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Supporting Frontline Healthcare Workers in the Pandemic

RALEIGH -- In the midst of the many challenges facing the general population throughout the pandemic, key statewide health organizations are calling out specific ways to support and recognize the life and death work being done by frontline healthcare workers throughout the state.

"Frontline healthcare workers are literally risking everything to care for individuals who have been infected by COVID-19, and we need to acknowledge the amazing work they are doing every day for all of us," said NC Serious Illness Coalition Chair, David Sevier.

News agencies estimate that nearly 3000 healthcare workers have died of COVID exposure nationwide, including doctors, nurses, and other support workers.*

"We've identified some ways to recognize the tireless efforts of healthcare personnel, but we need our communities to endorse, as well as add to, these over the coming weeks," Sevier added.

Heather Burkhardt, Executive Director of the NC Coalition on Aging, stated "we need to stand up for the incredible sacrifices of workers engaging in the battle against the Corona Virus and show them how much we care about them."

Members of our coalition are taking action to assist and support our healthcare workers in NC and are calling on our communities to join us by:

- Advocating for more resources and support to deliver COVID-19 care and prevention in facilities and community agencies.
- Campaigning for culturally appropriate public education and acceptance of COVID-19 vaccines and prevention strategies that reduce viral spread.
- Showing ongoing appreciation to the healthcare workforce through actions such as personal notes, meals, etc.
- Promoting programs designed to reduce burnout rates. One example is [The3GoodThings app](#) created as an evidence-based technique to improve mood and promote resiliency. **
- Encouraging businesses to offer incentives for healthcare workers that acknowledge their commitment to the community.

*The Guardian/Kaiser Health News

** Developed by CrossComm in collaboration with Dr. Arif Kamal and the Quality in Cancer Research Program at the Duke Cancer Institute.

- ***The North Carolina Serious Illness Coalition <https://ncsicoalition.org/> provides statewide coordinated leadership to develop a culture of care prioritizing person-centered quality of life, access, and equity across the age spectrum for anyone with serious illness, their families, and their communities. The Coalition also oversees the implementation of the NC Institute of Medicine (NCIOM) Task Force on Serious Illness Care's transformational [recommendations](#). We are a Voice for Serious Illness in North Carolina.***
- ***The North Carolina Coalition on Aging nccoalitiononaging.org is a dynamic group of organizations and individuals that work collaboratively to give voice to issues that affect older North Carolinians. The Coalition engages in a variety of activities and efforts that focus on issues of common interest with a mission to improve the quality of life for older adults through collective advocacy, education, and public policy work.***

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