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# Canadian Patient Safety Week Communications Toolkit

October 24 – 28, 2022



## **About Healthcare Excellence Canada**

Healthcare Excellence Canada (HEC) works with partners to spread innovation, build capability, and catalyze policy change so that everyone in Canada has safe and high-quality healthcare. Through collaboration with patients, caregivers and people working in healthcare, we turn proven innovations into lasting improvements in all dimensions of healthcare excellence. Launched in 2021, HEC brings together the Canadian Patient Safety Institute and Canadian Foundation for Healthcare Improvement. 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

#CPSW2022 | #SafetyConversations

## Introduction

Thank you for your support of Canadian Patient Safety Week (CPSW) on October 24-28, 2022! We're excited to share the theme for CPSW 2022 – ***Press Play on Safety Conversations*** – focusing on safer care of older adults through safety conversations and actions.

Everyone wants and deserves safe care. Yet even before the pandemic, safe and high-quality healthcare was not a reality for everyone in Canada and COVID-19 has exposed stark gaps in both care and equity. The ongoing COVID-19 pandemic has intensified challenges providing safe and high-quality care for older adults and exacerbated health human resource gaps. Older adults face systemic issues like reduced staffing levels in care facilities and models of care that do not fully include patient, family and caregiver participation in care planning and program design. After more than two years of navigating waves of the pandemic, many people who work in healthcare are suffering from increased stress and anxiety, low morale, exhaustion and burnout. With health systems across the country under strain, the risk of unintended harm grows. Now more than ever, we need to focus on patient and healthcare provider safety. Together we can create safety, eliminate incidents of unintended harm, as well as act on and learn from errors.

Safety conversations are an important step in building a proactive patient safety culture. They're a respectful discussion about safety between two or more people involved in organizing, delivering, seeking, and/or receiving care, including healthcare workers, patients, residents, clients, and caregivers – who are also known as essential care partners. When healthcare workers, patients, residents, clients and essential care partners prioritize talking about safety and acting on the insights, outcomes and experiences can improve for everyone. This Canadian Patient Safety Week, and every week, press play on safety conversations at [SafetyConversations.ca](https://SafetyConversations.ca).

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

- Please use this Communications Toolkit containing posts to share on social media, and a newsletter story to spread the campaign. The more people we reach, the more we can improve safety, care and well-being for all involved.
- Use the Safety Conversation tools and resources to learn how to fine-tune your safety conversations or just get started.
- Participate in HEC virtual events featuring safety conversations before CPSW:
  - Webinar Series: Next Steps in COVID-19 Response in Long-Term Care, October 17
  - Essential Together Huddles: Connecting for Peer-to-Peer Learning and Support, October 19
- Participate in virtual events during CPSW:
  - Now is the Time to Press Play on Safety Conversations, October 25
  - Safety Conversations Start with Creating a Safe Workforce and Workplace, October 27
- Participate in HEC's Safety Conversations Action Series:
  - Now is the Time to Press Play on Safety Conversations, November 2022 - February 2023
- Join our new Reimagining LTC: Enabling a Healthy Workforce to Provide Person-Centred Care program, which will help people working in long-term care provide more person-centred care, such as through safety conversations.
- Participate in Essential Together – an open-access program designed to support the safe reintegration of essential care partners into health and care settings, during COVID-19 and beyond. You can access resources, join virtual huddles and take the Essential Together Pledge.

Check out all the online resources and opportunities at [SafetyConversations.ca](https://SafetyConversations.ca). We continue to add new tools and opportunities, 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

### Tools and Resources

Press play on safety conversations. Learn how to create safe spaces that invite conversations and empower effective responses. Plus, find out how to improve the safety conversations you're already having with resources on how to **ask** questions, **listen** and **act** on the information you receive.

Use our curated list of quality and safety tools and resources to help you make care safer for older adults.

Resources will be available at <https://www.healthcareexcellence.ca/2022cpswresources>.

### Join the Safety Conversations virtual events before CPSW

*How safe is your care? Building capacity for safety in partnership with providers, patients and essential care partners*

Improving safety in healthcare has been a priority for more than 20 years, yet harm continues to occur at an unacceptable rate. To ensure safe care for everyone in Canada, we must rethink our approach. The Measuring and Monitoring of Safety report (2013, Vincent, Burnett and Carthey) offers a broader, dynamic approach for creating and sustaining safer care, in which partnerships are integral.

HEC is offering two sessions – prepared and delivered in partnership with Patients for Patient Safety Canada, to explore the questions “how safe is your care?” and “what makes you feel safe?” and illustrate actions that patients, residents, carers, healthcare providers and leaders can take to support safety through inquiry and conversations.

To participate and be part of the discussion that matters most to you, please register for the webinar that aligns with your focus:

- Webinar Series: Next Steps in COVID-19 Response in Long-Term Care

Date: October 17, 2022

Time: 12:00 - 1:00 p.m. (ET)

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

- Essential Together Huddles: Connecting for peer-to-peer learning and support

Date: October 19, 2022

Time: 12:00 - 1:00 p.m. (ET)

Join the conversation: <https://bit.ly/3E24YH8>

## Join the virtual events during CPSW

*Now is the Time to Press Play on Safety Conversations*

This Canadian Patient Safety Week, join the panel discussion “**Now is the Time to Press Play on Safety Conversations**” on **October 25, 2022**. This webinar will introduce an [expanded view of safety](#) and guide you to embed this view in your care and your conversations about safety. Learn what safety conversations are, how to have them and their value. Hear from a healthcare leader, provider and essential care partner about how they approached these conversations and enhanced patient safety culture. Get the inside scoop on HEC’s latest opportunity – the **Safety Conversations Action Series** – that can help you and your team make the most of your safety conversations.

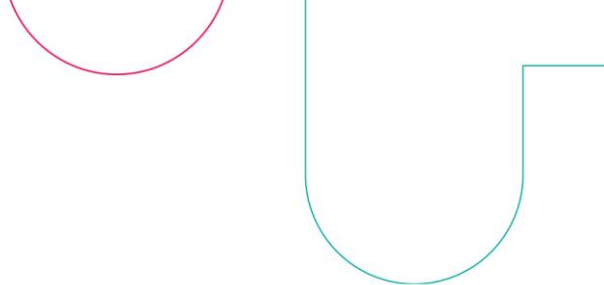
Date: Tuesday, October 25, 2022

Time: 12:00 – 1:00 p.m. (ET)

Join the conversation: <https://www.healthcareexcellence.ca/cpswpressplaywebinar>

*Safety Conversations Start with Creating a Safe Workforce and Workplace — Lessons from Early Adopters of HSO’s Workforce Survey on Well-Being, Quality and Safety*

The WHO Global Patient Safety Action Plan for 2021-2030 calls for international approaches to establish a safety culture across the health system. This includes regular surveys of (health) organization’s safety culture, and use of this data to address gaps and build a safety culture.<sup>1</sup> “Just two-in-five surveyed health workers in Organization for Economic Cooperation and



Development (OECD) countries believe the staffing levels at their workplace are appropriate for ensuring patient safety (40%) or that mistakes and event reports would not be held against them (41%). Furthermore, half of these health care workers believe that their hospital management provides a work climate that promotes patient safety and shows that patient safety is a top priority (50%).”<sup>2</sup>

This interactive webinar will bring together a panel of senior leaders sharing their experience on the design and implementation of the new Health Standards Organization (HSO) Workforce Survey on Well-Being, Quality and Safety to support health services accreditation.

Participants will hear about the survey methodology, validation process, and learnings from early adopter health care organizations. This survey reinforces the value of asking the right questions about safety, listening, and then acting on the results. This webinar is for health care providers, administrators, researchers, patients, family members and policymakers.

Date: Thursday, October 27, 2022

Time: 12:00 – 1:00 p.m. (ET)

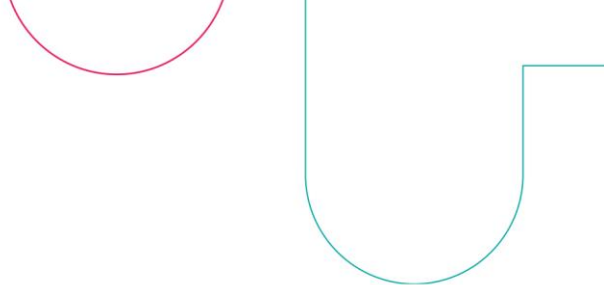
Join the conversation: <https://www.healthcareexcellence.ca/hsowebinarcpw2022>

## **Join the Safety Conversations Action Series**

*Now is the Time to Press Play on Safety Conversations*

This fall, in conjunction with Canadian Patient Safety Week, HEC is launching the new Safety Conversations Action Series, a free team-based program that will expand your understanding of safety, improve your safety conversation skills and enhance your organization’s patient safety culture. Whether you want to fine tune your safety conversations or just get started, this is the program for you. Gain access to peer-to-peer learning, mentoring and expert coaching to advance safer care for older adults and beyond. Over four months, participants will join three virtual learning sessions with their entire cohort, with each session followed by an action period with coaching, mentoring and peer-to-peer learning. We recognize the pressures many health system teams are facing and have designed the Action Series to be high-impact and low-effort





Teams in any setting, across the continuum of care are invited to join. Enrolment is limited, so join the *Now is the Time to Press Play on Safety Conversations* virtual event on Tuesday, October 25 to learn more.

### **Join our new Reimagining LTC program**

Join our new Reimagining LTC: Enabling a Healthy Workforce to Provide Person-Centred Care program to build safer and higher quality care with – and for – people living and working in long-term care in Canada. This program will support quality improvement projects focused on people in the workforce and person-centred care, such as through safety conversations. Attend an informational webinar on October 12 and apply by November 4, 2022.

Register today: <https://bit.ly/3UBK4V8>

## Participate in the Essential Together program

Essential care partners are vital members of the care team who provide consistent support to patients throughout their care journey – including improving safety of care and contributing to safety conversations. Access resources for you, your colleagues, and your patients to learn the valuable role of essential care partners, and how organizations can safely integrate them into health and care settings. Then join us in committing to the Essential Together Pledge – a way to demonstrate your commitment to essential care partners, and to review and develop policies and practices that will crisis-proof caregiver presence policies into the future, whether in times of crisis or not. [Take the pledge.](#)

Learn more: <https://bit.ly/3xZstgd>

## Share the newsletter article

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

### Press Play on Safety Conversations

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 24 – 28, join Healthcare Excellence Canada (HEC) and Patients for Patient Safety Canada in supporting this year's Canadian Patient Safety Week theme: ***Press Play on Safety Conversations***.

Safety conversations are an important step in building a proactive patient safety culture. They're a respectful discussion about safety between two or more people involved in organizing, delivering, seeking, and/or receiving care, including healthcare workers, patients/residents/clients, and essential care partners.

When we have safety conversations, it changes the way we think about safety. Ask questions, listen, and act. With health systems under strain, it's more important now than ever. HEC can help you carry on the conversation with resources and opportunities to help make care safer for older adults. Sign up for HEC's email list at [SafetyConversations.ca](https://www.safetyconversations.ca) to learn more about how you can get involved, and to receive helpful resources for improving healthcare quality and safety.

## 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, meal tray liners, screen savers and website and email banners are available on [SafetyConversations.ca](https://SafetyConversations.ca). 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 [SafetyConversations.ca](https://SafetyConversations.ca).

- Printable posters
- Printable meal tray liners
- Screen savers
- Images for web and email banners
- Images for social media posts

## Social media messaging

This section helps you promote the #CPSW2022 campaign using prewritten posts for Twitter, LinkedIn, and Facebook. Copy the text and paste it into your posts, plus download the CPSW images from [SafetyConversations.ca](https://SafetyConversations.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: Press Play on #SafetyConversations. Join HEC's email list to learn more about how you can get involved, and to receive helpful resources for improving healthcare safety and quality. [SafetyConversations.ca](https://SafetyConversations.ca) #CPSW2022 @HE\_ES\_Canada
- With health systems across the country under strain, the risk of unintended harm grows. Now more than ever, we need to focus on patient and healthcare provider safety. To

everyone having safety conversations, we want to say thanks. #CPSW2022  
[SafetyConversations.ca](https://www.healthcareexcellence.ca/safetyconversations) @HE\_ES\_Canada

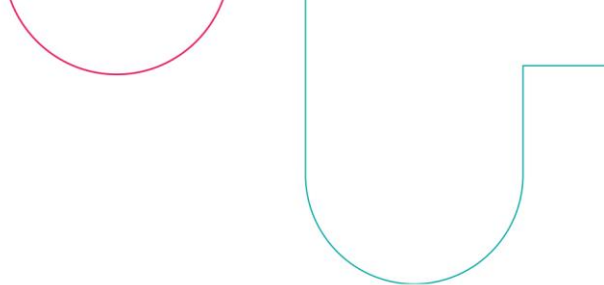
- Canadian Patient Safety Week is happening from October 24-28! Check out the communications toolkit to access social media posts, newsletter content, graphics and other resources to help you support the campaign. [SafetyConversations.ca](https://www.healthcareexcellence.ca/safetyconversations) #CPSW2022 #SafetyConversations @HE\_ES\_Canada
- This year's Canadian Patient Safety Week theme is: Press Play on Safety Conversations. Together we can create safety, eliminate incidents of unintended harm, as well as act on and learn from errors. [SafetyConversations.ca](https://www.healthcareexcellence.ca/safetyconversations) #CPSW2022 #SafetyConversations @HE\_ES\_Canada

#### Tweets you can use after October 18

- This Canadian Patient Safety Week, and every week, press play on #SafetyConversations. Whether you want to fine-tune your safety conversations or get started, @HE\_ES\_Canada can help you carry on the conversation with resources & opportunities. <https://www.healthcareexcellence.ca/2022cpswresources> #CPSW2022
- Safety conversations are an important step in building a proactive patient safety culture. Together we can create safety, eliminate incidents of unintended harm as well as act on & learn from errors. Learn more: [SafetyConversations.ca](https://www.healthcareexcellence.ca/safetyconversations) #CPSW2022 #SafetyConversations @HE\_ES\_Canada
- To everyone having safety conversations, we want to say thanks. With health systems across the country under strain, the risk of unintended harm grows. Now more than ever, we need to focus on patient and healthcare provider safety. #CPSW2022 [SafetyConversations.ca](https://www.healthcareexcellence.ca/safetyconversations)
- Join the panel discussion, *Now is the Time to Press Play on Safety Conversations*, as we take a deeper dive into safety conversations. Learn what safety conversations are, how to have them and their value. Oct 25, 12 – 1:00pm. Register: <https://www.healthcareexcellence.ca/cpswpressplaywebinar> #CPSW2022

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

#### Before October 18

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- Canadian Patient Safety Week is taking place from October 24 to October 28. This year's theme is: Press Play on Safety Conversations. Safety conversations are an important step in building a proactive patient safety culture. They're a respectful discussion about safety between two or more people involved in organizing, delivering, seeking, and/or receiving care, including healthcare workers, patients, residents, clients, and caregivers – who are also known as essential care partners. To everyone having safety conversations, we want to say thanks. With health systems across the country under strain, the risk of unintended harm grows. Now more than ever, we need to focus on patient and healthcare provider safety. Whether you want to fine-tune your safety conversations or get started, join Healthcare Excellence Canada and Patients for Patient Safety Canada throughout the week as they share guidance, evidence, tools, and resources to help you carry on the conversation. Sign-up for Canadian Patient Safety Week today! [SafetyConversations.ca](https://SafetyConversations.ca) #CPSW2022 #SafetyConversations @HealthcareExcellenceCanada
  - Canadian Patient Safety Week is taking place from October 24 to October 28 and this year's theme is: Press Play on Safety Conversations. With health systems across the country under strain, the risk of unintended harm grows. Now more than ever, we need to focus on patient and healthcare provider safety. How do we make it safe to talk about safety? We have an opportunity to build capacity in healthcare teams to acknowledge the inequities that people seeking care may experience and the impact these experiences can have on their ability to feel safe and share authentically. Whether you want to fine-tune your safety conversations or get started, join Healthcare Excellence Canada and Patients for Patient Safety Canada throughout the week as they share guidance, evidence, tools, and resources to help you carry on the conversation. Sign-up for Canadian Patient Safety Week today! [SafetyConversations.ca](https://SafetyConversations.ca) #CPSW2022 #SafetyConversations @HealthcareExcellenceCanada
  - Organized by Healthcare Excellence Canada, Canadian Patient Safety Week is an annual campaign to inspire extraordinary improvement in patient safety and quality. As the momentum for promoting best practices in patient safety has grown, so has participation in Canadian Patient Safety Week. This year's theme is: Press Play on Safety Conversations. Join HEC's email list to learn more about how you can get involved, and to receive helpful resources for improving healthcare safety and quality. [SafetyConversations.ca](https://SafetyConversations.ca) #CPSW2022 #SafetyConversations @HealthcareExcellenceCanada

- Canadian Patient Safety Week is happening from October 24-28! Check out the communications toolkit at [SafetyConversations.ca](https://www.healthcareexcellence.ca/safetyconversations) to access social media posts, newsletter content, graphics, and other resources to help you support this year's theme: Press Play on Safety Conversations. #CPSW2022 #SafetyConversations @HealthcareExcellenceCanada

#### After October 18

- The ongoing COVID-19 pandemic has intensified challenges providing safe and high-quality care for older adults and exacerbated health human resource gaps. Together we can create safety, eliminate incidents of unintended harm, as well as act on and learn from errors. Use HEC's curated list of quality and safety tools and resources to help you learn how to create safe spaces that invite conversations and empower effective responses. Learn more: <https://www.healthcareexcellence.ca/2022cpswresources> #CPSW2022 #SafetyConversations @HealthcareExcellenceCanada
- Safety conversations can change the way we think about safety. They help us understand what harm – as well as feeling and being safe – mean to all involved. Whether you want to fine-tune your safety conversations or get started, HEC can help you carry on the conversation with resources and opportunities. Learn more: <https://www.healthcareexcellence.ca/2022cpswresources> #CPSW2022 #SafetyConversations @HealthcareExcellenceCanada
- Join the panel discussion, *Now is the Time to Press Play on Safety Conversations*, as we take a deeper dive into safety conversations. This webinar will introduce an expanded view of safety and inspire you to embed this view into care and your conversations about safety. Learn what safety conversations are, how to have them and their value. Tuesday, October 25, 12:00 – 1:00 p.m. (ET). Register now at <https://www.healthcareexcellence.ca/cpswpressplaywebinar> #CPSW2022 #SafetyConversations @HealthcareExcellenceCanada

### About Canadian Patient Safety Week

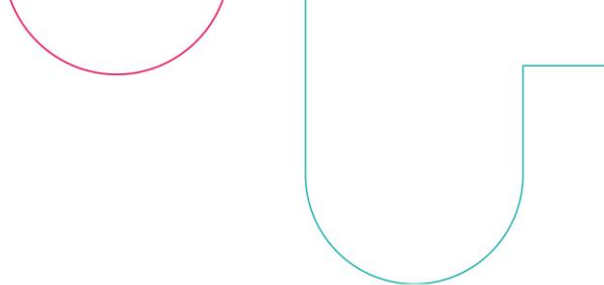
- Canadian Patient Safety Week (CPSW) is a pan-Canadian, annual campaign that started in 2005 to inspire extraordinary improvement in patient safety and quality. CPSW is a partnership between Healthcare Excellence Canada and Patients for Patient Safety Canada.

- CPSW 2022 runs from October 24 to October 28, 2022, and the theme is ***Press Play on Safety Conversations***.

## 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 and value, ranking 10 of 11 developed countries in health system performance.<sup>3</sup>
  - Unintended harm in the health sector is a leading cause of death in Canada, and there are gaps in patient experience, care outcomes, care team well-being and value.
- Since 2000, Canada’s population has continued to age. Canada will reach “super-age” status, which means that 30 percent of the population is 60 years of age and older by 2035.<sup>4</sup>
  - Older adults have been greatly affected by the COVID-19 pandemic, accounting for the vast majority of deaths in Canada.<sup>5</sup>
  - Older people with health challenges represent an important proportion of health system users and associated costs. Unfortunately, the system is not equipped to deal with older individuals who have multiple chronic conditions.<sup>6</sup>
  - 57% of patients say they were involved as much as they wanted in decisions about their care and treatment, and 54% say that their friends or family were. However, older patients are less involved than younger patients. This is concerning because patient and family involvement is connected to safer, higher-quality care.<sup>7</sup>
  - 45% of seniors aged 65 to 74 were prescribed a potentially inappropriate drug, and 57% of those aged 85 and older were prescribed a potentially inappropriate drug.<sup>8</sup>
- Patient safety and the safety – both physical and psychological – of people who work in healthcare are deeply intertwined.<sup>9</sup>
  - Working in stressful environments makes healthcare providers more prone to committing errors which can lead to patient harm.<sup>10</sup>

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- Healthcare providers may not feel safe to speak up if they hear or see something that could impact safe care. 80% of Canadian healthcare providers will not speak up if they see something that may negatively impact a patient.<sup>11</sup>
  - Patient safety must address all types of harm, including physical harm, psychological harm, delay in treatment, under or over treatment. To advance safety we must address the underlying contributing system factors such as understaffing, oppression, discrimination, and poorly designed environments and technologies.



## References

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- <sup>1</sup> WHO, Global patient safety action plan 2021-2030: toward eliminating avoidable harm in health care. 2021. [Global patient safety action plan 2021–2030: towards eliminating avoidable harm in health care](#).
- <sup>2</sup> OECD. Developing international benchmarks of patient safety culture in hospital care: Findings of the OECD patient safety culture pilot data collection and considerations for future work. 2022. [Developing international benchmarks of patient safety culture in hospital care: Findings of the OECD patient safety culture pilot data collection and considerations for future work](#).
- <sup>3</sup> Commonwealth Fund. Mirror, Mirror 2021 – Reflecting Poorly: Health Care in the U.S. Compared to Other High-Income Countries. 2021. [Mirror, Mirror 2021 – Reflecting Poorly: Health Care in the U.S. Compared to Other High-Income Countries \(commonwealthfund.org\)](#).
- <sup>4</sup> World Health Organization, 2015. [CIHR Institute of Aging Strategic Plan 2019-2021: Living Longer, Living Better - CIHR \(cihr-irsc.gc.ca\)](#)
- <sup>5</sup> Statista, Number of COVID-19 deaths in Canada by age. 2022. [Number of COVID-19 deaths by age Canada 2022 | Statista](#)
- <sup>6</sup> CIHR. CIHR Institute of Aging Strategic Plan 2019-2021: Living Longer, Living Better - CIHR (cihr-irsc.gc.ca). 2019-21. [CIHR Institute of Aging Strategic Plan 2019-2021: Living Longer, Living Better - CIHR \(cihr-irsc.gc.ca\)](#)
- <sup>7</sup> CIHI. Looking at PREMS through the lens of health equity. 2022. [Looking at PREMs through the lens of health equity | CIHI](#)
- <sup>8</sup> CIHI. Drug Use Among Seniors in Canada. P.31. 2016. [Drug Use Among Seniors in Canada, 2016 \(cihi.ca\)](#)
- <sup>9</sup> WHO. World Patient Safety Day 2020 (who.int). 2020. [World Patient Safety Day 2020 \(who.int\)](#)
- <sup>10</sup> WHO. World Patient Safety Day 2020 (who.int). 2020. [World Patient Safety Day 2020 \(who.int\)](#)
- <sup>11</sup> OECD, Patient Safety Culture Pilot Data Collection, 2020-21. [95ae65a3-en.pdf \(oecd-ilibrary.org\)](#)