

# Communications Toolkit

## World Patient Safety Day Celebration



### An invitation from CEO Chris Power

It gives me great pleasure to invite you to join us on September 17, 2020 to celebrate the second annual **World Patient Safety Day!**

In May 2019, all 194 World Health Organization Member States endorsed the establishment of World Patient Safety Day to be marked annually on September 17. Globally, 134 million adverse events contribute to 2.6 million deaths each year because of unsafe care. At 28,000 deaths per year in Canada, patient harm ranks third in mortality after cancer and heart disease. Building on the success of last year's World Patient Safety Day, we will once again come together in a global commitment to recognize patient safety as a key health priority.

The COVID-19 pandemic unveiled huge challenges and risks health workers face in Canada and globally, including healthcare-associated infections, violence, stigma, psychological and emotional disturbances, illness, and even death. Working in stressful environments makes health workers more prone to committing errors which can lead to patient harm. Therefore, we are pleased to announce that this year's theme is **Health Worker Safety: A Priority for Patient Safety**. On September 17<sup>th</sup>, join us in a pledge to reduce patient harm in healthcare settings. All of us can seize this opportunity to stand together, united in declaring patient safety an essential component for strengthening healthcare systems and saving lives.

To make patient safety a priority in Canada, we need your support! There are many ways to spread this message. To help you, we have put together communication materials and ideas in this toolkit:

1. **Join the Event:** Watch the premiere of *Building a Safer System* – a documentary on the Canadian Patient Safety Institute’s impact over the past 17 years. Join online from anywhere in the world with an internet connection.
2. **Participate on Social Media:** Share World Patient Safety Day messages on your social media channels – let’s get #PatientSafety, #WorldPatientSafetyDay and #BuildingaSaferSystem trending around the world!
3. **Share the Story:** Copy the story from this toolkit into your newsletters, intranets, and social media channels.

Our slogan is “Safe health workers, Safe patients”: we will mobilize patients, healthcare workers, healthcare leaders, policy-makers, academics, researchers, professional networks, and the healthcare sector to speak up for health worker safety. Working together, we can improve the safety of healthcare and reduce the risk of harm to both workers and patients.

Join us in this global campaign as the World Health Organization spotlights patient safety to increase public awareness and engagement; enhance global understanding; and spur global action. We will help patients become more aware and engaged in their own care.

For more World Patient Safety Day information, visit our [website](#).

Sincerely,



Chris Power, CEO  
Canadian Patient Safety Institute

## 1. Join the Event

**Screening of *Building a Safer System*** - the Canadian Patient Safety Institute's 17-year journey, **online**

In celebration of the second annual World Patient Safety Day, please join us for the premiere of *Building a Safer System* – a documentary on the Canadian Patient Safety Institute's impact over the past 17 years. After the screening, stay tuned for a panel discussion on the importance of healthcare worker safety to patient safety, and what should be done to support the psychological and physical safety of these vital individuals.

**Date and Time:**

September 17, 2019

9:00am PT / 10:00am MT / 12:00pm ET

**Location:**

Online – event link will be emailed to registrants

[Register here.](#)

## 2. Participate on social media

- Use social media networks to spread the word – follow us on Twitter and Facebook to share content. Use the hashtags #PatientSafety, #WorldPatientSafetyDay, and #BuildingaSaferSystem along with the slogan “Safe health workers, Safe patients” to add your voice to the conversation.
- Add the World Patient Safety Day banner to your organization's website, hyperlinking it to CPSI's website.
- Talk about #WorldPatientSafetyDay at your events and meetings; engage more people in the campaign!

### Social media messaging

#### Tweets for your organization

@WHO declared September 17 as #WorldPatientSafetyDay - 134 million adverse events contribute to 2.6 million deaths each year due to unsafe care. How will you speak up for #PatientSafety?

Learn More: <https://bit.ly/2MnHO4d> #BuildingaSaferSystem @Patient\_Safety

On Sept. 17 the @WHO, international partners & all countries will celebrate #WorldPatientSafetyDay. This year's theme is Healthcare Worker Safety: A Priority for #PatientSafety. Show your support by participating at <https://bit.ly/2MnHO4d> #BuildingaSaferSystem @Patient\_Safety

1 out of every 18 hospital visits in Canada results in preventable harm or even death. It's time to speak up for health worker safety, because we know that safe health workers mean safer patients. Learn how: <https://bit.ly/2MnHO4d> #WorldPatientSafetyDay @Patient\_Safety

To celebrate #WorldPatientSafetyDay on Sept 17 @Patient\_Safety, @patients4safety will host an exclusive FREE livestream premiere of the #BuildingaSaferSystem documentary celebrating the 17-year impact of CPSI.

Register here: <http://ow.ly/2IFQ50B1C98> #PatientSafety @WHO

Speak up for health worker safety! Empower your colleagues and patients to communicate openly to ensure health workers are safe in our healthcare system. @WHO @Patient\_Safety

Learn how: <https://bit.ly/2MnHO4d> #WorldPatientSafetyDay #BuildingaSaferSystem #PatientSafety

Every 17 minutes someone dies in a Canadian hospital from an adverse event. That's about 31,000 people a year! Speak up for #PatientSafety today. @WHO @Patient\_Safety

Learn how: <https://bit.ly/2MnHO4d> #WorldPatientSafetyDay #BuildingaSaferSystem

### **Tweets promoting the live stream of *Building a Safer System* on September 17<sup>th</sup>**

There could be 400,000 cases of PREVENTABLE #patientsafety incidents every year. Join @Patient\_Safety on Sept 17 for the premiere of #BuildingaSaferSystem to learn how we can make our system safer for health workers/patients. <http://ow.ly/2IFQ50B1C98> #WorldPatientSafetyDay @WHO

Join @Patient\_Safety on Sept 17 for the premiere of #BuildingaSaferSystem, a documentary on CPSI's impact over the past 17 years. Followed by an expert panel discussion on Health Worker Safety: A Priority for #PatientSafety. <http://ow.ly/2IFQ50B1C98> #WorldPatientSafetyDay @WHO

On September 17 at 10 am MT/12 pm ET, join @Patient\_Safety for the premiere of #BuildingaSaferSystem + panel discussion of how crucial Healthcare Worker Safety is to #PatientSafety.

Register now: <http://ow.ly/2IFQ50B1C98> #WorldPatientSafetyDay @WHO

On September 17 at 10 am MT/12 pm ET, join @Patient\_Safety for the premiere of #BuildingaSaferSystem + panel discussion of how crucial Healthcare Worker Safety is to #PatientSafety & what should be done to support them.

Register: <http://ow.ly/2IFQ50B1C98> #WorldPatientSafetyDay

### **Tweets for your patients**

On #WorldPatientSafetyDay, I will speak up for #patientsafety! Will you? Empower your loved ones to communicate openly to ensure health workers & patients/families are safe in the healthcare system. <https://bit.ly/2MnHO4d> #BuildingaSaferSystem @WHO @Patient\_Safety

On September 17, I will speak up for #patientsafety to help ensure patients and health workers are safe every day in our healthcare system. How will YOU speak up on September 17? <https://bit.ly/2MnHO4d> #BuildingaSaferSystem #WorldPatientSafetyDay @WHO @Patient\_Safety

## Facebook/LinkedIn

### Before September 17

#### Post #1

The World Health Organization (WHO) declared September 17 as World Patient Safety Day. Globally, 134 million adverse events contribute to 2.6 million deaths each year due to unsafe care. With more than 28,000 deaths per year in Canada, patient harm ranks third in mortality after cancer and heart disease.

Join the Canadian Patient Safety Institute (CPSI) on September 17 to speak up for #PatientSafety. Learn how you and your organization can participate.

Participate here: <https://bit.ly/2MnHO4d>

This year, during the second annual global celebration, CPSI is focusing on **Health Worker Safety: A Priority for Patient Safety**. This will be our opportunity, around the world, to speak up for health worker safety, because we know that safe health workers mean safer patients. #BuildingaSaferSystem #WorldPatientSafetyDay

#### Post #2

On September 17, 2020 the World Health Organization (WHO), international partners and countries around the world will celebrate #WorldPatientSafetyDay. This year's theme is Healthcare Worker Safety: A Priority for #PatientSafety.

Show your support by joining the Canadian Patient Safety Institute (CPSI) at the premiere of *Building a Safer System*, a documentary showcasing their 17-year impact in the healthcare system at 10am MDT/12 pm ET, followed by an expert panel discussion.

Register for the online event: <https://bit.ly/2MnHO4d>

After the documentary premiere and panel discussion, CPSI is hosting a Legacy Celebration where their current and past CEOs will reflect on their experiences – the successes, challenges, and future of patient safety in Canada – followed by interactive breakout sessions where all online participants can reconnect with old teams, friends, and like-minded individuals. #BuildingaSaferSystem

### On September 17

Today is #WorldPatientSafetyDay! Join Canadian Patient Safety Institute (CPSI) in celebrating this day by attending the premier of *Building a Safer System*, a documentary showcasing their 17-year impact in the healthcare system at 10am MDT/12 pm ET - followed by an expert panel discussion.

Join us: <http://ow.ly/2IFQ50B1C98>

The World Health Organization (WHO) declared September 17 as #WorldPatientSafetyDay - 134 million adverse events contribute to 2.6 million deaths each year due to unsafe care. This year, during the second annual global celebration, the theme is Health Worker Safety: A Priority for Patient Safety.

The COVID-19 pandemic unveiled huge challenges and risks health workers face in Canada and globally. Working in stressful environments can make health workers more prone to errors which can lead to patient harm.

Today is our opportunity, around the world, to speak up for health worker safety, because we know that safe health workers mean safer patients. #BuildingaSaferSystem #PatientSafety

### 3. Share the Story

#### **Health Worker Safety: A Priority for Patient Safety**

The COVID-19 pandemic unveiled huge challenges and risks health workers face in Canada and globally. These include healthcare-associated infections, violence, stigma, psychological and emotional disturbances, illness, and even death. Working in stressful environments can make health workers more prone to errors which can lead to patient harm.

The World Health Organization declared September 17 World Patient Safety Day. This year, during our second annual global celebration, we are focusing on **Health Worker Safety: A Priority for Patient Safety**.

**This will be our opportunity, around the world, to speak up for health worker safety, because we know that safe health workers mean safer patients. How will YOU speak up on September 17?**

To celebrate World Patient Safety Day, the Canadian Patient Safety Institute is proud to premiere *Building a Safer System*, a documentary celebrating the 17-year impact of the Canadian Patient Safety Institute, followed by an expert panel discussion on Health Worker Safety: A Priority for Patient Safety. [Register today](#) to watch the documentary virtually and participate online.

For more information, visit the CPSI [website](#). The Canadian Patient Safety Institute is a [WHO Collaborating Centre for Patient Safety and Patient Engagement](#).

#### 4. For more information on World Patient Safety Day

[World Health Organization - History](#)

[World Health Organization - World Patient Safety Day Global Campaign](#)

[World Patient Safety Day – Campaign Essentials](#)

[Download Campaign Materials](#)

Follow [WHO](#) on their official [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and on [YouTube](#). Share, subscribe and amplify their patient safety messages.

Posters, banner, & logo (click on image to go to webpage to save and download)



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### Gold (in alphabetical order)



## About CPSI

- The Canadian Patient Safety Institute is the only national Canadian organization solely dedicated to reducing preventable harm and improving the safety of the healthcare system.
- Established as the result of a rallying cry led by dedicated individuals working within the healthcare system who couldn't experience one more incident of a patient getting harmed, the Canadian Patient Safety Institute was created and funded by Health Canada in December 2003.
- Our mandate since then remains the same: to provide national leadership on developing evidence-based tools and resources to educate and inspire safer care.



WHO Collaborating Centre for  
Patient Safety and Patient Engagement