

## Message from Hugh MacLeod, CEO

This year marked our sixth annual Canadian Patient Safety Week and what a week it was! I would like to say a big THANK YOU to all of you who participated – it is your efforts that made this week a success.

More than 1100 registrants representing organizations from every province and territory in Canada participated in the week.

The passion, energy and enthusiasm shown by YOU – our healthcare providers, patients, residents and clients from Victoria, British Columbia to St. John's, Newfoundland and everywhere in between – is nothing short of remarkable. It is clear that you are committed to inspiring extraordinary improvement in patient safety and quality and have made this a priority in your organizations.

We distributed over 1050 packages, 20,000 posters, 20,000 table tents, and more than 100,000 newspapers to sites across the country.

This year for the first time we also gave you the option to customize your package by having your organization's logo added to the posters and other materials to show that this is truly a joint effort -- this is something we hope to expand on as we look ahead to future campaigns.

To those of you who shared your Canadian Patient Safety Week events and activities with us – thank you. We have shared these activities and events with the country at [www.asklistentalk.ca](http://www.asklistentalk.ca). We invite you to send us what your organization did to celebrate the week by adding it to the Patient Safety Crosswalk or by emailing us at [cpsw@cpsi-icsp.ca](mailto:cpsw@cpsi-icsp.ca).

It is clear that your efforts have helped to open a dialogue and spread the message – Good healthcare starts with good communication. Ask. Listen. Talk.

A big thank you as well to those organizations who formally endorsed Canadian Patient Safety Week as well as those organization and individuals who shared with us why they celebrate the week with us.

As we move forward, we want to continue to work with you to keep this momentum and dialogue going. In the coming months, it is our commitment to you to look at how we can continue to help coordinate efforts and help your patient safety and quality initiatives grow. We will

continue to ASK. LISTEN. AND TALK. with you and share the great work you are doing with the rest of the country, not just during Canadian Patient Safety Week, but throughout the year.

We look forward to your feedback on this year's campaign and to working closely with you to make next year's campaign an even bigger success.

## Canada's Virtual Forum on Patient Safety & Quality Improvement

Our first Virtual Forum on Patient Safety & Quality Improvement has been a huge success! Throughout the week, we have more 2,000 unique registrants participate from across 700 sites in Canada and around the world.

Thanks to everyone who tuned in - I hope you found it as engaging, informative and compelling as I have. For those who haven't seen it yet, [check out the archives](#) to access recordings of each of our sessions.

Throughout the week, we heard from experts in many healthcare disciplines throughout the country which elicited many questions and comments from our virtual audience. I can assure you this is just the beginning of the conversation. As we build towards our second annual Virtual Forum in 2012, I want to keep in touch with everyone who took part and continue the conversation around patient safety and quality improvement and ensure that when we all get together next year for our second annual Virtual Forum, that we are bringing forth topics that that are timely, relevant and able to contribute to meaningful patient safety and quality improvement for patients. Even if you weren't able to join us live for the Virtual Forum, I invite you to be part of this discussion by emailing me at [hughmacleod@cpsi-icsp.ca](mailto:hughmacleod@cpsi-icsp.ca).

Thanks to all of the patients, speakers and panelists who brought our program to life. I can assure you your contributions don't end here. Every minute of the Virtual Forum was recorded and available online so that people can continue to learn from you and apply those lessons to improving the safety and quality of healthcare in Canada and around the world.

**Safe care ... accepting no less,**

