



# POSITIVITY CAMPAIGN

The Positivity Campaign is a 4 part 'Feel Good' campaign to support senior healthcare residents and staff as we all work together as a company, and more broadly as a world-wide community to uplift each other during these challenging times.



## #SENSENIORSLOVE

**What it is:** A call to the community to mail or drop off cards/letters/or artwork for our residents that can't leave the facilities.

**How to get involved:** Invite friends, family, and community members to create and mail or drop off cards for the residents in your building.

**How to Promote:** Share the #SendSeniorsLove post found on the Marquis Facebook page and/or share the opportunity by word of mouth. Distribute any cards that are sent or dropped off at facilities to residents.

<https://www.facebook.com/marquiscompanies/photos/a.1236257376400356/4209908159035248/?type=3&theater>



## #VIRTUALLYVITAL

**What it is:** Virtual support, through posting photos, videos and messages to the Virtual Vital Group in the Marquis Facebook site to lift seniors' spirits.

**How to get involved:** Join the Virtually Vital Group on the Marquis Facebook page, click on 'Groups' and join Virtually Vital. Please encourage staff, family, friends, and community to join.

**How to Promote:** Invite others to join Virtually Vital on Facebook. Share on Facebook.

<https://www.facebook.com/groups/VirtuallyVital/>



## WENDY'S WISDOM

**What it is:** A video series of advice to seniors from a senior on how to navigate these challenging times. Wendy Westerwelle is a renowned Portland area comedian and actress.

**How to get involved:** Watch for this video series on Facebook.

**How to Promote:** Share these videos with your Facebook community with your Facebook friends.

<https://www.facebook.com/VitalLifeAMarquisAndConsonusFoundation/>



## YOU ARE VITAL #HEALTHCAREHEROES

**What it is:** A rally cry and way to express gratitude to senior healthcare staff and all Healthcare workers who are making huge sacrifices across the world to care for all those in need.

**How to get involved:** Hang posters and window clings, distribute stickers to staff.

**How to Promote:** Display visuals. Watch and share promo video (coming soon).