

**From:** [Smith, Scott \(MDH\)](#)  
**To:** [Campbell, Erin \(ADM\)](#); [Schommer, Michael \(MDH\)](#); [Kate Brickman](#); [Brian McClung](#)  
**Cc:** [Kimball, Nicholas \(DOC\)](#)  
**Subject:** RE: Prepping for LTC messaging  
**Date:** Wednesday, November 18, 2020 10:26:39 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)

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Here is another chart that MDH researchers just put together for context. It is the percent of total deaths occurring in LTC by month.

Month	March	April	May	June	July	August	September	October	November (through 11/7)
% total deaths that are LTC	75	86	83	70	59	56	60	60	58

Scott

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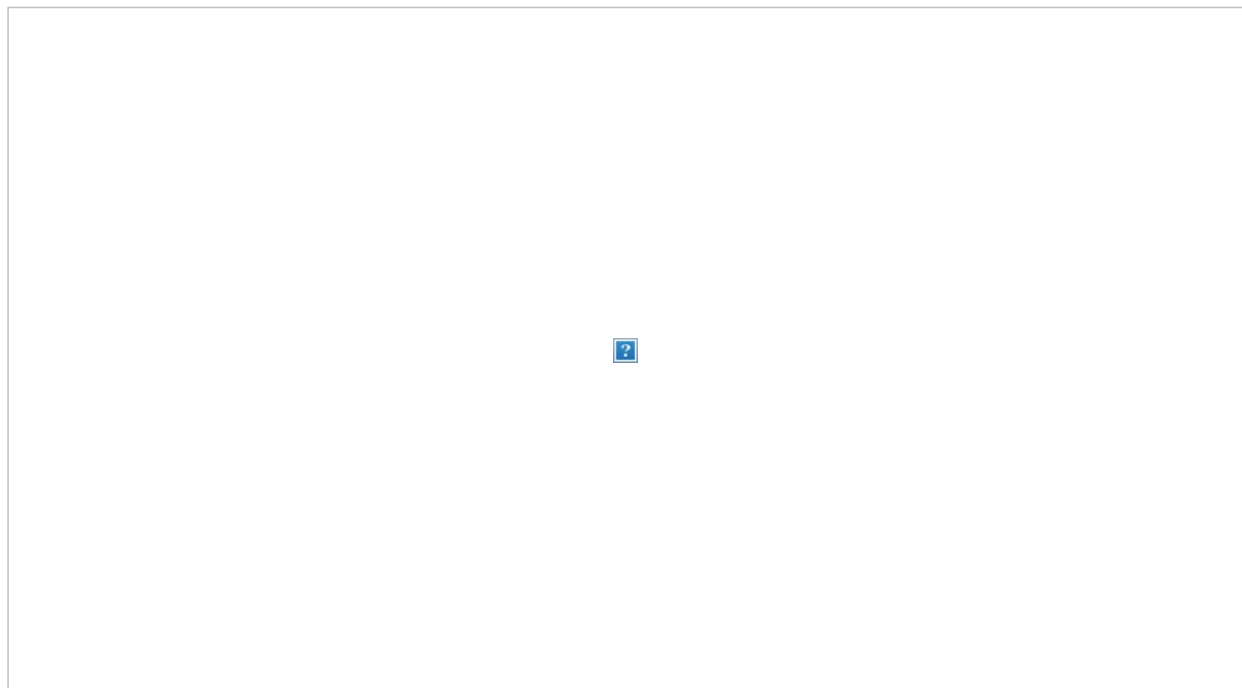
**From:** Campbell, Erin (ADM) <Erin.Campbell@state.mn.us>  
**Sent:** Wednesday, November 18, 2020 10:22 AM  
**To:** Schommer, Michael (MDH) <michael.schommer@state.mn.us>; Kate Brickman <katebrickman@gmail.com>; Brian McClung <brian@parkstreetpublic.com>  
**Cc:** Kimball, Nicholas (DOC) <Nicholas.Kimball@state.mn.us>; Smith, Scott (MDH) <scott.smith@state.mn.us>  
**Subject:** RE: Prepping for LTC messaging

Updated talking points are attached.

Here is the CMS data that the LTC team agrees is best to use:

Per CMS [data](#) (week of Nov 1<sup>st</sup>), MN is

- 45<sup>th</sup> in NH's for average cases per 1,000 residents (150.4 cases)
- 33<sup>rd</sup> in NH's for average deaths per 1,000 residents (42.5 cases)





Here is the link to the full data: <https://data.cms.gov/stories/s/COVID-19-Nursing-Home-Data/bkwz-xpvg>

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**From:** Schommer, Michael (MDH) <[michael.schommer@state.mn.us](mailto:michael.schommer@state.mn.us)>  
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**To:** Kate Brickman <[katebrickman@gmail.com](mailto:katebrickman@gmail.com)>; Brian McClung <[brian@parkstreetpublic.com](mailto:brian@parkstreetpublic.com)>  
**Cc:** Campbell, Erin (ADM) <[Erin.Campbell@state.mn.us](mailto:Erin.Campbell@state.mn.us)>; Kimball, Nicholas (DOC) <[Nicholas.Kimball@state.mn.us](mailto:Nicholas.Kimball@state.mn.us)>; Smith, Scott (MDH) <[scott.smith@state.mn.us](mailto:scott.smith@state.mn.us)>  
**Subject:** RE: Prepping for LTC messaging

Looping in Scott. He can help provide the materials we developed a couple weeks back from the LTC five-point plan update and assorted media briefings. Those materials can be updated to help with this push. If we have specific proposals for tactics, they will need to be shared with Nick and Kayla for slotting into the schedule for the now-daily media calls.

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**From:** Kate Brickman <[katebrickman@gmail.com](mailto:katebrickman@gmail.com)>  
**Sent:** Wednesday, November 18, 2020 9:19 AM  
**To:** Brian McClung <[brian@parkstreetpublic.com](mailto:brian@parkstreetpublic.com)>; Schommer, Michael (MDH) <[michael.schommer@state.mn.us](mailto:michael.schommer@state.mn.us)>  
**Cc:** Campbell, Erin (ADM) <[Erin.Campbell@state.mn.us](mailto:Erin.Campbell@state.mn.us)>; Kimball, Nicholas (DOC) <[Nicholas.Kimball@state.mn.us](mailto:Nicholas.Kimball@state.mn.us)>  
**Subject:** Prepping for LTC messaging

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Quick flag since I've have to drop out of these ongoing discussions, but want to make sure I'm sharing with Brian to be thinking about it:

Governor is wanting LTC to be thinking about being proactive and aggressive as LTC deaths going back up. Sounds like Commissioner and Erin are tracking some data to pull. But for some messaging notes as you think about coming days:

- How do we compare to other states with LTC deaths? Apples to apples comparison. This isn't a MN issue, it's happening everywhere. (Get CMS data) Gov wants to say "We're not satisfied with our numbers. There's no "acceptable number" of deaths in LTC. But we're doing better than any other state."

- As ppl push back on youth sports adn whether they really need to be ended --> we need to more explicitly tie youth sports to LTC. People are going to youth sports, sitting in bleachers, eating popcorn and talking with people around then, cheering, then maybe stopping at a restaurant or bar on way home, then going to jobs in LTC the following day. The spread and deaths in LTC can be traced back to youth sports and some of these social settings.

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