

# 2025 PSAW 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 9-15, 2025.



## WHO IS THIS TOOLKIT FOR

This toolkit is for health systems, hospitals, EMS agencies, nursing homes, home health or hospice facilities, pharmacies, medical offices, dentists, telehealth and any other care providers looking to participate in the global campaign for patient safety.

## ABOUT THIS TOOLKIT

This document is intended to be a guide, offering ideas for activities to celebrate achievements, collaborate and engage in conversations, and prioritize future patient safety plans at your organization. There is no limit or expectation as to how you should address the week at your organization. This toolkit is designed to alleviate the burden associated with promotion, marketing design and development, and coordination.

## QUESTIONS

Email the Center for Patient Safety at [info@centerforpatientsafety.org](mailto:info@centerforpatientsafety.org).

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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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### **PSAW is the week of March 9 - 15th.**

The Center for Patient Safety (CPS) is excited that you are joining the global campaign for Patient Safety Awareness Week (PSAW), annually sponsored by [IHI](#). The theme chosen by the patient safety experts at CPS for this year is Moving the Needle, turning awareness into action for safer patients and care teams. This year's concept shifts away from a week that once sought to raise patient safety awareness to, instead, an industry-wide expectation for patient safety action. We encourage you to use Patient Safety Week to celebrate achievements and recognize ways in which your organization has contributed to the patient safety movement and make plans for how the efforts will continue. It is a dedicated time and space for each healthcare organization and everyone on a care team to answer the questions: How have I helped to improve patient safety? How have I helped to move the needle closer to the safest care possible? What am I going to do next to improve care delivery?

### **We are all safer when we work together.**

For effective, safe care, we must be able to provide care in a kind and collaborative environment. Find effective ways to engage everyone in 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?"

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.

### **Interested in publicly announcing your participation?**

Consider a press release. Download a press release template in Word and replace the highlighted information. Process the final, reviewed document according to your organization's normal communication distribution channels. Check with your marketing and/or communication team for more information.

[Press Release](#)

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

Follow #PSAW25 on social media for learning and sharing options or find additional resources by visiting IHI's campaign resource page.

[Visit IHI](#)

### **Ready to dive into the Toolkit pieces?**

Jump straight to the Toolkit download area and start preparing!

[Go to Toolkit](#)

## Getting Started

With a little planning and some early preparation, you can host a very positive experience for your staff, patients and family, and your community.

### 30-60 days before PSAW

- Know your budget. What staff and financial resources do you have available to support activity planning and development, print needs, and any recognition or potential giveaways?
- Identify a team. Pull a team together to brainstorm ways you can recognize and celebrate patient safety achievements. Ensure team diversity. Consider including a patient or community member. Include a representative from your marketing and/or communication team, if applicable.
- Consider items that need to be printed in time for internal posting and distribution. Plan for shipping times or consider in-house print capabilities.
- Try to have all materials printed and distributed by Friday, March 7. Select materials from this Toolkit to use in your organization or determine which additional resources you'd like to use. Involve 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 affordable prints within 24 hours. Ensure you have enough printed and allow plenty of time for distribution to:
  - Facilities
  - Units/Departments
  - Physician offices and other off-site locations
  - Partnering provider groups
  - Public areas, such as reception and waiting areas, elevators, front desks, cafés

### 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™ (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)

[Learn More](#)

## Ideas for Recognizing and Celebrating

- 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.
- Consider patient safety leader rounds with a fun vibe to excite employees. Make a game of rounding and offer incentives for correct answers. It doesn't have to be expensive - share candy or cookies!
- Promote patient safety among staff by asking for their input. Add safety topics to leadership, staff, and employee meeting agendas for the month.
- Highlight safety projects throughout the week, or month, to increase the excitement and awareness of your internal safety efforts.
- Consider evaluating your employee culture using a patient safety culture survey that launches during PSAW. The additional campaign awareness can help achieve a strong response rate.
- Review recent patient safety culture survey results and comments for identification of achievements. Look at recently implemented staff safety improvement recommendations or pull newsletters that highlight unit or office achievements in patient or provider safety.
- 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.

### Peer Support

- Make it fun! Come up with a theme for the week or each day, watch videos, prepare quizzes, and play games to identify areas of safety concern. Allow everyone in the organization to get involved.
- 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 individuals that work throughout the year to support and improve care processes, include unit patient safety advocates, patient safety committee community representatives, sitters, peer supporters, board members, and others.
- Create renewed energy around a safety project or host safety-focused training during the week.

- Check online for virtual workshops or programs that coincide with the week (March 9-15). 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.
- Share a Press Release.
- Contact a local radio station to host a spokesperson to share patient safety tips and highlight 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.
- For even more ideas, visit IHI’s campaign resource page.

[Visit IHI](#)

### Sample Email to Staff

Copy, paste and edit the following text into an email.

**Dear Staff,**

#### **It's Patient Safety 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 PSAW from March 9-15, 2025.

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 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 Week**

Take down posters, collect banners, etc., but don’t lose 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.

## The Patient Safety Week Toolkit from the Center for Patient Safety

Download your preferred toolkit pieces and send them to your marketing team or others in your organization who can help print and distribute before March 9<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 digital use.



The items below are available in a variety of sizes and formats, allowing most to be used in a variety of ways. Be creative in your use of the materials! You can download items individually or download a complete .zip package.

- [PSAW Package](#)
- [PSAW Spanish](#)

### Fonts



### Colors

- Peach #FFBD59
- Blue #4CACD6
- Light Gray #D9D9D9

## 2025 Toolkit Pieces



### POSTER

**Recommended use:** Display in hallways, lobbies, break and waiting rooms, etc.  
**Dimensions: 8.5 x 11 inches**

- [PDF](#)
- [PNG](#)
- [PDF Spanish](#)
- [PNG Spanish](#)
- [PDF](#)
- [PNG](#)
- [PDF Spanish](#)
- [PNG Spanish](#)

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



### TRIFOLD

**Recommended use:** Place on tables, counters, cafés, offices, and patient areas.  
**Dimensions: 11 x 8.5 inches**

- [PDF](#)
- [PNG](#)
- [PDF Spanish](#)
- [PNG Spanish](#)

**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), and tape the two short edges together.



### DESKTOP WALLPAPER

**Recommended use:** Save to desktops or use as screensaver on staff computers, kiosks, waiting rooms, etc.

Dimensions: **1920 x 1080 pixels**

[PNG](#)

[PNG Spanish](#)



### POSTCARD

**Recommended use:** Include a message on the back that identifies upcoming activities and mail to board members, distribute to staff, post in break rooms.

Dimensions: **6 X 4 inches**

[PDF](#)

[PNG](#)

[PDF Spanish](#)

[PNG Spanish](#)

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

### BANNERS

**Recommended use:** Display in lobbies, public spaces or waiting areas. Encourage staff to sign their name on the poster 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 or area around the banner display.



#### Horizontal Wall Banner

Dimensions: **48 x 24 inches** or other comparable size with 2:1 ratio

[PDF](#)

[PNG](#)

[PDF Spanish](#)

[PNG Spanish](#)



#### Vertical Retractable Banner

Dimensions: **33.5 x 78.5 inches** (large) or 24 x 56.5 inches (small)

[PDF](#)

[PNG](#)

[PDF Spanish](#)

[PNG Spanish](#)

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



### STICKER

**Recommended use:** Distribute to staff, partnering care providers, and patients.

Dimensions: **4 inch diameter** or other 1:1 ratio

[PNG](#)

[PNG Spanish](#)

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.



### TOTE BAG, T-SHIRT, MUG, ETC

**Recommended use:** Distribute as an employee gift or handout at events.

**Dimensions:** 2000 x 2000 pixels or other 1:1 ratio

PNG

**Printing instructions:** Locate an online or local vendor that prints directly onto the desired item.

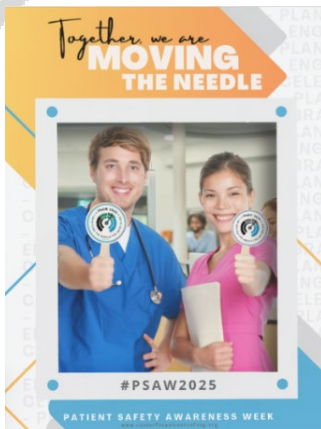


### SOCIAL MEDIA

**Recommended use:** Share on LinkedIn, Instagram or Twitter with #psaw25 during Patient Safety Week, #patientsafety #ptsafety. We'd love if you tag us @ptsafetyexpert

**Dimension:** 1080 x 1080 pixels

PNG



### FRAME

**Recommended use:** Make available during events or while rounding on units, in offices/clinics, at locations, etc. Take Polaroids and attach them to a large banner (above). Take digital photos and post on social media. Provide stickers or print on cardstock and affix to handles.

**Dimensions:** 24 x 36 inches or other 2:3 ratio

PDF

PNG

PDF Spanish

PNG Spanish

**Printing instructions:** Order from online printer or print through a local vendor. Attach it to, or have it printed on, posterboard or foam board. Carefully remove designated area.

### QUESTIONS?

Call us at 573.636.1014

Email us at [info@centerforpatientsafety.org](mailto:info@centerforpatientsafety.org)

Visit us [www.centerforpatientsafety.org](http://www.centerforpatientsafety.org)

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