We are now heading to Week 3 of the coronavirus precautions. Thank you to everyone for understanding and following our health and safety guidelines. I am proud how we have come together as a team – residents and staff alike. Everyone has pitched in to do jobs that weren’t spelled out in our job descriptions, but we are all happy to serve in whatever capacity is needed. Many of us are starting our day with hand washing and sanitizing (of course), then attending virtual meetings, then doing it all over again several times a day. The team and I part of many regular virtual meetings – with Senator Kyrsten Sinema, the Arizona Dept. of Public Health, our professional organization LeadingAge, the Phoenix Chamber of Commerce, and with daily calls and briefings from the federal government. We want to be in front of the recommendations, to act swiftly when the recommendations change, and to be ready for the unknown.

We are texting your families weekly – the first text went out last week – with information on what we are doing. We have a new website full of information about our campus COVID-19 preparedness – beatitudescampus.org/beatitudes-family. We have also set up a special email for you and your families to use about any question or comments you have – BeWell@BeatitudesCampus.org.

Today, I want to share a letter that we are texting to your families on Monday. We will communicate with them (and you) regularly.

Dear Beatitudes Family,

Like you, I sometimes feel inundated with news, updates, and rumors about the coronavirus and steps companies and governments are taking to contain the spread. I know the constant barrage of updates can be confusing as new information is processed and responses are updated. I hope not to add to that confusion, but I thought it was important for you to hear from me again.

First, let me say that your health and safety and the health and safety of our Beatitudes residents, staff and greater community are top priority. Everything that we are doing is designed to safeguard our community. When there is a choice, we try to err on the side of being cautious. Sometimes this can seem unnecessarily restrictive, but we are responsible to help contain the spread and limit the impact of the coronavirus. Please know that Beatitudes Campus is ready for what might happen. We have plans in place that will help us deal with a variety of expected and unexpected scenarios.

You might be asking, “What is Beatitudes Campus like today?” If you were able to come to Beatitudes Campus (which, unfortunately, you can’t come to campus right now), you would be greeted by management and staff at check-in stations, screening you with a temperature check and asking you questions about any possible exposures to the virus and to confirm to the best of our ability that they are symptom-free. You would then get a sticker to allow you in. We started this screening two weeks ago – all staff, visitors, vendors, contractors and residents are screened before stepping foot inside the campus.

Then, on entry to the campus, you’ll see lots of hand sanitizing stations, and lots of disinfecting and cleaning by our staff. On all common areas, we are regularly disinfecting the surfaces. If you were to go to the Bistro or Buckwalds, what you wouldn’t see our residents engaging with each other over a meal, but you would see our dining team preparing food as usual and our servers organizing deliveries and dashing off to deliver the food. We have closed all the dining venues and we have modified our operations to include only take-out and delivery options. Right now, our full menu is available for take-out and delivery and we are waiving the delivery charge.

You’ll also see the Community Channel screens in most of the buildings (the Community Channel is Channel 1 in all our apartments. The programming on this channel gives information on hand washing, importance of social distancing, elbow bumps, avoiding coronavirus scans, spiritual and motivational messages, and all sorts of other information. On Community Channel 1-2, you will also see videos of wellness tips, worship, crafts, exercise and fitness classes. Our staff team and our residents are getting creative! I understand there are some very competitive hallway bingo games going on right now, exercising in the lobby (of course, with social distancing and a less-than-10-person group at a time). Our residents are creatively improvising their engagement – with safety in mind!

Sometimes, it feels as though we have very little control over the spread of the coronavirus, but here’s what you can do to help – keep in touch with your loved one. Call, Skype, FaceTime, email and Facebook Message – all of these are great engagement opportunities. Let them know you are looking out for them.

We are all in this together. We are Beatitudes Strong! Your support of your loved ones and the campus is so important to us. If you have any concerns whatsoever, please email BeWell@BeatitudesCampus.org. We will answer your email promptly!

Stay well.
My best,
Michelle Just, President and CEO
I used to mean when I said I am “crushing the curve” that I was getting rid of my love handles. Today it is all about how I handle love through crushing the curve that leads to higher chance of spreading an illness. I am not sure which is harder to accomplish – losing weight or staying as isolated from risk as much as possible?

We are now a couple of weeks into one of the most challenging times of, at least, my life. As one who has given his life to making connections that lift people up through social engagement, this reality is counterintuitive to everything I am programed to think and believe. I am proud of my Resident Services Team, every other Team on Campus and you all for thinking outside of the box to create new and innovative ways to stay connected and engaged as individuals and as a community.

The precautionary measures we have taken have been applauded by most all of you and on behalf of every member of our staff – thank you! As we now embrace the new “crush the curve” strategy you might witness some of our measures that should never alarm you, but rather help you feel all the more safe and secure. For instance, if one of our residents needs to go into isolation until tests can confirm their wellness, you will likely see a notice posted requesting no visitors. You might even see an employee posted outside of the door. There is no need for alarm and unless we have notified you differently, it only means tests are pending. It could happen to any one of us, so know it simply means we are working hard to crush the curve by protecting you and the resident concerned.

As a reminder, if you are not feeling well, please contact Kathy Amend at ext. 16192 so we can help keep track of you and your needs. Stay tuned to your community channels (1-1 and 1-2) to both stay engaged and informed. And lastly, submit any questions for Michelle and David Live (not really) to either BeWell@beatitudescampus.org or drop your question in the Rent Box and we will answer on our next broadcast.

I look forward to crushing the curve with you as we all make Beatitudes Stronger together. And in a few months help me work on the other curve.

Peace to you,
Dave