



**Healthcare
Excellence**
Canada

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Canada

Canadian Patient Safety Week Communications Toolkit

October 25 – 29, 2021

**Who helps prevent falls and
knows their loved one's daily
routine?**

#EssentialCarePartners #CPSW2021





About Healthcare Excellence Canada

Healthcare Excellence Canada (HEC) is an organization with a relentless focus on improving healthcare, with – and for – everyone in Canada. Launched in March 2021 from the amalgamation of the Canadian Patient Safety Institute and the Canadian Foundation for Healthcare Improvement, Healthcare Excellence Canada has greater capacity to support partners to turn proven innovations into widespread and lasting improvement in patient safety and all the dimensions of healthcare excellence. We believe in the power of people and evidence and know that by connecting them, we can shape a future where everyone in Canada has safe and high-quality healthcare. HEC is an independent, not-for-profit charity funded primarily by Health Canada.

The views expressed herein do not necessarily represent the views of Health Canada.



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Canadian Patient Safety Week Communications Toolkit

#CPSW2021 | #EssentialCarePartners | #EssentialTogether | #PatientSafety

Introduction

Thank you for your support of Canadian Patient Safety Week (CPSW) on October 25-29, 2021! We're excited to share the theme for CPSW 2021 – ***Who knows? Essential Care Partners do.***

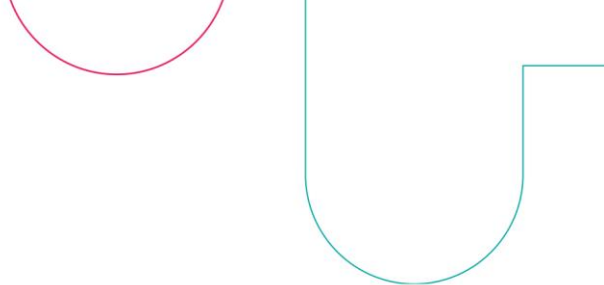
Essential Care Partners are vital members of the care team who provide consistent support to a patient throughout their care journey – improving safety, care, and the well-being of all involved.

As an early response to COVID-19, many health and care facilities across the country implemented blanket visitor restrictions that prohibited Essential Care Partners from being physically present as partners in care. The impacts and harms as a result of these restrictions have been widely experienced by those receiving care, their caregivers and staff alike. As the pandemic continues to evolve across the country, Essential Care Partners should continue to be safely re-integrated at all times. Join us in welcoming and engaging Essential Care Partners now and beyond Canadian Patient Safety Week 2021. Through CPSW we're sharing guidance and evidence with those who deliver health and care to encourage them to:

- Differentiate between visitors and Essential Care Partners and recognize the value of Essential Care Partners.
- Safely welcome and re-integrate Essential Care Partners in health and care settings (e.g., hospitals, long-term care/residential care/nursing homes, primary care, and outpatient care) across the country.
- Engage with HEC's Essential Together program for implementation support on re-integrating Essential Care Partners safely into health and care settings.
- Take the Essential Together Pledge to show your organization recognizes and values the role of Essential Care Partners and is committed to working together with those who are receiving care, caregivers, and staff.

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

- Please use this Communications Toolkit containing key messages, posts to share on social media, and a story for newsletters to spread the campaign. The more people we reach, the more we can improve safety, care and the well-being of all involved.

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- Starting on October 18, join the campaign, ***Who Knows? Essential Care Partners do***, #CPSW2021 to learn more about the value of Essential Care Partners, and for tips, tools, and resources on how to welcome and engage Essential Care Partners into health and care settings across the country.
 - People who deliver health and care, patients and Essential Care Partners are invited to our webinar to build an understanding of the importance of Essential Care Partners and how to safely re-integrate them into health and care settings.
 - Take and share the Essential Care Partner Quiz to test your knowledge of Essential Care Partners.
 - Take and share the Essential Care Partner Program Organizational Q & A to test your organization's policies and see if they are following best practices for facilitating an environment where Essential Care Partners, patients and workers can thrive.
 - Take the Essential Together Pledge to show your organization's commitment to safely re-integrating Essential Care Partners.
 - Access Essential Together resources that can support you to safely re-integrate Essential Care Partners into health and care settings.

Check out all the online resources at PatientSafetyWeek.ca. We continue to add new tools, so make sure you sign up for updates.

Thank you for your dedication to patient safety. Together we can increase awareness of patient safety and approaches that promote improvement in safety and quality.

How to Engage

Essential Care Partner Tools and Resources

Access resources for you, your colleagues, and your patients¹ to learn the valuable role of Essential Care Partners, and how organizations can safely re-integrate them into health and care settings. Through Healthcare Excellence Canada's Essential Together program, we have developed and curated tools and resources that support the safe reintegration of Essential Care Partners.

Resources will be available starting October 18, 2021 at PatientSafetyWeek.ca.

Join the Webinar

Essential Care Partners are just that, partners in care; they're key members of the care team who make profound impacts on all aspects of care, including contributing to the safety of patients. The pandemic has been particularly difficult for caregivers and for the people they care for. The insights gained during these difficulties can, and should, lead the way to a new future for caregivers in Canada, one that values and seeks to embed the role of caregivers as essential, where their presence is expected and welcomed, and not the exception – even in times of crisis.

Join this Canadian Patient Safety Week virtual event honouring Essential Care Partners. Through this discussion we will build an understanding of the importance of Essential Care Partners and consider the lessons learned through the pandemic where the negative impacts of their absence have been clear. We will discuss how care partners help prevent harm, why it's a safety concern to prohibit them from being physically present as partners in care, and how we can safely reintegrate them – now and into the future. Details of the webinar will be announced on PatientSafetyWeek.ca and emailed to CPSW registrants.

Join the conversation: <https://bit.ly/3iJSyZ5>

Wednesday, October 27, 2021

12:00 p.m. – 1:00 p.m. (ET)

Share the Story (Newsletter Article)

Use the sample article below in the next issue of your newsletter.

Who helps prevent falls and knows their loved one's daily routine? Essential Care Partners.

They're more than a visitor. Essential Care Partners are vital members of the care team who provide consistent support to a loved one throughout their care journey - improving patient safety, experience of care and outcomes.

Canadian Patient Safety Week is a pan-Canadian, annual campaign that started in 2005 to inspire extraordinary improvement in patient safety and quality. From October 25 – 29, join Healthcare Excellence Canada in supporting this year's Canadian Patient Safety Week theme: ***Who knows? Essential Care Partners do.***

Do you empower Essential Care Partners? Take and share our quiz to learn more about ECPs and how they can help.

Promotional Resources

Use the free digital promotional 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 on our website. Due to the COVID-19 pandemic we will not be providing physical packages to campaign participants – instead, all campaign materials are digital.

Download these resources from PatientSafetyWeek.ca

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

Social Media Messaging

This section helps you promote the #CPSW2021 campaign using prewritten posts for Twitter, LinkedIn, and Facebook. Copy the text and paste it into your posts, plus download the CPSW images from PatientSafetyWeek.ca and include them in your posts to boost visibility. Plus, follow us on Twitter, LinkedIn, Instagram, and Facebook to share our content and spread the word!

Twitter (Be sure to tag us, @HE_ES_Canada, so we can see your Canadian Patient Safety Day messages)

Before October 18

- This year's Canadian Patient Safety Week theme is: Who knows? Essential Care Partners do. Join @HE_ES_Canada Oct. 25-29 in engaging #EssentialCarePartners as vital members of the care team – improving safety, care & the well-being of all involved #CPSW2021 PatientSafetyWeek.ca
- On #CPSW2021, @HE_ES_Canada is recognizing the value of #EssentialCarePartners as vital members of the care team with this year's theme: Who knows? Essential Care Partners do. Join us in welcoming & engaging Essential Care Partners during the week & beyond PatientSafetyWeek.ca
- Canadian Patient Safety Week is happening from October 25-29! Check out the communications toolkit to access social media posts, newsletter content, graphics, and other resources to help you support the campaign. #CPSW2021 #EssentialCarePartners. Visit PatientSafetyWeek.ca
- Join @HE_ES_Canada on Oct 27 at 12 pm ET for a discussion on the importance of Essential Care Partners, why it's a safety concern to prohibit them from being physically present as partners in care, and how we can safely reintegrate them. Register: PatientSafetyWeek.ca #CPSW2021

Tweets you can use after October 18

- We recognize the value of #EssentialCarePartners as active members of care teams that benefit patient care, patient safety & outcomes, including during #COVID19. Thank you to all #EssentialCarePartners working to improve healthcare, with – and for – everyone in Canada. #CPSW2021
- As facilities across the country respond to #COVID19, how can we safely reintegrate #EssentialCarePartners? Check out the tools and resources at PatientSafetyWeek.ca developed in partnership with #EssentialCarePartners, patients and other healthcare partners. #CPSW2021
- How much do you know about #EssentialCarePartners? Take and share the [quiz](#) to test your knowledge on the importance of Essential Care Partners and their vital roles. #CPSW2021 #EssentialTogether

- #EssentialCarePartners can improve safety, care & well-being of all involved. Is your organization fostering a welcoming environment for #EssentialCarePartners & following best practices for engaging them? Take the [organizational Q&A](#) to find out! #CPSW2021
- #EssentialCarePartners are different from general visitors. They're identified & designated by patients & play a significant role in #PatientSafety & physical, psychological & emotional support. Find out how to support your loved ones as an ECP: [PatientSafetyWeek.ca](#) #CPSW2021

Tweets patients and their Essential Care Partners can use

- #EssentialCarePartners play a significant role in patient safety and providing physical, psychological, and emotional support. Find out how to support your loved ones as an Essential Care Partner at [PatientSafetyWeek.ca](#) #CPSW2021
 - Being involved in a loved one's care journey can improve safety, care, and the well-being of all involved. How much do you know about Essential Care Partners? Test your knowledge about #EssentialCarePartners by taking our [quiz](#). #CPSW2021
 - How much do you know about #EssentialCarePartners? Take and share the [quiz](#) to test your knowledge on the importance of Essential Care Partners and their vital role. #CPSW2021 #EssentialTogether
 - 1/2 #EssentialCarePartners can help their loved ones best by
 - Learning about their loved one's health issue so they can ask the right questions and know how to best assist care teams.
 - Being a second set of eyes, ears, and voice for their loved one if needed.
- #CPSW2021
- 2/2
- Comforting their loved one physically, mentally, and emotionally.
 - Being a champion for their loved one by encouraging them and documenting their progress.
- Find out how to support your loved ones as an #EssentialCarePartner at [PatientSafetyWeek.ca](#) #CPSW2021

LinkedIn/Facebook (Be sure to tag us, @Healthcare Excellence Canada, so we can see your Canadian Patient Safety Day messages)

Before October 18

- We're celebrating Canadian Patient Safety week (October 25-30). The 2021 theme is Who knows? Essential Care Partners do. Join us in welcoming & engaging Essential Care Partners during the week & beyond. Register at PatientSafetyWeek.ca. #CPSI2021
- Did you know #EssentialCarePartners are different from general visitors? They're identified and designated by patients and play a significant role in the care journey, including improving patient safety and providing physical, psychological, and emotional support. Find out how to support your loved ones as an Essential Care Partner at PatientSafetyWeek.ca #CPSW2021
- Canadian Patient Safety Week is taking place from October 25 to October 29. This year's theme is: Who knows? Essential Care Partners do, is an opportunity to recognize the value of Essential Care Partners, who provide consistent support to loved ones throughout their care journey. Join Healthcare Excellence Canada throughout the week as they share guidance, evidence, tools, and resources to safely welcome and re-integrate Essential Care Partners in health and care settings across the country. #CPSW2021. Register at PatientSafetyWeek.ca
- As an early response to COVID-19, many health and care facilities across the country implemented blanket visitor restrictions that prohibited Essential Care Partners from being physically present as partners in care. This Canadian Patient Safety Week, Healthcare Excellence Canada is recognizing the value of Essential Care Partners as vital members of the care team – improving safety, care, and the well-being of all involved with this year's theme: Who knows? Essential Care Partners do. Join us in welcoming and engaging #EssentialCarePartners during Canadian Patient Safety Week and beyond. Register at PatientSafetyWeek.ca #CPSW2021
- Canadian Patient Safety Week is happening from October 25-29! Check out the communications toolkit at PatientSafetyWeek.ca to access social media posts, newsletter content, graphics, and other resources to help you support this year's theme: Who knows? Essential Care Partners do. #CPSW2021 #EssentialCarePartners
- During Canadian Patient Safety Week, join Healthcare Excellence Canada on October 27 at 12:00 p.m. (ET) for a discussion on how #EssentialCarePartners help prevent harm, why their physical presence as a partner in care promotes safety, and how we can safely reintegrate them. Join the [conversation](#): #CPSW2021

After October 18

- As the pandemic continues to evolve across the country, #EssentialCarePartners should continue to be safely re-integrated at all times. Check out the resources and guidance at PatientSafetyWeek.ca that were developed through the #EssentialTogether program, in partnership with Essential Care Partners, patients and other healthcare partners. #CPSW2021
- How much do you know about #EssentialCarePartners? Take and share the [quiz](#) to test your knowledge on the importance of Essential Care Partners and their vital roles. #CPSW2021 #EssentialTogether
- Essential Care Partners can help improve safety, care and the well-being of all involved. Is your organization fostering a welcoming environment for Essential Care Partners and following best practices for engaging them? Take and share [Organizational Q & A](#) to find out! After you've completed the Q & A, you can learn more from our learning bundles that will help you strengthen your program. #CPSW2021
- Their care is essential. Do you empower #EssentialCarePartners? Take the Essential Care Partner quiz to learn more about them and how they can help. Take the [quiz](#): #CPSW2021
- Essential Care Partners can help provide safer care. #EssentialCarePartners improve safety, care and the well-being of all involved. Take our [quiz](#) to learn more about ECPs and how they can help. Learn More: #CPSW2021

Facebook and LinkedIn posts patients and their Essential Care Partners can use

- Essential Care Partners play a significant role in patient safety and providing physical, psychological, and emotional support. Find out how to support your loved ones as an Essential Care Partner at PatientSafetyWeek.ca #CPSW2021
- Are you looking for [resources](#) to support the safe re-entry of #EssentialCarePartners? Patients and Essential Care Partners can access resources that were developed through the Essential Together program, in partnership with Essential Care Partners, patients and other healthcare partners. #CPSW2021
- Are you taking an active role in the care of a loved one? Learn more about Essential Care Partners and their vital role in safety, quality, and well-being. Take the #EssentialCarePartners [quiz](#). #CPSW2021

- Essential Care Partners can help their loved ones best by learning about their loved one's health issue so they can ask the right questions and know how to best assist care teams; Being a second set of eyes, ears, and voice for their loved one if needed; Comforting their loved one physically, mentally, and emotionally; Being a champion for their loved one by encouraging them and documenting their progress. #CPSW2021 PatientSafetyWeek.ca

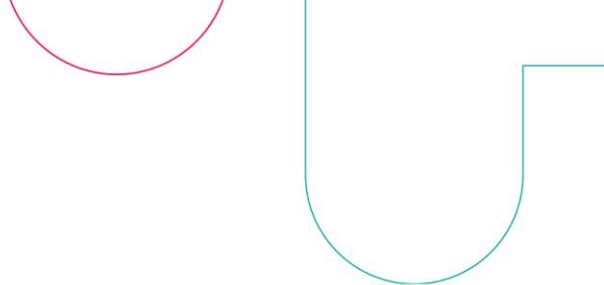
About Canadian Patient Safety Week

- Canadian Patient Safety Week (CPSW) is a pan-Canadian, annual campaign that started in 2005 to inspire extraordinary improvement in patient safety and quality.
- CPSW 2021 runs from October 25 to October 29, 2021, and the theme is ***Who knows? Essential Care Partners do.***
- The campaign is relevant to people who develop and implement policies that impact Essential Care Partners, as well as the care partners themselves and the patients they support.

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:

- Canada continues to face persistent challenges in equitably providing timely access to safe and high-quality care that delivers good healthcare outcomes, ranking 10 of 11 developed countries in health system performance.²
- Unintended harm in the health sector is a leading cause of death in Canada,³ and there are gaps in patient experience and outcomes, care team well-being, and value.
- Prior to COVID-19, family presence policies were embedded in the majority of hospitals across Canada, with a Canadian Foundation for Healthcare Improvement study showing 73 percent of surveyed hospitals in January 2020 had accommodating policies.⁴ This openness to caregiver presence dropped dramatically with COVID-19; none of the hospitals surveyed again in March 2020 had accommodating policies.^{5,6} Although recent policies indicate a more balanced approach to enable the physical presence of caregivers, implementation of these directives remains inconsistent within provinces, territories, regions and organizations. As hospitals and other healthcare facilities emerge from the pandemic, there is an opportunity to welcome back Essential Care Partners.
- For patients, Essential Care Partners, and families:
 - Adopting family presence policies in hospitals, concurrently with other interventions, can reduce patient falls by 35 percent and injuries sustained by falls by 62 percent.⁷
 - The introduction of family caregivers in the patient care process can reduce patient anxiety and dissatisfaction.^{8,9,10}
 - Families subjected to visitor restrictions often report higher levels of stress and anxiety.¹¹
 - Patients in medically vulnerable situations (e.g., intensive care units, older adult patients) are more likely to experience a medical error, costly non-essential care, physical and/or emotional harm, social isolation and inconsistencies in care when families and caregivers are restricted from participating in care.^{12,13}

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- People with culturally diverse needs and preferences are more likely to see decreased rates of depression, reduced social isolation, and lowered risk of falls and hospitalization with the presence of family and caregivers.^{14,15}
 - For staff support and burnout:
 - Hospital staff often experience gaps in acquiring vital information when family caregivers have been restricted entry into healthcare facilities.¹⁶
 - Results from a 2007 randomized controlled study involving 20 long-term care homes found that facilities that implemented an intervention program designed to improve communication and cooperation between families, residents and staff reported reduced behavioural symptoms among residents, improved communication and care involvement, fewer conflicts between staff and families, and reduced rates of depression among staff.¹⁷
 - Safe re-integration of ECPs:
 - There is no evidence to support that restrictive visitor policies reduce outbreaks and mortality within long-term care settings.¹⁸
 - Family presence and flexible visitation do not cause additional harm in the form of infectious disease transmission. Essential care partners should be supported in following infection prevention and control protocols that may include masking, vaccination and other protective measures.^{19,20,21}
 - Approximately one-third of family caregivers already carry out technical aspects of care, and there is capacity to learn and carry out IPAC procedures as necessary.^{22, 23}

References

- ¹The term “patient” is used inclusively to refer to people who receive care or services in a variety of settings, including acute care, outpatient and community services, long-term care, home care, etc.
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- ³ The Case for Investing in Patient Safety in Canada, 2017 <https://www.patientsafetyinstitute.ca/en/About/Documents/The%20Case%20for%20Investing%20in%20Patient%20Safety.pdf> (accessed on October 15, 2020).
- ⁴Canadian Foundation for Healthcare Improvement. “Much More Than Just a Visit: An Executive Summary of Policies in Select Canadian Acute Care Hospitals.” Canadian Foundation for Healthcare Improvement (2020). Retrieved from https://www.cfhi-fcass.ca/docs/default-source/itr/tools-and-resources/better_together_executive-summary_en.pdf
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- ⁸Belanger, Mary Anne, and Sandra Reed. “A rural community hospital’s experience with family-witnessed resuscitation.” Journal of emergency nursing: JEN: official publication of the Emergency Department Nurses Association 23, no. 3 (1997): 238.
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- ¹¹Davidson, Judy E., Karen Powers, Kamyar M. Hedayat, Mark Tieszen, Alexander A. Kon, Eric Shepard, Vicki Spuhler et al. “Clinical practice guidelines for support of the family in the patient-centered intensive care unit: American College of Critical Care Medicine Task Force 2004–2005.” Critical care medicine 35, no. 2 (2007): 605-622.
- ¹²Canadian Foundation for Healthcare Improvement. “Policy Guidance for the Reintegration of Caregivers as Essential Care Partners.” (2020). Retrieved from <https://www.cfhi-fcass.ca/innovations-tools-resources/itemdetail/2020/11/19/Essential-Care-Partners-Policy-Guidance>
- ¹³Cacioppo, John T., and Louise C. Hawkley. “Social isolation and health, with an emphasis on underlying mechanisms.” Perspectives in biology and medicine 46, no. 3 (2003): S39-S52.
- ¹⁴
- ¹⁵Sue Cragg Consulting, and the CLRI Program. “Supporting Cultural Diversity in Long-Term Care Needs Assessment and Work Plan for 2017-18.” (March 15, 2017). Retrieved from <https://clri-htc.ca/files/2018/04/CLRI-onSupporting-Cultural-Diversity-Long-Term-Care.pdf>.
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²⁰Canadian Foundation for Healthcare Improvement. Evidence Brief: Caregivers as Essential Care Partners. (2020). Retrieved from [Evidence Brief: Caregivers as Essential Care Partners \(cfhi-fcass.ca\)](https://www.cfhi-fcass.ca/evidence-brief-caregivers-as-essential-care-partners)

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