

# Patient Safety Awareness Week RECOGNITION TOOLKIT



This toolkit from the Center for Patient Safety is designed to assist organizations with the recognition and celebration of Patient Safety Awareness Week from March 10-16, 2024.



All resources in this Toolkit are made available without copyright to encourage and ease the recognition of Patient Safety Awareness Week.

As a not-for-profit organization, the Center for Patient Safety relies largely on the contributions of healthcare organizations and associations for services rendered and charitable contributions that support our mission of reducing preventable harm.

Reuse of these materials within your organization with appropriate acknowledgment is appreciated.



Please think twice before printing once. Recycle or reuse printed materials when no longer needed.

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Center for Patient Safety | [centerforpatientsafety.org](http://centerforpatientsafety.org) | [info@centerforpatientsafety.org](mailto:info@centerforpatientsafety.org)



The Center for Patient Safety (CPS) is excited that you are joining the global campaign for Patient Safety Awareness Week, sponsored by [IHI](#). The theme chosen by the patient safety experts at CPS for this year is Safer Together, emphasizing the importance of safety among the entire team, from the care providers to our support staff to our patients and their families.

## March 10-16 is Patient Safety Awareness Week (PSAW) in 2024

For effective, safe care, we must be able to provide care in a kind and collaborative environment. We encourage you to find ways to engage everyone in the conversation. Encourage patients and family members to be involved in the care process and ask, “How can we work together to make my care safer?” Because we are all safer when we work together.

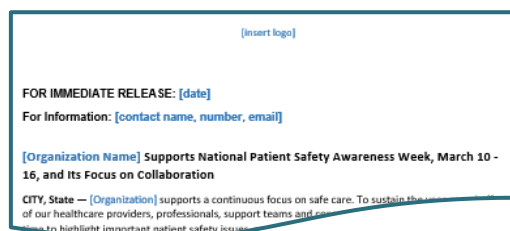
The items and recommendations contained within this Guide are suggestions only. We encourage you to find ways to celebrate and raise awareness that will work best for your organization. Don’t attempt too much. Keep it fun and allow it to be an opportunity to showcase your organization’s patient safety efforts to employees and your community.

In recognition, the Center for Patient Safety is encouraging the acknowledgment and celebration of efforts to improve safe care throughout healthcare. We invite you to **celebrate and raise awareness!**

If you are a health system, hospital, EMS agency, nursing home, home health or hospice facility, pharmacy or medical office, dentist, telehealth 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.

### Interested in publicly announcing your participation?

Consider this [press release template](#). Download the Word document and replace the highlighted information. Process the final, reviewed document according to normal communication distribution channels. Check with your marketing and/or communication team for more information.



### Interested in staying up to date with current PSAW activities and outreach?

Follow #PSAW24 on social media for learning and sharing options or find additional resources by visiting [IHI’s campaign resource page](#).

### About 60 days before PSAW:

- Know your budget. What resources do you have available to print posters and/or stickers, order supplies, and/or develop activities?
- Consider items that need to be ordered in advance.
- Identify a team. Pull a team together to brainstorm ways you can recognize and celebrate patient safety achievements. Consider reviewing recent patient safety culture survey comments for positive indicators.

- Print or save this Toolkit guide and download toolkit flyers, banners, and images to your computer. Plan to distribute prior to March 10<sup>th</sup>. Post reminders throughout your facility about the importance of, and focus on, safe care together!

## **Ideas for Recognizing and Celebrating**

- Host an event or several events to recognize patient safety efforts at your organization.
- Being safer together includes caring for our own. Consider ways to support your entire care team and make sure they have the emotional support they need. If you have a peer support team, bring them into the celebration planning. If you don't have a peer support team, consider building a program. CPS offers an online program for self-paced implementation – [check it out](#). Announcing a peer support program during PSAW can create interest and rally support. If you are interested in entering for free program access for three individuals for up to six months, [enter the drawing](#). Recipients will be announced the first week of March.
- 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.
- Consider evaluating 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.
- Let others in your organization know what's coming. Engage your executive leadership team early to plan for a strong and united message.
- Ask leadership, patient safety/risk/quality department and/or safety committees to host events in the cafeteria or break room with snacks. Or consider patient safety leader rounds with a fun vibe to excite employees.
- Host poster presentations of your organization's successful safety efforts. Allow unit-level participation and consider letting staff vote on the best patient safety initiative.
- 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. Consider hosting employees from a community healthcare organization to share and learn about patient safety initiatives or explore opportunities for future collaboration.
- Consider ways to engage patients and families. Meet with marketing and/or your communication and outreach teams to determine appropriate messaging. Think outside your walls to include your local community.
- Recognize staff that work throughout the year to provide safe care.
- Recognize committees that work throughout the year to improve care processes.
- Create renewed energy around a safety project or program and host safety-focused training during the week.

- Check online for virtual workshops or programs that coincide with the week (March 10-16). Many programs are often available at no cost. Reserve a conference room or learning space and prepare to get the word.
- 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.
- Or consider something else special to celebrate at your organization!
- For even more ideas, [visit IHI to learn about ideas from others.](#)

### The Patient Safety Awareness Week Toolkit

Download your preferred toolkit pieces and send them to your marketing team or others in your organization who can help print and/or distribute before March 10<sup>th</sup>. Consider printing in-house, or if you don’t have an in-house marketing team, consider a local print vendor that can print the files for you. Most pieces are standard print sizes and formats. Other components are prepared specifically for social media size requirements.



## PSAW 2024 Downloadable Toolkit Pieces



### FLYER

Format: [PDF 8.5x14](#) [PDF 8.5x11](#) [PNG 8.5x14](#) [PNG 8.5x11](#) [Sp 8.5x11](#) [Sp 8.5x14](#)

Dimensions: **8.5" x 14" (legal) OR 8.5" x 11" (letter)**

Printing instructions: consider in-house printing on legal size paper, order from online printer or print through a local vendor.

### RECOMMENDED USE:

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



### DESKTOP WALLPAPER

Format: [PNG](#) [Spanish PNG](#)

Dimensions: **1920 x 1080**

Printing instructions: (optional) print on 6x4 postcards

### RECOMMENDED USE:

Save to desktops or use as screensaver on staff computers or kiosks.



### BANNER

Format: [PNG](#), [PDF](#) [Spanish PNG](#)

Dimensions: **72" x 36"** or other comparable size with **2:1 ratio**

Printing instructions: explore in-house options, order from an online printer, or print through a local vendor.

RECOMMENDED USE: Display in lobbies, public spaces or waiting areas. Encourage staff to sign their name in the blank area as they recommit to patient safety or use it as a photo opportunity by asking staff to stand in front of the banner. Supply post-it notes and ask staff to write patient safety suggestions and attach them to the banner.



### STICKERS

Format: [PNG](#) [Spanish PNG](#)

Dimensions: **2", 3" or 4" diameter**

Printing instructions: locate or order round stickers of preferred size. Set up a template in Word and paste the image file into each template circle on the page.

RECOMMENDED USE: Distribute to staff, partnering care providers, and patients.






### PSAW24 TRIFOLD TENT 11x8.5 (1-sided)

Format: [PNG](#), [PDF](#)

Dimensions: **11" x 8.5"**

Printing instructions: consider in-house, order from an online printer, or print through a local vendor. Print 1-sided, fold in thirds (color side out), open, and tape the two short edges together.

RECOMMENDED USE: Place on tables, counters, or shelves in cafés, offices, and patient areas.

	<p><b>PHOTO FRAME</b>  Format: <a href="#">PNG</a>, <a href="#">PDF</a> <a href="#">Spanish PNG</a>  Dimensions: <b>24" x 36"</b> or other 2:3 ratio  Printing instructions: consider in-house, order from an online printer, or print through a local vendor. Paste or print directly onto foamboard. Carefully remove white area.</p> <p>RECOMMENDED USE: Carefully hang from a ceiling, or place on an easel in lobbies, public spaces or waiting areas. Ask staff to take photos with their team and post them to Organization’s Intranet or personal Instagram, Facebook, Twitter, or LinkedIn. Consider using a polaroid and posting photos in a common area in the organization or attaching them to the Banner (see above).</p>
	<p><b>SOCIAL MEDIA</b>  Format: <a href="#">PNG</a> <a href="#">Spanish PNG</a>  Dimension: <b>1200 x 1200</b></p> <p>RECOMMENDED USE: Share on LinkedIn or Twitter with #psaw24, @ptsafetyexpert, @ptsafetyEMS</p>
	<p><b>SOCIAL MEDIA</b>  Facebook/Twitter  Format: <a href="#">PNG</a> <a href="#">Spanish PNG</a>  Dimension: <b>940 x 788</b></p> <p>RECOMMENDED USE: Share on Facebook with #psaw24, @ptsafetyexpert, @ptsafetyEMS</p>

Download All – [ZIP FILE](#)

**Design Details**

**Fonts:**

NOURD  
**PASSION ONE**  
*Benedict*

**Colors:**


-  #203B9C
-  #714896
-  #BD714D

**Raw Image:**



Raw PNG Download, click to download 1920 x 1080 image.

A big thank you to the translation support provided by our friends at Merced County Department of Public Health, Public Health Accreditation Board. We are pleased to offer the toolkit posters and communication pieces in Spanish!



## **Before Patient Safety Awareness Week, by Friday, March 10**

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. If you don't have an internal method for printing, contact a local vendor or check nearby stores that offer in-house photo-printing. Many can provide inexpensive prints within 24-hours. Ensure you have enough printed and allow plenty of time for distribution to:

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

Try to have all materials printed and distributed by March 10th so they can be displayed starting Sunday, March 10th.

## **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 vendor to administer your survey? 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™ 2.0 (developed by AHRQ)
- ✓ Nursing Home Survey on Patient Safety™ (developed by AHRQ)
- ✓ Home Care Safety Culture Survey (developed by the Center for Patient Safety)
- ✓ EMS (Air and Ground) Safety Culture Survey (developed by the 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)



## During Patient Safety Awareness Week, March 10-16

- 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. Is there low-hanging fruit that has 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.

### Sample Email to Staff

Copy, paste and edit 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 10-16, 2024.

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?)*

## After Patient Safety Awareness Week, beginning March 17

- Take down posters, collect banners, 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 reduce preventable harm.

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### QUESTIONS?

Call us at 573.636.1014

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