



The impact of COVID-19 on our frontline healthcare providers can have significant short and long term psychological consequences.

Frontline Wellness VA (frontlinewellnessva.org) is a free website, providing support, resources, comfort, and perspective to ALL frontline personnel.

What your organization can do to promote Frontline Wellness Va.

- Send an email blast to your members announcing the launch of the site with a link to it.
- Link the site to the home page of your organization's website.
- Include an article or blurb about it in your organization's newsletter, weekly news feeds and/or list serves, and other communications with your members as appropriate.
- Feature it regularly on all of the social media you use, eg. Facebook, Twitter, and Instagram.
- Follow us on Instagram and twitter @FWVAWellness. Follow us on Facebook at <https://www.facebook.com/FWVAWellness>

Getting the word out is easy!

A Frontline Wellness VA Communications Toolkit with ready made blurbs and social media posts can be found on the following page.

The Frontline Wellness VA workgroup:

Frontline Wellness Virginia (FWVA) is dedicated to the well-being of all personnel working on the frontlines of the COVID-19 pandemic in Virginia. It is comprised of a diverse group of stakeholders representing several state agencies, associations that represent multiple healthcare professions, and several health organizations across the Commonwealth. Frontline Wellness VA's first initiative has been the development of a special website to provide relief, comfort, and perspective to stressed frontline personnel. FWVA will continue to explore ways to best support the well-being of those who so selflessly care for sick Virginians. It is an off-shoot of the state's Covid-19 Health Care Coordination Committee.

The Frontline Wellness VA website:

Frontline health care providers are particularly vulnerable to negative mental health effects as they try to balance caring for their patients and taking care of themselves and their families. Many are especially susceptible to feelings of stress and anxiety, given the risk associated with treating COVID-19. To help address these stresses, a special website www.frontlinewellnessva.org has been developed. It has been designed to bring relief, comfort, and perspective to those at the forefront of the COVID-19 pandemic. The website offers multiple wellness resources, self-care practices and recommendations, and a space to share and read personal testimonies. All healthcare workers, from administrative leadership to clinical staff, to support staff like housekeepers, security, and plant engineers, are invited to visit the website and encouraged to share their stories.

Sample Social Media Posts:

- Been working on the frontlines of the COVID-19 pandemic? Check out the latest website developed by @FWVAWellness that offers wellness resources, a space to share and read personal experiences, and more! <https://frontlinewellnessva.org/>
- Working on the frontlines of COVID-19 can be stressful and anxiety inducing. @FWVAWellness has created a website to provide relief, comfort, and community to our frontline workers. Check it out today!
- Check out the latest resource created by @FWVAWellness to support the mental health and wellbeing of our frontline workers during COVID-19!
- Have you been working on the frontlines of COVID-19 and are interested in sharing your experience? Help provide relief and comfort by sharing your story on @FWVAWellness website at <https://frontlinewellnessva.org/contribute/>