

Patient Safety Awareness Week Toolkit

Together, we are
BETTER
STRONGER
SAFER

This recognition and celebration toolkit
from the Center for Patient Safety is
designed to assist healthcare organizations
with celebrating Patient Safety Awareness
Week from March 14-20, 2021.



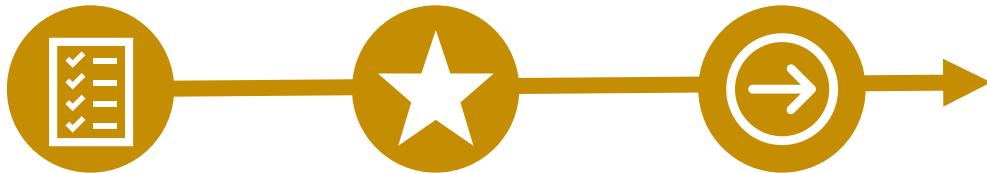
March 14-20, 2021 is Patient Safety Awareness Week! In recognition, the Center for Patient Safety is encouraging the acknowledgement and celebration of efforts to improve safe care throughout healthcare. We invite you to celebrate **and bring the care team together!**

If you are a health system, hospital, EMS agency, nursing home, home care or hospice facility, pharmacy or medical office, or any other care provider, this Toolkit is for you. Use this document as a checklist of suggestions for activities to promote awareness of safety efforts at your organization.

January-March 12

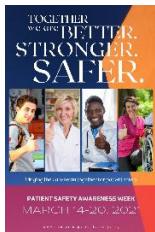
March 14-20

March 21st+



Download your preferred poster pieces and send to your marketing team or to others in your organization that can help print and distribute prior to March 12th.

Healthcare PSAW 2021 Downloadable Toolkit



FLYER

Format: **PDF** (click image to download)

Dimensions: **8.5" x 14"**

Printing instructions: consider in-house printing on legal size paper or print through a local shop.

Use in hallways, lobbies, break rooms, waiting rooms, etc.



BANNER

Format: **PDF** (click image to download)

Dimensions: **36" x 24"**

Printing instructions: consider in-house or print through a local shop.

Use in lobbies, public spaces or waiting areas. Consider asking staff to sign the poster as a recommitment to patient safety.

STICKERS

Format: **JPG** (click image to download)

Dimensions: **4" x 4"**

Printing instructions: locate or order round stickers, preferably larger than 2 inches in diameter. Set up template in Word and paste the JPG file into each template circle on the page.



Distribute to staff and/or patients.

TABLE TENT, TRI-FOLD

Format: **PDF** (click image to download)

Dimensions: **11" x 8.5"**

Printing instructions: print in color, single-sided. Fold into thirds and secure. Use in cafeterias, lobbies, waiting rooms, offices, etc.



SOCIAL MEDIA

LinkedIn

Format: **PNG**

(click images to download)

Dimension: **1200 x 1200**

#thumbsup2021

#psaw2021

Post on LinkedIn and ask staff and/or followers to share the message.

Consider taking a photo of your team with #thumbsup2021 and share it on Facebook, LinkedIn or Twitter.

General



Dental Patient



EMS 1



EMS 2



EMS 3



Home Care



Lab Team



Nurse



Office Staff



Pharmacist



Physician/Nurse



Physicians



Radiology



Surgery



SOCIAL MEDIA

Facebook/Twitter

Format: **PNG**

(click images to download)

Dimension: **940 x 788**

#thumbsup2021

#psaw2021

@ptsafetyexpert

@ptsafetyEMS

Post on Facebook and ask staff and/or followers to share the message. Consider taking a photo of your team with #thumbsup2021 and share it on Facebook, LinkedIn or Twitter.

GENERAL



DENTAL PATIENT



EMS



HOME CARE



LAB TEAM



NURSE



OFFICE TEAM



PHARMACIST



PHYSICIAN/NURSE



PHYSICIANS



RADIOLOGY 1



RADIOLOGY 2



Challenge teams within your organization to take photos and collect them internally on a bulletin board in a public location or staff area.

Share your pics on social media and tag the Center for Patient Safety on Twitter using @ptsafetyexpert or @ptsafetyEMS or use #thumbsup2021 on Facebook or LinkedIn and show us your patient safety pride!

TIPS

Tip 1 – Print or save this Toolkit and selected toolkit flyers, banners, and images to your computer. Plan to distribute prior to March 12th. Post reminders throughout your facility about the importance of, and focus on, safe care!

Tip 2 – Host an event or several events to recognize patient safety efforts at your organization. For example:

- Host poster presentations of your organization's successful safety efforts.
- Celebrate patient safety successes with other provider groups you work with, like nursing homes, emergency medical services, hospitals, medical offices, etc. Share posters and success stories.
- Recognize staff that work throughout the year to provide safe care.
- Recognize committees that work throughout the year to improve care processes.
- Ask leadership, patient safety/risk/quality department and/or safety committees to host events in the cafeteria or break room with snacks or consider something special to celebrate safety at your organization.
- Hold safety-focused training during Patient Safety Awareness Week.
- Publish safety-focused articles for your organization's internal newsletter, professional newsletters, local newspapers, local consumer groups.
- Contact a local radio station to host a spokesperson to share patient safety tips and highlights in your community.
- Launch a new safety awareness effort – a “good catch” program, implement a new Performance Improvement Team”, announce an upcoming “Safety Culture Survey”, etc.

Tip 3 – Visit www.centerforpatientsafety.org and check out additional resources, studies and research for providers.

Tip 4 - Make it fun! Come up with a theme for the week or each day, watch videos, take quizzes, and play games to identify areas of safety concern or that allow everyone in the organization to get involved.

Tip 5 – Consider assessing your employee culture using a patient safety culture survey that launches during Patient Safety Awareness Week. The additional campaign awareness can help achieve a strong response rate.

PLANNING, BEFORE PATIENT SAFETY AWARENESS WEEK



BEFORE FRIDAY, MARCH 5:

Select materials from the Patient Safety Awareness Month Toolkit to use in your organization and distribute materials.

Determine which resources you'd like to use - consider involving your communications and/or marketing staff for printing and distribution. Ensure you have enough printed and allow plenty of time for distribution to:

- Facilities
- Units/Departments
- Agencies
- Offices
- Physician offices and other off-site locations
- Public areas, such as reception and waiting areas, elevators, front desks, cafeterias

Try to have all materials printed and distributed by March 12th so they can be displayed beginning Sunday, March 14th.

Hang a Patient Safety Awareness Week banner in a public area for staff to sign their names, publicly recommitting to the effort.

Interested in administering a safety culture assessment in March?

Contact your vendor as early as possible so they have time to get your survey ready.

Interested in a survey administrator? The Center for Patient Safety administers the following surveys and makes it easy to transition from another vendor, or to launch your first survey. Contact us for a free, no-obligation estimate.

- Hospital Survey on Patient Safety™ 1.0 (developed by AHRQ)
- Hospital Survey on Patient Safety™ 2.0 (developed by AHRQ)
- Nursing Home Survey on Patient Safety™ (developed by AHRQ)
- Home Care Safety Culture Survey (developed by Center for Patient Safety)
- EMS (Air and Ground) Safety Culture Survey (developed by Center for Patient Safety)
- Medical Office Survey on Patient Safety™ (developed by AHRQ)
- Ambulatory Surgery Center Survey on Patient Safety™ (developed by AHRQ)
- Community Pharmacy Survey on Patient Safety™ (developed by AHRQ)



Sample Email to Staff

(Copy and paste the following text into an email)

Dear Staff,

It's Patient Safety Awareness Week!

In collaboration with the Center for Patient Safety, our organization has made a commitment to patient safety. Together, we are placing an enhanced focus on patient safety in recognition of Patient Safety Awareness Week, March 14-20, 2020.

Although we are using this week in March to celebrate our patient safety achievements and increase awareness, safe care is our organization's focus every day.

Watch for posters, flyers, and more to be displayed throughout the organization as a reminder of our enhanced focus.

(List any additional activities that you will host during this week: celebration luncheon with other area community providers, sign a poster, recognize committees, etc.)

(List a few of the safe care improvements made over the last year: Did you implement a near-miss program? Did you see results in the form of an increase in reporting?)

DURING PATIENT SAFETY AWARENESS WEEK



PATIENT SAFETY AWARENESS WEEK: MARCH 14-20th

Promote safety topics by engaging staff

Promote patient safety awareness among staff by asking for their input. Add safety topics to leadership, staff, and employee meeting agendas for the month. Consider highlighting safety projects throughout the week, or month, to increase the excitement and awareness of your internal safety efforts.

Plan rounding that includes safety questions

Want to make it an exciting Patient Safety Awareness experience? Make a game of rounding and offer incentives for correct answers. It doesn't have to be expensive - share candy or cookies!

Plan your next survey on patient safety culture

Start planning your next survey on patient safety culture and let staff know when it will be. Still haven't had opportunities to review the results from your last survey? Set 30 minutes aside to look over the results before Patient Safety Awareness Week. Are there low-hanging fruit that have not yet been addressed? Were the results shared with staff? Remember to acknowledge the positive results that indicate your strengths and thank staff for participating.

AFTER PATIENT SAFETY AWARENESS WEEK



MARCH 21 & ONGOING!

Maintain the momentum!

Take down posters, tents, etc., but don't lose the focus! Continue weekly and monthly safety topics and keep in touch with the Center for Patient Safety for ideas on how to improve patient safety at your organization. Together, we will all contribute to reducing preventable harm!



QUESTIONS?

Call us at 573.636.1014

Email us at info@centerforpatientsafety.org

Visit us www.centerforpatientsafety.org

Follow us [@ptsafetyexpert](https://twitter.com/ptsafetyexpert)