



# Communicating with Residents During COVID-19

The following suggested guidance is intended to assist NJAA members navigate this evolving public health crisis. Anything contained in this document is merely a recommendation and each NJAA member should implement procedures that best ensure the safe and effective operation of their apartment communities.

## General Communication with Residents

- Use email, social media, or other online channels to communicate with residents during COVID-19 and do so as regularly as possible to keep residents informed.
- Explain to residents that Governor Murphy enacted Executive Order 107 and 108 requiring social distancing on March 21, 2020 and all residents are asked to comply with those Executive Orders.
- Remind residents that gatherings, parties, and other activities in their apartments are prohibited until further notice per the Governor's Executive Order.
- Stress in communications with residents that if they are in common areas such as laundry facilities, that they must maintain 6-feet of distance from other residents and potentially limiting the amount of time spent in those areas.
- Place signs in all areas that residents may try to congregate reminding them of the 6-foot distance requirement.
- Stress with residents the importance of keeping the apartment's utilities functioning properly, including but not limited to ensuring that nothing other than human waste and toilet paper is flushed down the toilet. Underscore that bleach wipes, baby wipes, feminine hygiene products, paper towels, and medication, should NOT be flushed down the toilet.
- Highlight the proper use of the apartment's heating and cooling system and guidelines to ensure the care of system is being maintained while they are at home. Stress that by taking this care, it will ensure they can stay comfortably in their homes.

## Using Social Media and Social Media Tools to Communicate with Residents

- Share information and videos on handwashing that are easy to understand. This video by Dr. Oz has been widely shared and explains the technique on how to wash your hands like a surgeon. This video is easily understood and informative. [Click here](#).
- Work with your marketing or leasing teams to create online events or activities for residents that may be bored, lonely, or experiencing difficulties. Goldberg Realty's team created a YouTube channel where they have story time for children, a book club, etc. This information is being shared on their [Facebook page](#).
- Share via social media or other online outlets, activities that they can engage in while staying in their apartments such as: online workout opportunities; local food delivery options; etc.

## Communicate Resources for Those in Need

- Understand that some residents may need assistance with paying their bills, food needs, etc. NJAA has compiled some resources that may be options for those in need. [Click here for the list](#).
- Provide residents with helpful numbers if they are in distress or may have COVID-19 related questions. The following can be provided:
  - If you are in medical distress, please dial 911.
  - If you have COVID-19 related questions, the following information may be of assistance:
    - Call (General COVID-19 Questions): 2-1-1
    - Call (Clinical Questions): 1-800-962-1253
    - Text NJCOVID to 898-211 to receive alerts.
- Recognize that many residents may be scared or suffering from depression due to fears of COVID-19 and provide them with resources to assist them during this time. Below is a list of tele-counseling services that may be of assistance:
  - NJ Mental Health Cares Hotline: 866-202-4357
  - NJ Suicide Prevention Hopeline: 1-855-654-6735
  - Crisis Text Line: Text "NJ" to 741741
  - Family Helpline: 1-800-843-5437
  - Domestic Violence Hotline: 1-800-572-7233
  - For veterans: NJ Vet 2 Vet: 1-866-838-7654

For more information and a list of available resources, please check the news section of NJAA's website at [www.njaa.com](http://www.njaa.com). Also, follow us on social media, where updates will be made available.



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