvement initiatives. The website address is [news.anha.org](http://news.anha.org).

Below are some instructions to help you identify newsworthy information about your facility.

**Types of Stories Featured on the Website:**

- Stories of residents at community-wide events outside the nursing home
  - Festivals, parades, fundraising/public awareness events such as Relay for Life or March of Dimes, etc.
- Community events taking place at the nursing home
  - School children visiting the nursing home, resident donates hair to Locks for Love, residents raise funds for a charity, motorcycle show at nursing home, etc.
- Political Leaders
  - visits from the mayor, city council, state senator/representative, other elected officials
- Economic Development
  - expansion of the nursing home's building or new services offered
- Quality Improvement
  - deficiency free survey, quality awards, participation in AQAF projects
- Nursing home special events
  - Banquets, themed/holiday parties, National Nursing Home Week, etc.
- Residents
  - 100+ birthday, special honors, unique accomplishments

**Story Information**

- Write several sentences or a few paragraphs about the story you are submitting.
- If you are not sure how to write a story, just include as much information as possible and ANHA will help write the story.
- Try to answer all or most of these questions in the information you submit:
  - Who is it about? – people or groups involved
  - What happened? – resident event, facility achievement, community event, etc.
  - When did it take place?
  - Where did it take place?
  - Why did it happen? – why is this story important; i.e. resident lives a better life, helps people in the community
  - How did it happen? – background information to help readers understand how this

## **Pictures**

- If at all possible, submit pictures with your story. Send several pictures and we will create a photo gallery.
- Pictures must be in focus and of good quality – no blurry pictures will be accepted.
- Identify the people in each picture by name and title; i.e. Administrator John Doe, Resident Jane Doe.

## **Resident Privacy Compliance**

It is the nursing home's responsibility to have the proper privacy or HIPPA forms signed for each resident that you submit a photo/article of for the website. Do not send copies of the forms to ANHA.

## **Target Audiences**

This website, [news.anha.org](http://news.anha.org), is designed to reach three primary audiences:

- Employees of nursing homes and nursing home vendors
- Family members of nursing home residents
- Alabama news media

## **Sharing the Story**

- You and other readers of [news.anha.org](http://news.anha.org) will carry the story forward by sharing it on social media.
- Facebook, Twitter and LinkedIn sharing buttons are built-in to each article.
- The e-mail button allows you to quickly e-mail a link to the story.

## **Submitting Stories**

E-mail the story and pictures to John Matson at [jmatson@anha.org](mailto:jmatson@anha.org). Include contact information for the person responsible for the story so ANHA can contact them if more information is needed. Please remember that not all stories submitted will be included on the website.