



Your Health Care Be Involved

Instruction Sheet
June 2005

Welcome to “Your Health Care - Be Involved”

Involving and communicating openly with patients, families and caregivers is essential to ensuring patient safety. As part of a commitment to involve patients as partners in their health care, the Ontario Hospital Association (OHA) Patient Safety Support Service is launching the “**Patient Safety Tips**” campaign – a patient-focused empowerment strategy.

“**Your Health Care – Be Involved**” is the tagline for the Patient Safety Tips campaign. The focus of the campaign is around five “common-sense” tips that have been developed to actively engage patients in their own healthcare. The “tips” have been created based on an extensive literature review, study of similar initiatives and programs, and focus group results. The tips are:



Be involved in your health care. Speak up if you have questions or concerns about your care.



Tell a member of your health care team about your past illnesses and your current health condition.



Bring all of your medicines with you when you go to the hospital or to a medical appointment.



Tell a member of your health care team if you have ever had an allergic or bad reaction to any medicine or food.



Make sure you know what to do when you go home from the hospital or from your medical appointment.

Creating the Patient Safety Tips Brand

The creation of an engaging brand will captivate patients and ensure a greater longevity for the program. The package of formal communication elements will work together to further that sense of durability.

The Elements

1. **A permanent, mounted, laminated poster:** designed and mounted as a functional piece of art, creating a sense of commitment to the program and ongoing visibility. Each poster will be 18” x 24”. Placing posters in strategic locations within the hospital such as the: emergency room, waiting areas, laboratory and diagnostic imaging, outpatient clinics and admission areas will optimize brand recognition.



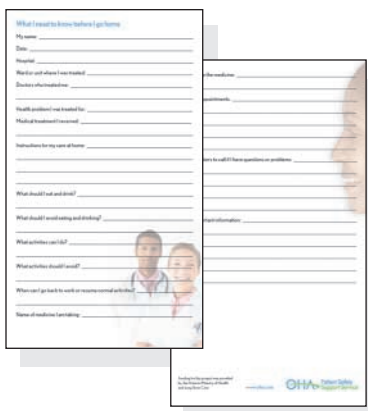
2. **Brochure:** contains additional information on each tip.



3. **Wallet Card:** included in the brochure as a tear-away component. The wallet card lists the five tips and includes a section for the patient to record important health information.



4. **Patient Summary Form:** included in the brochure as a tear-away component. This form relates to Tip # 5. The purpose of the form is to enable the patient to record information about the care they received at the hospital or medical appointment and to summarize relevant information regarding any care at home.



5. **Multimedia DVD:** for viewing on inpatient television or in hospital patient waiting areas. The DVD will provide an overview of each tip.



Program Launch

What does it mean for my hospital?

Since patients and providers are partners in health care, the success of the Patient Safety Tips campaign is strongly dependent on the support and collaboration from hospital staff and physicians at all levels and across all departments in the organization. You are encouraged to be as inclusive as possible and to identify the roles and responsibilities each group will play to facilitate the success of this initiative. Possible groups to include in launching this initiative are:

- Senior Management Team
- Chiefs of Staff and Service
- Chief Nursing Officers
- Professional Practice Leaders
- Patient Safety Managers
- Risk Managers/Quality Managers
- Front-line health care team
- Community Relations/Patient Relations
- Volunteers

The tools:

1. E-toolkit (June 2005)

This June 2005 e-toolkit includes electronic versions of the poster and brochure, wallet card, patient summary form, this "how-to launch" instruction sheet, icon stickers for Avery labels (in Microsoft Word) and an educational PowerPoint (a slide deck) for training purposes. The electronic materials of the poster and brochure will enable you to reproduce any of the elements on your own.

2. Shipping box (September 2005)

In September 2005, each hospital will receive:

- A pre-determined number of posters, brochures, and acrylic holders (to be displayed across your organization).
- The multimedia DVD.
- A hard copy of the e-toolkit material. The purpose of the toolkit is to assist hospitals in launching the Patient Safety Tips campaign. The hard copy toolkit will contain an 8 1/2" x 11" sample poster, sample brochure, and a hard copy of this "how-to launch" instruction sheet.
- One copy of the media-kit the OHA has put together for this initiative so that organizations can prepare for any potential media inquiries during the public launch on September 13, 2005 (see below).

3. Translated materials (September 2005)

Hospitals will have access to the print-ready posters and brochures in 13 languages from the Patient Safety Support Service website (from www.oha.com). This will be available shortly after the September 13, 2005 public launch.

Formal public launch September 13, 2005

What can I do to prepare?

There are many ways in which your organization can prepare for this initiative prior to and after the formal launch. Depending on your organization's structure, strategies for implementing the initiative may vary. Described below are some suggestions to consider.

Pre-Launch (May-August 2005)

It will be important to introduce this program hospital-wide before the public launch on September 13, 2005. A PowerPoint presentation has been developed for you, which provides an overview of the program and can be used to educate and inform hospital staff and physicians as your organization prepares for the formal launch. To prepare your organization, you can:

- Use the e-toolkit material to educate and inform all staff, physicians and departments about the program. This may include preparing a communiqué or fact sheet and distributing this information across the hospital.
- Prepare a communiqué or use the slide deck provided at key meetings to inform the Board and Senior Leadership Team about the initiative and the communication strategies planned.
- Hold education sessions to inform staff, physicians and senior leadership about the program. Feel free to modify the slide deck as necessary for your organization.
- Think about where your hospital should display the posters and brochures.
- Ensure all key stakeholders have been introduced to the program – modify the communication approach accordingly.
- Write an article about the upcoming campaign and its launch for internal hospital communication materials.

How do I display the materials? (August-September 2005)

Your hospital will receive shipping boxes with all the elements (posters, brochures, acrylic holders, multimedia DVD, toolkit and media kit) for the Patient Safety Tips campaign.

- Select prominent locations to display the posters and brochures. Posters and brochures should be displayed together, since the brochure content complements the poster. Acrylic holders are provided to hold the brochures.
- You may wish to put your hospital's contact information on the acrylic holders for patient inquiries.

Prepare for the Public Launch (September 13, 2005)

- Remind staff and physicians about the public launch during regular scheduled team or organization-wide meetings.
- Include a reminder in internal hospital communications materials (internal newsletters, emails).
- Ensure posters and brochures are displayed in strategic locations prior to the launch date.
- Set up television systems to project the DVD.

Post Launch (September 2005 onwards)

- Ensure you have enough brochures for patient volume. Electronic, print-ready brochures in 13 languages will be available to download from the Patient Safety Support Service website a few weeks after the September 13th launch.
- Continue to use the DVD on inpatient televisions and in patient waiting areas.
- Incorporate the "Tips" into any future education, orientation, and communications opportunities.
- Continue educating staff and physicians about the campaign.

About the Patient Safety Support Service

Managed by the Ontario Hospital Association (OHA) and funded by the Ministry of Health and Long-Term Care, the Patient Safety Support Service will provide Ontario hospitals with information, tools, and training to promote effective strategies that enhance patient safety.

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