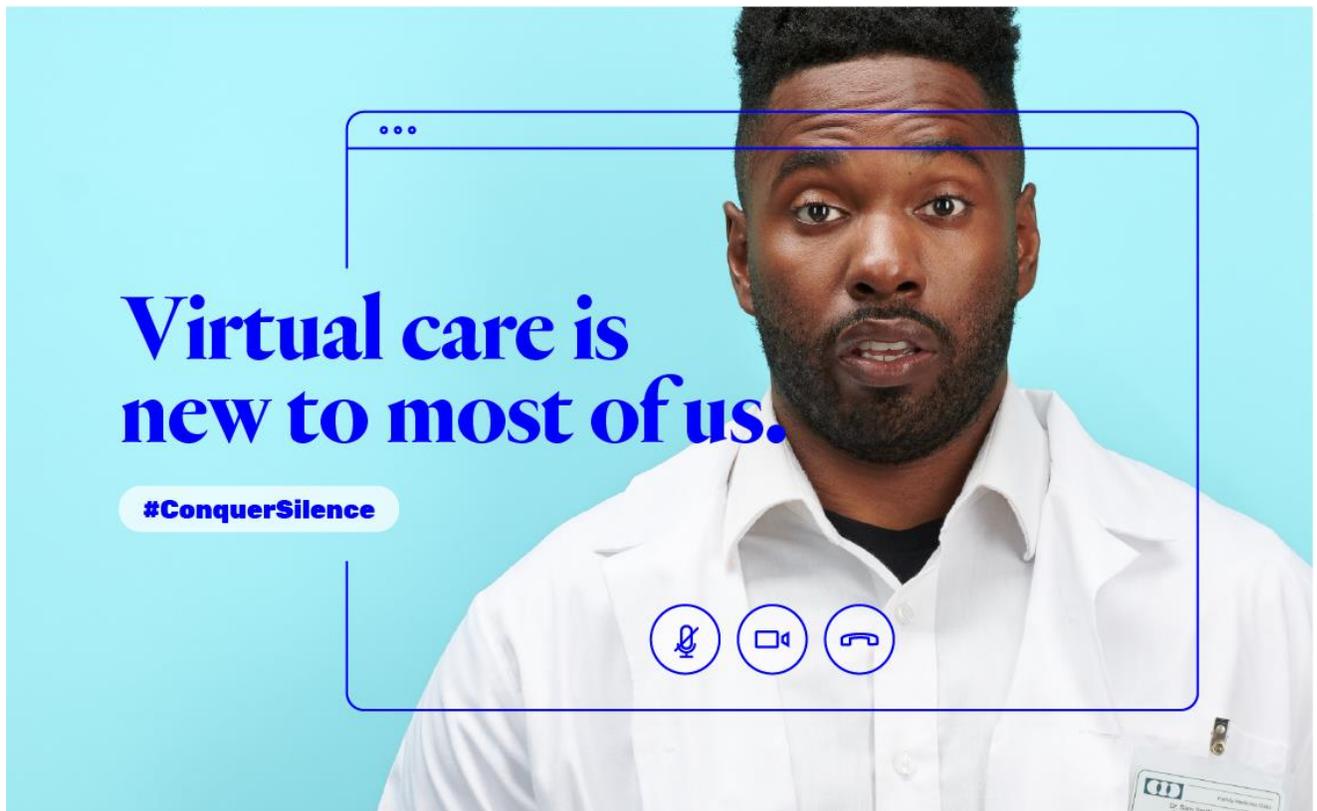


Communications Tool Kit for Healthcare Providers and Leaders

Canadian Patient Safety Week
October 26 – 30, 2020



To our highly valued Canadian Patient Safety Week participants,

Many Canadians believe we have the safest healthcare in the world – the reality is that we have a way to go.

A July 2017 report reveals that Canada’s healthcare ranks 9th out of 11 western countries; a score that includes quality and patient safety measures. Every year, our goal is that Canadian Patient Safety Week (CPSW) inspires extraordinary improvement in patient safety and quality. Working together, thousands of healthcare professionals, patients, and families spread the message to #ConquerSilence and create a safer healthcare system.

I am excited to share the theme for Canadian Patient Safety Week 2020 – **Virtual Care is New to Us**. The way to make sure we all make the most of virtual appointments is to stick to the tried and true basics – encourage your patients to bring their advocate with them to appointments, and to ask lots of questions.

By conquering silence, we work together for better healthcare for all!

Be sure to take full advantage of all the activities and resources during Canadian Patient Safety Week:

- Please use this Communications Toolkit to spread the campaign. This electronic kit contains key messages, posts, and tweets to share on social media, and a story for newsletters. The more people we reach, the safer we will be.
- Starting October 12th, join the campaign, **Virtual Care is New to Us**, #ConquerSilence! Visit conquersilence.ca for tips and tools on making the most of virtual care appointments.
- During CPSW, download 3 brand-new episodes of our award-winning **PATIENT podcast**. The episodes discuss virtual care, health worker safety, and include a special retrospective on the impact of CPSI on patient safety.
- Healthcare providers and administrators are invited to our **Virtual Care webinar** to learn how to ensure all patients get the most out of virtual care appointments.
- A second webinar will share how you can implement the **Canadian Quality and Patient Safety Framework** for better patient care.

This Communications Toolkit helps you organize your own CPSW activities. It provides digital resources and promotional tools to make your CPSW a success!

Check out all the online resources at patientsafetyweek.ca. We continue to add new tools, so make sure you sign up for updates. Please do participate on social media – I would love to see what your organization is doing to keep us safe. Tweet using #ConquerSilence and follow CPSI @Patient_Safety.

Thank you for your dedication to patient safety. Together, we can make our system safer for everyone.

Yours in patient safety,



Chris Power
CEO (retired), Canadian Patient Safety Institute



Read on for all the information you need to make patient safety a priority across Canada. Canadian Patient Safety Week is October 26-30, 2020. Our goal is to improve communication throughout the healthcare system.

Table of Contents

How to Engage

Use this section to inform your staff of ways to communicate in your organization and through social media. All of these items are available for free at patientsafetyweek.ca to download and share.

- Conquer Silence *PATIENT* Podcasts
- WEBSITE manner infographics for healthcare providers
- Virtual Care checklists for patients
- How to make the most of your virtual visit infographics for patients
- Virtual Care Webinar
- Actioning Quality and Safety: 5 Goals to Align Canada on Quality and Patient Safety Webinar

Social Media Messaging

This section helps you promote the #ConquerSilence campaign using prewritten tweets and Facebook/LinkedIn messaging. Spread the word!

About the Canadian Patient Safety Institute and Canadian Patient Safety Week

Patient Safety Fact Sheet

Print, distribute, and share electronically to build awareness and shine a spotlight on patient safety in your organization and with your patients and their families.

Newsletter Article

A sample article to share with your communications team for inclusion in your local newsletter. Post it on your website and send it electronically to your staff. Fill in your organization name and run this article in the next issue of your newsletter.

Promotional Resources

Free digital resources to promote Canadian Patient Safety Week at your organization and on social media. Digital resources, including printable posters, social media images, and website and email banners are available at www.patientsafetyweek.ca. Due to the COVID-19 pandemic we will not be providing physical packages to campaign participants - instead, all campaign materials are digital.

How to Engage

Virtual Care Resources – ConquerSilence.ca (resources available October 12)

Access valuable resources for you, your colleagues, and your patients to improve virtual care appointments. We worked with the Canadian Medical Association to develop a WEBSITE manner infographic for healthcare providers, plus two virtual care checklists and a how to make the most of your virtual visit infographic for patients.

***PATIENT* Podcast**

CPSI is excited to launch 3 new episodes of our award-winning *PATIENT* Podcast! This year, we explore 3 topics. The first episode delves into the drastic shift to virtual care since the pandemic and how we can adapt to the change. In the second episode, we discuss health worker safety - how mental health affects all of us even those who treat it, and that patients deserve healthy healthcare workers. The final episode celebrates the impact of CPSI as the champions of patient safety in Canada. CPSI played a vital role in furthering the conversation and progress of patient safety for over 17 years.

PATIENT received the Bronze Award for Best Multi-Media Project at the prestigious Canadian Public Relations Society National Awards, plus an Award of Excellence from the International Association of Business Communicators. It was the #2 medical podcast on iTunes during CPSW 2017!

Be sure you and your staff listen to these informative podcasts by going to www.patientpodcastcanada.com during CPSW and throughout the year.

Virtual Care Webinar

Join us on **Monday, October 26 at 10am MT/ 12pm ET**

Details of the webinar will be announced on patientsafetyweek.ca and emailed to CPSW registrants.

Actioning Quality and Safety: 5 Goals to Align Canada on Quality and Patient Safety Webinar

Every patient deserves safe, quality care. And yet, patient safety incidents are the third leading cause of death in Canada. How do we prevent avoidable harm to patients when our healthcare system is vast, complex, and under tremendous pressures? We need clear, collective action.

Join us **Friday, October 30 at 10am MT/ 12pm ET**, where panelists will share how we can all work together to accelerate quality and patient safety across Canadian health systems by

focusing all stakeholders across Canada on five goals for safe, quality care.

Patients and families, healthcare teams, policymakers, board members, and health leaders will not want to miss this engaging panel featuring the Canadian Patient Safety Institute (CPSI), Health Standards Organization (HSO) and other health leaders who want to inspire you to collaborate for better patient safety.

Learn about customized Action Guides you can use today that complement the newly published Canadian Quality Patient Safety (CQPS) Framework. Let's join forces to create better health for all. Details of the webinar will be announced on patientsafetyweek.ca and emailed to CPSW registrants.

Social Media Messaging



Twitter

Get the ball rolling: get #ConquerSilence trending on Twitter by using these suggested tweets with any of our free digital Conquer Silence images. Copy the text and paste it into your Twitter posts, plus download the Conquer Silence images from www.patientsafetyweek.ca and include them in your posts to boost visibility.

Tweets you can use before October 12

We are celebrating Canadian Patient Safety week. Speak up for #PatientSafety & encourage all Canadians – the public, healthcare providers & leaders – to get involved in making #patientsafety a priority. Follow #ConquerSilence for more info. @Patient_Safety @CFHI_FCASS @Infoway

Virtual care is new to most of us. Encouraging questions shouldn't be. Help patients make the most of their virtual visits. #ConquerSilence for their health. Find out more at www.patientsafetyweek.ca. @Patient_Safety @CFHI_FCASS @Infoway

Virtual care is new to most of us. The way you care for patients is changing – but encouraging them to speak up is as important as ever. Will you join us in our campaign to #ConquerSilence? Find out more at www.patientsafetyweek.ca. @Patient_Safety @CFHI_FCASS @Infoway

Virtual care is new to most of us: only 10% of people in Canada have experience with it. Help your patients make the most of their virtual care visits by encouraging them to ask questions. More info at www.patientsafetyweek.ca. #ConquerSilence @Patient_Safety @CFHI_FCASS @Infoway

Virtual care is new to most of us. Whether at the bedside or on the other side of a screen, we are committed to helping healthcare providers & patients #ConquerSilence. Find out how at www.patientsafetyweek.ca. @Patient_Safety @CFHI_FCASS @Infoway

Tweets you can use after October 12

Virtual care is new for most people: only 10% of Canadians have experience with it. Help patients make the most of their virtual visits by encouraging them to ask questions. Access tips/resources at www.conquersilence.ca. #ConquerSilence @Patient_Safety @CFHI_FCASS @Infoway

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Virtual care is new to most of us. Encouraging patients to ask questions shouldn't be. Help patients make the most of their virtual visits. #ConquerSilence for their health. Learn more at www.conquersilence.ca. @Patient_Safety @CFHI_FCASS @Infoway

Virtual care is new to most of us. The way you care for patients is changing – but encouraging them to speak up is as important as ever. Will you join us in our campaign to #ConquerSilence? Learn more at www.conquersilence.ca. @Patient_Safety @CFHI_FCASS @Infoway

Did you know that patients who take active roles in their care are more satisfied & see greater improvements in their health? Help your patients make the most of their virtual care visits. Learn how at www.conquersilence.ca. #ConquerSilence @Patient_Safety @CFHI_FCASS @Infoway

Tweets your patients can use

Virtual care is new to most of us: bringing a friend/family member to your appointment shouldn't be. #ConquerSilence for your health. Sit in. Speak up. Find tips & resources at www.conquersilence.ca. @Patient_Safety @CFHI_FCASS @Infoway

Virtual care is new to most of us. Asking questions shouldn't be. Questions are the answer to getting the care we need. #ConquerSilence for your health. Find resources at www.conquersilence.ca. @Patient_Safety @CFHI_FCASS @Infoway

Questions are the answer to getting the care we need. Take control of your care to #ConquerSilence. Find tips & resources at www.conquersilence.ca. @Patient_Safety @CFHI_FCASS @Infoway

Virtual care is new to most of us. You can help a loved one make the most out of their virtual visit by asking the right questions. Sit in. Speak up. Find resources at [ConquerSilence.ca](http://www.conquersilence.ca). #ConquerSilence @Patient_Safety @CFHI_FCASS @Infoway



Facebook

Get the ball rolling: get #ConquerSilence trending on Facebook by using these suggested posts with any of our free digital Virtual Care is New to Most of Us images. Tag us on your posts and we will share them. Copy the text and paste it into your Facebook posts, plus download the Virtual Care is New to Most of Us images from www.patientsafetyweek.ca and include them in your posts to boost visibility.

Facebook posts you can use before October 12

We are celebrating Canadian Patient Safety week (October 26-30). The 2020 theme is Virtual Care is New to Us. Speak up for patient safety and encourage all Canadians – the public, healthcare providers and leaders – to become involved in making patient safety a priority. Register at

www.patientsafetyweek.ca. #ConquerSilence

We are proud to take part in Canadian Patient Safety Week! The 2020 theme is Virtual Care is New to Most of Us. Only 10% of people in Canada have experience with virtual care. Help your patients make the most of every virtual visit by encouraging them to ask questions. Find out how you can participate in the campaign at www.patientsafetyweek.ca. #ConquerSilence

Virtual care is new to most people. In fact, only 10% of people in Canada have experience with it. Help your patients make the most of every virtual visit by encouraging them to ask questions. Learn more at www.patientsafetyweek.ca. #ConquerSilence

Virtual care is new to most of us. The way you care for patients is changing – but encouraging them to speak up is as important as ever. Will you join us in our campaign to #ConquerSilence? Find out more at patientsafetyweek.ca.

Facebook posts you can use after October 12

Good healthcare starts with good communication. The way to make sure healthcare providers and patients make the most of virtual appointments is to use the tried and true basics – encourage patients to ask questions and to bring an advocate with them to appointments. Find out how to improve your WEBSide manner at www.conquersilence.ca. #ConquerSilence

Virtual Care is New to Most of Us. Encouraging patients to ask questions shouldn't be. Do you know how to improve your WEBSide manner? Find out how at www.conquersilence.ca. #ConquerSilence

Virtual care is new for most people. In fact, only 10% of people in Canada have experience with it. Help your patients make the most of every virtual visit by encouraging them to ask questions. Learn more about “WEBSide manner” and virtual care at www.conquersilence.ca. #ConquerSilence

Did you know that patients who ask questions and take an active role in their care are more satisfied and see greater improvements in their health than patients who don't? Help your patients make the most of every virtual care visit by encouraging them to ask questions. Learn more at conquersilence.ca. #ConquerSilence

Facebook posts your patients can use

Virtual care is new to most of us. Asking someone to join you shouldn't be. You can help a loved one make the most of their virtual visit by asking the right questions. Sit in. Speak up. Find resources at www.conquersilence.ca. #ConquerSilence

Virtual care is new to most of us. Questions are the answer to getting the care you need. Make the most of your virtual visits. Find resources at conquersilence.ca. #ConquerSilence



LinkedIn

We are celebrating Canadian Patient Safety week (October 26-30). Speak up for patient safety and encourage all Canadians – the public, healthcare providers and leaders – to become involved in making patient safety a priority. Register at www.patientsafetyweek.ca. #ConquerSilence

Virtual care is new for most people. In fact, only 10% of people in Canada have experience with it. Help your patients make the most of every virtual visit by encouraging them to ask questions. Learn more about “WEBSITE manner” and virtual care at www.conquersilence.ca. #ConquerSilence

Did you know that patients who ask questions and take an active role in their care are more satisfied and see greater improvements in their health than patients who don't? Help your patients make the most of every virtual care visit by encouraging them to ask questions. Learn more at conquersilence.ca. #ConquerSilence

About Canadian Patient Safety Institute and Canadian Patient Safety Week

When you engage with the media, or if you would like more information about the Canadian Patient Safety Institute and Canadian Patient Safety Week, feel free to use the following resources:

Canadian Patient Safety Institute (CPSI)

- The Canadian Patient Safety Institute is the only national organization solely dedicated to reducing preventable harm and improving the safety of the Canadian healthcare system. It is a not-for-profit organization funded by Health Canada.
- CPSI's mandate is to provide national leadership on developing evidence-based tools and resources to educate and inspire safer care.
- Canadian Patient Safety Institute encourages all Canadians – the public, providers, and leaders – to get involved in making patient safety a priority.
Canadian Patient Safety Week runs from **October 26 – 30, 2020**.

Canadian Patient Safety Week (CPSW)

- The theme of Canadian Patient Safety Week 2020 is **Virtual Care is New to Us**. Only 10% of Canadians have experience with virtual care⁴, but 41% would like to have virtual visits with their healthcare providers⁵. The way to make sure healthcare providers and patients make the most of virtual appointments is to use the tried and true basics – encourage patients to ask questions and to bring an advocate with them to appointments.
- Canadian Patient Safety Week (CPSW) is a national, annual campaign that started in 2005 to inspire extraordinary improvement in patient safety and quality. As the momentum for promoting best practices in patient safety has grown, so has the participation in Canadian Patient Safety Week. CPSW is relevant to anyone who engages with our healthcare system: providers, patients, leaders, and citizens. Working together, thousands can help spread the message to Conquer Silence.
- During Canadian Patient Safety Week, information about best practices in patient safety are shared with healthcare professionals, patients, and their families across Canada.
- Much of the promotion of Canadian Patient Safety Week takes place digitally and on social media. Activities include a social media campaign, a virtual care webinar, a webinar on actioning quality and safety, plus three PATIENT podcasts unveiled during CPSW itself. Follow and use #ConquerSilence to stay-up-date for the entire campaign.
- **[AFTER OCT 21]** Canadian Patient Safety Week encourages patients and healthcare professionals to start a conversation. Patients - use the Virtual Care Checklists and *How to Make the Most of your Virtual Visit* infographic when preparing for and during your virtual care appointments. Healthcare providers - use the *WEBSide Manner* infographic to help ensure your patients get the most out of their virtual care visits. Find out more at conquersilence.ca
- Patient safety incidents are the third leading cause of death in Canada, behind cancer and heart disease.¹
- In the Virtual Care webinar, we will discuss how virtual care is here to stay and how being comfortable in this new environment is a key part of effective communication and conquering silence. We will provide healthcare providers and leaders tips and resources on what they can do to improve their patient's experiences.
- In the Actioning Quality and Safety: 5 Goals to Align Canada on Quality and Patient Safety webinar panellists will share how we can all work together to accelerate quality and patient safety across Canadian health systems by focusing all stakeholders across Canada on five goals for safe, quality care.
- CPSW registrants will have the first opportunity to listen to the fourth season of our award-winning podcast series, PATIENT. This year, we are producing three episodes. They will focus on virtual care, health worker safety, and the 17-year impact CPSI has had on patient safety.

- Three quarters of Canadians surveyed are interested in learning how to keep safe in healthcare, with 8 in 10 saying they would like to receive this information from a healthcare provider. ²
- Canadian Patient Safety Institute supports the World Health Organization’s [Medication Without Harm Global Challenge](#) to rally the world around the notion that no one should be harmed by medications.
- The Canadian Foundation for Healthcare Improvement and Canada Health Infoway are partnering with Canadian Patient Safety Institute on Canadian Patient Safety Week 2020.

Patient Safety Fact Sheet

During Canadian Patient Safety Week (CPSW), it is important that your staff knows just how important proper patient safety is and why safety errors should be taken seriously. These are the facts:

- Today in Canada every 17 minutes someone dies in a hospital from an adverse event. 1 out of 18 hospital visits results in preventable harm or even death. That’s about 31,000 people each year. ¹
- There could be roughly 400,000 average annual cases of patient safety incidents, costing around \$6,800 per patient and generating an additional \$2.75 billion (2017\$) in healthcare treatment costs per year. The patient safety incidents considered, and the costs incurred, are all preventable. ¹
- Over the next 30 years in Canada, 12.1 million Canadians will be harmed by the healthcare system, 1.2 million Canadians will lose their lives to a patient safety incident and within acute and home care settings, patient safety incidents will cost the healthcare system \$82B (2017\$).¹
- Patient safety incidents are the third leading cause of death in Canada, behind cancer and heart disease. ¹
- Healthcare and health professional organizations across Canada use different terms for patient safety incidents. A patient safety incident is one that could have resulted, or did result, in unnecessary harm to a patient - many organizations refer to these as “adverse events”. “Harm” or “patient harm” is anything that adversely affects the physical safety of patients, or has psychological impacts, in clinical care, drug therapy, research investigations, or public health. This may include adverse drug reactions, side effects of treatments, and other undesirable consequences of healthcare products and services, and is usually caused by the inherent risks of a procedure or treatment, a system failure or by provider performance.³

Newsletter Article

Virtual Care is New to Us

[Insert the name of your organization] is proud to take part in Canadian Patient Safety Week 2020, taking place from October 26 - 30. Along with the Canadian Patient Safety Institute (CPSI), we’re

encouraging every person in Canada to **#ConquerSilence**. [Insert the name of your organization] is helping CPSI with its mission of providing extraordinary improvements in patient safety.

This year's Canadian Patient Safety Week theme is **Virtual Care is New to Us**. The way to make sure healthcare providers and patients make the most of virtual appointments is to use the tried and true basics – encourage patients to ask questions and to bring an advocate with them to appointments.

To keep us engaged in this year's Canadian Patient Safety Week, CPSI is offering interactive and exciting activities for everyone. These include new resources for both healthcare providers and members of the public to improve virtual care appointments on conquersilence.ca, launching October 12, along with a Virtual Care webinar. There will be a second webinar where panelists will share how we can all work together to improve quality and patient safety across Canadian health systems, plus three new episodes of the award-winning PATIENT podcast. Follow and use #ConquerSilence to stay –up to date for the entire campaign.

We look forward to celebrating Canadian Patient Safety Week with all our cherished staff and patients. Together, we can make this year's event a success!

Promotional Resources

Free digital resources are available to be used to promote Canadian Patient Safety Week at your organization and through social media. Digital resources, including printable posters, website banners, and social media images are available at www.patientsafetyweek.ca. This year due to the COVID-19 pandemic we will not be providing physical packages to campaign participants - instead, all campaign materials will be digital.

- Free Digital Resources:

Download these resources from www.patientsafetyweek.ca

- Printable Posters
- Images for Banners
- Images for Social Media Posts

Download these resources from www.conquersilence.ca

- WEBSITE manner infographic for Healthcare Providers
- Virtual Care Checklists for Patients
- How to make the most of your virtual visit infographic for patients

Partners

Canadian Foundation for **Healthcare Improvement**

Fondation canadienne pour **l'amélioration des services de santé**



Sponsors

Canadian Patient Safety Institute would like to thank our Canadian Patient Safety Week sponsors for their generous support.



References

1. The Case for Investing in Patient Safety in Canada. Risk Analytica, 2017.
2. Patient Safety in Canada. Ipsos Public Affairs, 2018.
3. <https://www.patientsafetyinstitute.ca/en/toolsResources/InformingMediaAdverseEvent/Documents/Communicating%20After%20Harm%20in%20Healthcare.pdf>
4. <https://www.cma.ca/sites/default/files/pdf/virtual-care/ReportoftheVirtualCareTaskForce.pdf>
5. Alberta Medical Association. Virtual Visits. Literature Summary. May 2020
<https://actt.albertadoctors.org/file/VirtualVisitsLitSummary2020.pdf>

**Virtual care is
new to most of us.**

#ConquerSilence

