

#HopefulHeartsLTC

As we approach the 1-year anniversary of COVID-19 entering long-term care (LTC) homes and taking the life of its first beloved resident, OARC invites you to help us recognize/mark these significant milestones with a collective gesture of grief, love, and hope.

Life has been forever changed by this virus, and the impact on those living, working and connected to LTC has been traumatic and heart-breaking. Since the early days of the pandemic, national COVID-19 campaigns have featured images of illuminated hearts and other

messages of support in the windows of private residences and various healthcare settings. OARC invites you to build upon this powerful movement and join our **#HopefulHeartsLTC campaign**. Together we mourn, and together we move forward in love and hope. We encourage you to work in partnership with residents, families and LTC teams to create your own unique heart display in your home or in resident rooms. Hearts can be showcased on a wall, in a window, or create a three-dimensional display.

To help you get started, OARC has 3 downloadable heart templates/colouring sheets for you to choose from and a Word Cloud created by OARC's Board and Team Members representing our message of HOPE for you and yours: <https://www.ontarc.com/covid-19/hopeful-hearts-ltc.html>

Download our template options and colouring pages to begin your hope filled journey.

- Hopeful Hearts LTC [Template and Colouring Pages A](#)
- Hopeful Hearts LTC [Template and Colouring Pages B](#)
- Hopeful Hearts LTC [Template and Colouring Pages C](#)
- Hopeful Hearts LTC [OARC Word Cloud](#)
- Option to create a Word Cloud <https://www.wordclouds.com/>
- OR work with residents to create their own their own hearts or word cloud...

Using hashtag #HopefulHeartsLTC, share your heart displays with us! Be sure to tag @OARCnews on Twitter or mention us on your other social media accounts and email us images of your creations at mmcvie@ontarc.com for a chance to be featured or shared in OARC publications.

For more information and media contact please reach out to Melissa McVie, Education and Communications Manager mmcvie@ontarc.com 1-800-532-0201 x260

We welcome your support in this ongoing initiative.

Ontario Association of Residents' Councils

194 Eagle Street, Suite 3105

Newmarket, ON L3Y 1J6

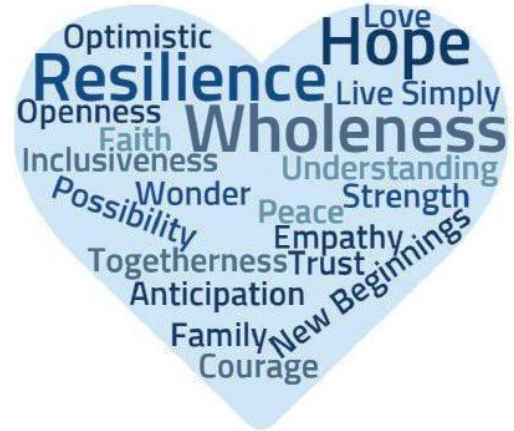
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#HopefulHeartsLTC Campaign Messaging

Purpose:

- Standing together in solidarity, acknowledging the collective impact and trauma of COVID-19 in long-term care and expressing hope for the future
- Recognizing and honoring the anniversary of the first COVID-19 case in long-term care and resident passing
- Recognizing the continued feelings of loss and grief for long-term care residents and team members, friends and family
- Recognizing how this pandemic has changed life in long-term care



Impact statement/call to action:

COVID-19 campaigns of hope have featured images of hearts in windows in private residences and various healthcare settings. At this one-year marker, let us join the #HopefulHeartsLTC movement in solidarity with our friends and neighbours to mourn and declare hope for the future.

OARC invites you to join us in remembering and honouring the lives affected by COVID-19 and, in the onward movement of hope, create a heart display in your home (window, wall, or display - example: create a heart tree).

How to Support the Campaign:

Share your pictures through social media using hashtag #HopefulHeartsLTC and tag @OARCNews and/or email images to OARC mmcvie@ontarc.com for a chance to be featured in OARC publications.

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