Messaging and Media Tips for Patient Safety Awareness Week
March 14 – 20, 2021

Patient Safety Awareness Week is observed to acknowledge the need to improve safety throughout the health care system and to celebrate efforts to improve care. Medical errors are the third leading cause of death in the United States. The World Health Organization estimates that health care errors impact one in every 10 patients globally. Properly engaging patients, caregivers, and providers; integrating quality improvement practices; and collecting and interpreting data are critical to supporting patient safety initiatives. NQIIC awardees are leading the charge to expand awareness of the latest patient safety advancements and to recognize the progress of providers.

Activities for Consideration:
- Make plans to attend a patient safety-focused training or conference.
- Recognize the patient safety successes of provider groups you work with in nursing homes, emergency medical services, hospitals, primary care providers, etc.
- Link to patient safety-focused publications in your organization's newsletter.
- Contact a local radio station to offer a spokesperson to share patient safety tips and highlights in your community. Remember to keep your Contracting Officer's Representative (COR) apprised of your plans.
- Audit the resources you are using to promote patient safety and consider some new additions.
- Download a toolkit or guide:
    - Agency for Health Research and Quality (AHRQ) Patient Safety and Quality Improvement
    - National Healthcare Safety Network (NHSN) 2021 Patient Safety Component Manual
    - Centers for Disease Control and Prevention (CDC) Antibiotic Resistance & Patient Safety Portal

Social Media Posts:
Raise awareness about Patient Safety Awareness Week on social media by sharing tools and resources. Use hashtags such as #patientsaftey, #patientsafetyawareness, and #PSAW21.
- It's #PatientSafteyAwareness Week! Be informed. Be empowered. Be prepared. Learn steps you can take to protect yourself from hospital-acquired infections: http://bit.ly/3peBXOe #PatientSafety #PSAW21
- Want to create an exciting #patientsafety awareness experience for your staff? Make a game of rounding and offer incentives for correct answers. #PatientSafetyAwareness #PSAW21
- Handwashing is the single most effective way to prevent the spread of infection. As a patient, keep your hands clean—and make sure your health care providers clean their hands before touching you: http://bit.ly/2YgYEp4 #PatientSafetyAwareness #PSAW21
- #Patientsafety is everyone's responsibility. As a patient, you play an active role in your care. @CDCgov explains how to be an empowered patient: http://bit.ly/3sUCs2j #PatientSafetyAwareness #PSAW21
- .@AHRQNews Top 10: 10 evidence-based tips to prevent adverse events from occurring in your hospital. http://bit.ly/3ca2MiU #patientsafety #patientsafetyawareness #PSAW21

General Education and Background Resources:
- AHRQ National Action Plans List
- CDC Patient Safety Atlas
- CDC Safe Healthcare Blog
- CDC Healthcare-associated Infections Web page
- CDC Antibiotic and Antimicrobial Resistance Web page
- CDC Sepsis Web page
- CDC C.diff Web page