

Communications Toolkit



**THE PRESENCE
OF SAFETY CAN
BE HARD TO SEE.**

Learn to see it.
Learn to ask for it.

Presence of Safety

#PatientSafety | #Cdnhealth | #Safety

Introduction

Thank you for your support of the Canadian Patient Safety Institute's [Presence of Safety initiative](#).

Safety can be hard to see.

But you can learn how to find it and teach others how to spot it.

In the past few months, the healthcare world has changed dramatically. At the Canadian Patient Safety Institute, we spent our time listening and thinking about what a Canadian healthcare system looks like after adapting to the realities of an ongoing pandemic.

Patient safety is more important than ever, and the Canadian Patient Safety Institute is leading the efforts emphasizing the **presence of safety in healthcare**. We are encouraging every person on a healthcare journey to identify patient safety, celebrate it, and share all successes.

This toolkit contains all the information you need to promote the Presence of Safety to your stakeholders and members. Please use the social media posts below to spark dialogue on what we can all do to promote the presence of safety in healthcare. Then share tools and resources that teach yourself and others to see the presence of safety and to speak up when it is absent.

Social Media Messaging

Here are social media posts you and/or your organization can share to enhance the Presence of Safety in our healthcare system! Help us equip and encourage every person on a healthcare journey to identify patient safety, celebrate it, and share all successes.

Visit PatientSafetyInstitute.ca for downloadable images to include in your posts. Show us on social media how you support the presence of safety.

Twitter

Patient safety is more important than ever. Use these tools to increase the presence of safety in your organization. <http://ow.ly/nFvB50Aexox> @Patient_Safety #patientsafety #cdnhealth

Patient safety is more important than ever. Learn how to change the conversation around patient safety. Safety Can Be Hard to See – Learn to see it, Learn to ask for it. More information here: <http://ow.ly/nFvB50Aexox> @Patient_Safety #patientsafety #cdnhealth

Change the conversation around patient safety. Learn how to create the presence of safety in healthcare with these tools and resources. <http://ow.ly/nFvB50Aexox> @Patient_Safety #patientsafety #cdnhealth

Learn how to change healthcare culture to enhance the presence of safety. Safety Can Be Hard to See – Learn to see it, Learn to ask for it. <http://ow.ly/nFvB50Aexox> @Patient_Safety #patientsafety #cdnhealth

What can you do to bring healthcare safety into focus? Safety Can Be Hard to See – Learn to see it, Learn to ask for it. Access tools and resources to support the presence of safety at your organization. <http://ow.ly/nFvB50Aexox> @Patient_Safety #patientsafety #cdnhealth

What would you do to ensure patient safety? Safety Can Be Hard to See – Learn to see it, Learn to ask for it. Here are tools and resources that will teach you to see the presence of safety in healthcare. <http://ow.ly/nFvB50Aexox> @Patient_Safety #patientsafety #cdnhealth

What does safety look like through a patient's eyes? Safety Can Be Hard to See – Learn to see it, Learn to ask for it. Learn more here: <http://ow.ly/nFvB50Aexox> @Patient_Safety #patientsafety #cdnhealth

How do we make healthcare safer in the future? Safety Can Be Hard to See – Learn to see it, Learn to ask for it. <http://ow.ly/nFvB50Aexox> @Patient_Safety #patientsafety #cdnhealth

Tweets your patients can use

Patient safety is more important than ever. I can use these tools to keep myself and my family members safe in our healthcare system. <http://ow.ly/g2sR50AgNkO> @Patient_Safety #patientsafety #cdnhealth

Is healthcare getting safer? Learn to see it, Learn to ask for it. I can access resources to help keep myself and my loved ones safe in our healthcare system. <http://ow.ly/g2sR50AgNkO> @Patient_Safety #patientsafety #cdnhealth

How can we make healthcare safer in the future? Learn to see it, Learn to ask for it. <http://ow.ly/g2sR50AgNkO> @Patient_Safety #patientsafety #cdnhealth

What can you do to bring healthcare safety into focus? Learn to see it, Learn to ask for it. <http://ow.ly/g2sR50AgNkO> @Patient_Safety #patientsafety #cdnhealth

Patient safety is more important than ever. What would you do to ensure patient safety? Safety Can Be Hard to See – Learn to see it, Learn to ask for it. <http://ow.ly/g2sR50AgNkO> @Patient_Safety #patientsafety #cdnhealth

Facebook/LinkedIn

Post #1:

Safety can be hard to see but you can learn how to find it. You can learn how to spot it. Access resources to support the presence of safety at your organization.

Resources: <http://ow.ly/nFvB50Aexox>

Patient safety is more important than ever, and the Canadian Patient Safety Institute is leading the efforts to emphasize the presence of safety in healthcare. #patientsafety #safety

Post #2:

What can you do to bring healthcare safety into focus? What would you do to ensure patient safety? Safety Can Be Hard to See – Learn to see it, Learn to ask for it. Use these tools to increase the presence of safety in your organization.

Tools and Resources: <http://ow.ly/nFvB50Aexox>

Patient safety is more important than ever, and the Canadian Patient Safety Institute is leading the efforts to emphasize the presence of safety in healthcare. #patientsafety #safety

Post #3:

Learn how to change the conversation around patient safety. Safety Can Be Hard to See – learn how to find it, teach others how to spot it.

Here are resources to help keep yourself, your colleagues, and patients safe: <http://ow.ly/nFvB50Aexox>

Each of us – whether a patient or family member, a healthcare provider, or leader – can learn to be an advocate for the presence of safety. Once you learn to look for it, you will find safety present everywhere, and know what to do if it is absent. #patientsafety #safety

Post #4:

Change the conversation around patient safety. Learn how to create the presence of safety in healthcare. Safety Can Be Hard to See – learn how to find it, teach others how to spot it. Access tools and resources that will teach you to see the presence of safety in healthcare and to speak up when it is absent.

Tools and Resources: <http://ow.ly/nFvB50Aexox> #patientsafety #safety

Each of us – whether a patient or family member, a healthcare provider, or leader – can learn to be an advocate for the presence of safety. Once you learn to look for it, you will find safety present everywhere, and know what to do if it is absent. #patientsafety #safety

Post #5:

Learn how to change healthcare culture to enhance the presence of safety. Safety Can Be Hard to See – learn how to find it, teach others how to spot it. Here are resources to support the presence of safety at your organization.

Presence of safety tools: <http://ow.ly/nFvB50Aexox>

The Canadian Patient Safety Institute is leading the effort to emphasize the presence of safety in healthcare. Every person on a healthcare journey should be equipped and encouraged to identify patient safety, celebrate it, and share all successes at every stage. #patientsafety #safety

Post #6:

What does safety look like through a patient's eyes? How do we make healthcare safer in the future? Safety can be hard to see, but each of us can learn to recognize it. Share resources with your patients and colleagues to keep them safe in our healthcare system.

Presence of safety tools and resources: <http://ow.ly/nFvB50Aexox> #patientsafety #safety

Newsletter Article

Presence of Safety

Safety can be hard to see. But you can learn how to find it and teach others how to spot it.

In the past few months, the healthcare world has changed dramatically. The Canadian Patient Safety Institute has been listening and thinking about what a Canadian healthcare system looks like after adapting to the realities of an ongoing pandemic.

Patient safety is more important than ever, and the Canadian Patient Safety Institute is leading the efforts to emphasize the presence of safety in healthcare. They are working to equip and encourage every person on a healthcare journey to identify patient safety, celebrate it, and share all successes.

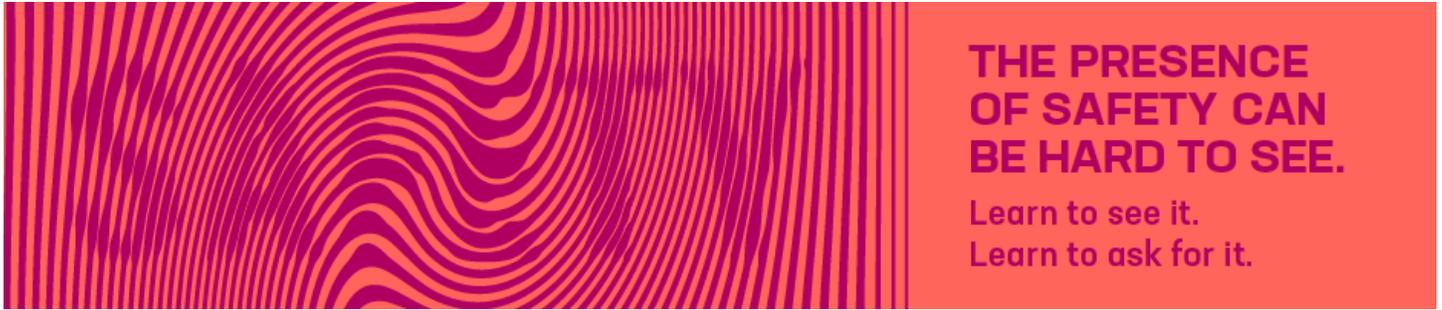
[Our organization] supports the Canadian Patient Safety Institute in their **Presence of Safety initiative**.

The links below lead to tools and resources that teach you to see the presence of safety in healthcare and to speak up when it is absent.

[I work in healthcare](#)

[I do not work in healthcare](#)

Images



[Facebook \(1200px x 628px\)](#)

[Twitter \(800px x 450px\)](#)

[LinkedIn \(1200px x 628px\)](#)

[Instagram \(1080px x 1080px\)](#)

[Email/Newsletter Banner \(600px x 200 px\)](#)