



**Patient Safety
Awareness Week**

Patient Safety Awareness Week Member Toolkit

Your guide to raising awareness of patient safety issues among staff, patients, and families.

Dear IHA Member:

Educating staff, patients and families about patient safety is no simple task. The Indiana Hospital Association has developed this toolkit to help. Whether you are launching a general campaign for Patient Safety Awareness Week or wish to focus on the issues that affect your hospital most, we hope you find this resource a valuable tool in your efforts to raise awareness of important topics during Patient Safety Awareness Week and throughout the whole year.

This toolkit includes social media posts, ready-to-use imagery, a press release template, newsletter article for staff, a patient safety quiz, and links to helpful websites and resources. Its messaging highlights general patient safety as well as the following:

- SOAP UP: Hand hygiene
- Opioid abuse
- GET UP: Progressive mobility
- WAKE UP: Reducing sedation
- Safe antibiotic usage
- Safe infant sleep practices
- Sepsis awareness

All items used in this toolkit are intended to be a guide, allowing you to customize these materials as you see fit.

In addition to the materials in this toolkit, a number of resources are available for purchase at IPSCresources.com. They include items like stress balls, hand sanitizer, magnets, t-shirts, bookmarks, and first-aid kits as well as informational items like brochures, table tents, posters, and pop-up banners.

As health care providers, you play an integral role in educating the public about important patient safety issues. Thank you for your continued participation and partnership as we work together to increase patient safety awareness. We would love to see how you use this toolkit, so please feel free to send any images or information on how your hospital celebrated Patient Safety Awareness Week to Cynthia Roush at croush@IHAconnect.org.

Sincerely,



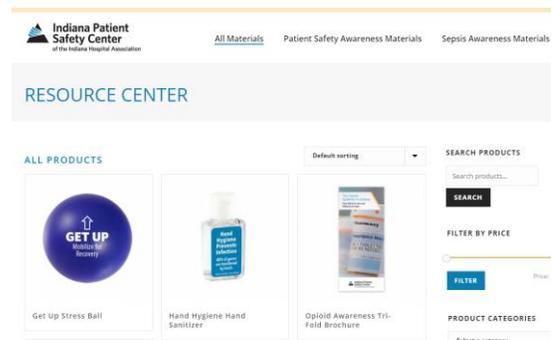
Brian Tabor
IHA President



Karin Kennedy
Vice President, Quality & Patient Safety

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Click the images above to access the IHA website with links to all our Patient Safety Awareness Week resources (left) or to visit the new resource center with items for purchase (right). If you have any questions regarding, please contact Jennifer Hurtubise at jhurtubise@IHAconnect.org or Cynthia Roush at croush@IHAconnect.org.

DOWNLOAD AND PURCHASE PROMOTIONAL ITEMS

To accompany Patient Safety Awareness Week, we have created multiple items that your hospital can use to promote patient safety around your facility. You can [download table tents](#) for each of the patient safety week topics and [download patient safety images](#) for the entire week. The link for social media images can be found below. For more items available for purchase, visit our [resource portal](#). You can find all of these resources in one place on our [website](#).

SOCIAL MEDIA PLAN

Social media is one of the easiest and most effective ways to educate and engage the public. We have created sample messaging and imagery for you to use on your social media channels to raise awareness of a variety of patient safety issues. [These images](#) are designed primarily for Facebook and LinkedIn but can be used where you see fit.

There are seven suggested social media posts for each topic. We have tried to provide flexibility with the messaging, allowing you to decide when and how frequently you wish to post. Patient safety does not stop after Patient Safety Awareness Week, so feel free to use these messages for other activities your organization may have planned throughout the year. Please feel free to personalize these messages to incorporate the specific efforts of your organization.

Use these hashtags throughout the week!

[#PatientSafetyAwareness](#) [#SaferHoosiers](#) [#UnitedForPatientSafety](#)

General Patient Safety Awareness Messages

Use these messages on social media to promote Patient Safety Awareness Week.

- Message 1: This is Patient Safety Awareness Week. Make a commitment to your own health and follow us for information and tips all week. #PatientSafetyAwareness #UnitedForPatientSafety
- Message 2: Patient safety is everyone's responsibility. As a patient, you need to take an active role in your care. Learn how you can be a safe patient at www.cdc.gov/hai/patientsafety/patient-safety.html. #PatientSafetyAwareness #UnitedForPatientSafety
- Message 3: Unfortunately, patients can get infections in a health care setting while being treated for something else. Be informed. Be empowered. Be prepared. Find out what you can do to stay safe at www.cdc.gov/hai/patientsafety/patient-safety.html. #PatientSafetyAwareness #UnitedForPatientSafety
- Message 4: How patient safety-savvy are you? Take our quiz and find out: <http://bit.ly/2Dgubek> #PatientSafetyAwareness #UnitedForPatientSafety
- Message 5: Not sure how to be more active in your care? Remember SPEAK UP:
S: Speak up if you have questions or concerns.
P: Pay attention to the care you get.
E: Education yourself about your illness.
A: Ask a trusted family member or friend to be your advocate.
K: Know what medicines you take and why.
U: Use a health care organization that has been carefully checked out.
P: Participate in all decisions about your treatment.
Learn more at bit.ly/TJCspeakup #PatientSafetyAwareness #UnitedForPatientSafety
- Message 6: Health care procedures can leave you vulnerable to germs that cause health care-associated infections like surgical site or urinary tract infections. As a patient, you need to know the signs and symptoms of infection and let your doctor know if you are experiencing any of them. Learn more: www.cdc.gov/hai/infectiontypes.html #PatientSafetyAwareness #UnitedForPatientSafety
- Message 7: Handwashing is the single most effective way to prevent the spread of infection. As a patient, keep your hands clean—and make sure your health care providers clean their hands before touching you. Visit <http://mayoclinic.in/1L9ieoR> to learn about safe hand hygiene practices. #PatientSafetyAwareness #UnitedForPatientSafety

SOAP UP: Hand Hygiene Messages

Use these messages on social media to promote Patient Safety Awareness Week.

Message 1: Frequent and thorough handwashing is one of the best ways to avoid getting sick. Tip: Sing “Happy Birthday” twice to know you’ve washed your hands long enough.
#PatientSafetyAwareness
#UnitedForPatientSafety



Message 2: Handwashing is the easiest way to prevent the spread of infection. Learn more about safe hand hygiene at <http://mayocl.in/1L9ieoR> #PatientSafetyAwareness
#UnitedForPatientSafety

Message 3: 80% of germs are transferred by touch. Visit <http://mayocl.in/1L9ieoR> to learn about safe hand hygiene practices. #PatientSafetyAwareness #UnitedForPatientSafety

Message 4: As a patient or visitor at a hospital, you have a role in preventing the spread of germs that cause serious infections. Clean your hands often while you are a patient or visiting someone in a health care facility. #PatientSafetyAwareness #UnitedForPatientSafety

Message 5: Clean hands are happy hands! Learn more about safe hand hygiene at <http://mayocl.in/1L9ieoR>. #PatientSafetyAwareness #UnitedForPatientSafety

Message 6: Public toilets and door handles harbor all kind of germs. Avoid the spread of germs and use a paper towel to flush the toilet and open the door. Be sure to throw the towel away after you leave. Learn more about stopping the spread of germs at <http://mayocl.in/1L9ieoR>. #PatientSafetyAwareness #UnitedForPatientSafety

Message 7: When you wash your hands, be sure to scrub all surfaces, including the back of your hands, between your fingers and under your nails. More tips: <http://mayocl.in/1L9ieoR> #PatientSafetyAwareness #UnitedForPatientSafety

Opioid Abuse Messages

Use these messages on social media to promote Patient Safety Awareness Week.

Message 1: Opioids are powerful and highly addictive painkillers. They include prescription drugs, fentanyl and heroin. Learn more about opioids and why they're so dangerous at www.cdc.gov/drugoverdose/opioids/index.html.
#PatientSafetyAwareness #UnitedForPatientSafety



Message 2: Hoosiers are more likely to die due to drug overdose than a car accident. Get the facts about the opioid epidemic in Indiana at www.healthierindiana.org/battling-opioid-abuse.
#SaferHoosiers #PatientSafetyAwareness

Message 3: A newborn exposed to opioids in utero has a 60-80% likelihood of suffering from Neonatal Abstinence Syndrome (NAS), which could impact the child's long-term growth, behaviors, language abilities, cognitive development and academic achievement. Learn more about the dangers of opioids at www.cdc.gov/rxawareness. #PatientSafetyAwareness
#UnitedForPatientSafety

Message 4: Death by drug overdose has increased in Indiana by 500% since 1999, and Indiana ranks 34th in the nation in drug deaths. Learn how to avoid harm from your prescription painkillers at www.cdc.gov/drugoverdose. #SaferHoosiers #PatientSafetyAwareness

Message 5: Drug overdose fatalities cost Indiana \$1.5 billion each year. Learn more about the cost of the opioid epidemic on Indiana's economy at www.healthierindiana.org/battling-opioid-abuse. #SaferHoosiers #PatientSafetyAwareness

Message 6: In 2016, 40% of all opioid overdose deaths involved a prescription opioid. Learn how to avoid harm from your prescription painkillers at www.cdc.gov/drugoverdose.
#PatientSafetyAwareness #UnitedForPatientSafety

Message 7: Help prevent drug addiction and overdose deaths by turning in your unused or expired prescription medication for safe disposal. Find out when and where you can turn in your unused or expired prescription meds at <https://takebackday.dea.gov/>.
#PatientSafetyAwareness #UnitedForPatientSafety

GET UP: Progressive Mobility

Use these messages on social media to promote Patient Safety Awareness Week.

Message 1: Patients who get out of bed early and often recover more quickly and return home sooner. Learn more about progressive mobility at <http://bit.ly/2xWPLEW>.
#PatientSafetyAwareness #UnitedForPatientSafety



Message 2: Progressive mobility preserves muscle strength, reduces delirium, improves lower extremity circulation and lung capacity and reduces length of stay. Check out these resources for more info on how increasing mobility can decrease patient harm: <http://bit.ly/2xWPLEW> #PatientSafetyAwareness #UnitedForPatientSafety

Message 3: Talk to your health care provider about the importance of staying moving and mobile while in the hospital. <http://bit.ly/2xWPLEW> #PatientSafetyAwareness #UnitedForPatientSafety

Message 4: Be sure to discuss any challenges of mobility with your health care provider. <http://bit.ly/2xWPLEW> #PatientSafetyAwareness #UnitedForPatientSafety

Message 5: Did you know progressive mobility can decrease your chances of harm? Visit <http://bit.ly/2xWPLEW> for more info. #PatientSafetyAwareness #UnitedForPatientSafety

Message 6: More mobility = faster recovery. Learn more at <http://bit.ly/2xWPLEW>.
#PatientSafetyAwareness #UnitedForPatientSafety

Message 7: Want to go home sooner? Start moving more! Learn more: <http://bit.ly/2xWPLEW>
#PatientSafetyAwareness #UnitedForPatientSafety

WAKE UP: Reducing Sedation

Use these messages on social media to promote Patient Safety Awareness Week.

Message 1: Be sure to set realistic pain expectations with your health care provider. Learn more at <http://bit.ly/2Cz93QM>.
#PatientSafetyAwareness
#UnitedForPatientSafety



Message 2: When you're in the hospital, talk to your health care provider about the importance of reducing unnecessary sleepiness and sedation. More info: <http://bit.ly/2Cz93QM>
#PatientSafetyAwareness #UnitedForPatientSafety

Message 3: Effective sedation management = reduced grogginess and anxiety. Find out more at <http://bit.ly/2Cz93QM>. #PatientSafetyAwareness #UnitedForPatientSafety

Message 4: Did you know managing proper sedation while in the hospital can help patients get up and moving and leave the hospital sooner? Get the facts: <http://bit.ly/2Cz93QM>
#PatientSafetyAwareness #UnitedForPatientSafety

Message 5: We all want to be comfortable when we're in the hospital, but oversedation is a real danger. Find out why: <http://bit.ly/2Cz93QM> #PatientSafetyAwareness
#UnitedForPatientSafety

Message 6: If your pain medication is making you feel unusually drowsy or groggy, let your health care provider know. Oversedation can be dangerous - and even deadly. <http://bit.ly/2Cz93QM>
#PatientSafetyAwareness #UnitedForPatientSafety

Message 7: Oversedation has been linked to a number of patient harms, including delirium and falls. Learn more: <http://bit.ly/2Cz93QM> #PatientSafetyAwareness #UnitedForPatientSafety

Safe Antibiotic Usage

Use these messages on social media to promote Patient Safety Awareness Week.

- Message 1: Antibiotics are used to treat bacterial infections, not viral infections. That means they won't cure the common cold or help your runny nose. Learn more: www.cdc.gov/antibiotic-use/community/index.html #PatientSafetyAwareness #UnitedForPatientSafety
- Message 2: Feeling bad and wondering if you need an antibiotic? This chart from the CDC explains which common illnesses are usually viral or bacterial and when antibiotics are necessary: www.cdc.gov/antibiotic-use/community/about/should-know.html #PatientSafetyAwareness #UnitedForPatientSafety
- Message 3: Antibiotic resistance is a growing problem in the U.S. When bacteria resist the effects of an antibiotic, they survive and continue to multiply, causing more harm. Learn more about how this happens and what you can do to prevent it: www.cdc.gov/antibiotic-use/community/about/antibiotic-resistance-faqs.html #PatientSafetyAwareness #UnitedForPatientSafety
- Message 4: Taking antibiotics when you have a virus can be dangerous. They can increase your risk of getting an antibiotic-resistant infection later, kill healthy bacteria and cause harmful side effects. Learn more: www.cdc.gov/antibiotic-use/community/about/should-know.html #PatientSafetyAwareness #UnitedForPatientSafety
- Message 5: Antibiotics are responsible for almost 1 out of 5 emergency room visits for adverse drug events, and they are the most common cause of ER visits for adverse drug events in children under 18 years of age. Get the facts: www.cdc.gov/antibiotic-use/community/about/should-know.html #PatientSafetyAwareness #UnitedForPatientSafety
- Message 6: If you have a viral infection, antibiotics won't cure the infection, keep others from catching the illness or help you feel better. Learn more: www.cdc.gov/antibiotic-use/community/about/should-know.html #PatientSafetyAwareness #UnitedForPatientSafety
- Message 7: While antibiotics are used to treat a variety of bacterial illnesses, improper use can be dangerous. Use antibiotics wisely and get recommend vaccines. For more information, visit www.cdc.gov/antibiotic-use/community/about/should-know.html. #PatientSafetyAwareness #UnitedForPatientSafety

Safe Infant Sleep Practices

Use these messages on social media to promote Patient Safety Awareness Week.

- Message 1: Indiana ranks 42nd in the nation in infant mortality. Sudden unexplained infant deaths (SUIDs) accounted for 13.5% of these deaths in 2015. For more information on SUID and safe sleep, visit <http://www.in.gov/laboroflove>. #SaferHoosiers #PatientSafetyAwareness
- Message 2: To ensure your infant sleeps safely, remember the ABCs of safe sleep: All by myself, on my Back, in my Crib. Get more information about safe infant sleep practices at www.nichd.nih.gov/sts/about/risk/Pages/reduce.aspx. #PatientSafetyAwareness #UnitedForPatientSafety
- Message 3: Infants generally spend more than 14 hours a day sleeping. Keep them safe. Learn how to reduce the risk of sudden unexplained infant deaths (SUIDs) at www.nichd.nih.gov/sts/about/risk/Pages/reduce.aspx. #PatientSafetyAwareness #UnitedForPatientSafety
- Message 4: Stuffed animals are for playing, not sleeping. Keep them out of your infant's crib to reduce the risk of suffocation. Learn more: <https://www1.nichd.nih.gov/sts/about/risk/Pages/reduce.aspx> #PatientSafetyAwareness #UnitedForPatientSafety
- Message 5: When it's time for your baby to sleep, always place him or her on a firm surface, like a mattress covered in a fitted sheet in a safety-approved crib. Don't place your baby on soft surfaces like a couch or pillow. Get more tips on ways to ensure your baby sleeps safely at <https://www1.nichd.nih.gov/sts/about/risk/Pages/reduce.aspx>. #PatientSafetyAwareness #UnitedForPatientSafety
- Message 6: Crib bumpers have been linked to serious injuries and deaths from suffocation, entrapment and strangulation. They may look pretty, but keep them out of your baby's crib. Learn more: <https://www1.nichd.nih.gov/sts/about/Pages/faq.aspx> #PatientSafetyAwareness #UnitedForPatientSafety
- Message 7: Keep the room cool - ideally around 70 degrees - to ensure your baby doesn't overheat while sleeping. Get more safe infant sleep tips: www.in.gov/laboroflove/720.htm #SaferHoosiers #PatientSafetyAwareness

Sepsis Awareness

Use these messages on social media to promote Patient Safety Awareness Week.

Message 1: Never heard of sepsis? It's the nation's third-leading killer. Visit SurviveSepsis.com to learn more.
#PatientSafetyAwareness #UnitedForPatientSafety

Message 2: In 2016, over 3,000 Hoosiers died from sepsis. Learn more about sepsis and how to prevent it at SurviveSepsis.com. #SaferHoosiers
#PatientSafetyAwareness

Message 3: You have to see it to stop it. Learn the signs of sepsis at SurviveSepsis.com.
#PatientSafetyAwareness #UnitedForPatientSafety

Message 4: Sepsis kills more people than prostate cancer, breast cancer and AIDS combined. Get the facts at SurviveSepsis.com. #PatientSafetyAwareness #UnitedForPatientSafety

Message 5: Sepsis is the body's overwhelming and potentially life-threatening response to an infection. The warning signs include:
S: Shivering, fever, very cold
E: Extreme pain
P: Pale or discolored skin
S: Sleepy, difficult to wake up
I: "I feel like I might die"
S: Shortness of breath
Learn more at SurviveSepsis.com. #PatientSafetyAwareness #UnitedForPatientSafety

Message 6: This year more than 1 million people in the U.S. will get sepsis. About half of them will die. Start a conversation with your doctor today. SurviveSepsis.com #PatientSafetyAwareness
#UnitedForPatientSafety

Message 7: Even when you've survived sepsis, sometimes the fight isn't over. If someone you know is struggling with life after sepsis, help them get the support they need. Learn how at www.sepsis.org/life-after-sepsis. #PatientSafetyAwareness #UnitedForPatientSafety

COULD IT BE SEPSIS?

Almost 3,500 Hoosiers die each year from sepsis.

Learn more at survivesepsis.com

Press Release Template

FOR IMMEDIATE RELEASE [Date]

Media Contact: [Name]

[Email Address]

[Phone Number]

[Hospital Name] Offers Tips to Help Patients Stay Safe Patient Safety Awareness Week Is [Dates]

[City]—In recognition of Patient Safety Awareness Week, [Hospital Name] offers a number of tips to help patients stay safe and take an active role in their care. Patient Safety Awareness Week, which is observed annually to raise awareness of important patient safety issues, is [Dates].

“Patient safety is an integral part of the care we provide and engrained within our hospital culture,” said [President/CEO Name]. “We welcome this opportunity to celebrate Patient Safety Awareness Week in collaboration with the Indiana Hospital Association with our patients, our staff and our community.”

[Hospital name] offers the following tips to help patients stay safe and comfortable during their hospital stay:

- Speak up. You must trust your health care provider, but remember communication is a two-way street. If you have a question or concern about your care, ask your doctor.
- Keep your hands clean. Hand hygiene is the most effective way to prevent the spread of infection. Keep your hands clean and make sure providers clean their hands before touching you.
- Educate yourself. Unfortunately, it’s possible to get an infection in the hospital while being treated for something else. Know the signs and symptoms of infection, and let your health care provider know if you experience them.
- Participate in treatment decisions. Your health care provider has your best interests in mind, but you must be an active participant in your own care. Discuss all treatment options so you can make an informed decision together.

“Patient safety is everyone’s responsibility, from physicians and nurses to patients and visitors,” [President/CEO Name] said. “We must all work together to ensure patients receive the best, safest care.”

For more information about Patient Safety Awareness Week, go to www.unitedforpatientsafety.org.

Newsletter Article or Email for Staff

Help Raise Awareness During Patient Safety Awareness Week



Patient Safety Awareness Week is [Dates], and [Hospital Name] will be spreading the word through social media, flyers and other efforts. Patient safety is everyone's responsibility, and staff are encouraged to help promote the event and educate patients and visitors about ways to stay safe and be engaged in their care.

[Hospital Name] will be sharing patient safety tips and information on social media and internally. Please like and share these posts as we all work together to ensure patients receive the best, safest care.

Ideas for sharing Patient Safety Awareness Week Internally

Here are some ideas for spreading Patient Safety Awareness Week to your staff:

- Talk about Patient Safety Awareness Week in huddles.
- Download and print or order IHA's Patient Safety Awareness Week table tents and put them up around your facilities.
- Host a health fair for staff.
- Put up a table with all the Patient Safety Awareness Week items provided in this toolkit in your cafeteria.
- Put up Patient Safety Awareness Week banners and distribute items in your facility's lobby to get the patient safety conversation started.



Staff at Elkhart General Hospital joined in spreading hand hygiene awareness during Patient Safety Awareness Week 2017 by dressing up as soap bubbles.

Patient Safety Quiz

As a patient, you must take an active role in your own health care, and that includes educating yourself on important patient safety topics. Find out how much you know about patient safety by taking this quiz.

1. Who is responsible for patient safety?
 - A. Doctors
 - B. Nurses
 - C. Patients
 - D. Everyone

2. What is the most effective way to prevent the spread of infection?
 - A. Covering your mouth when you cough
 - B. Washing your hands
 - C. Wearing a face mask
 - D. Avoiding sharing drinks or food

3. What is the leading cause of accidental injury deaths in the U.S.?
 - A. Drug overdose
 - B. Car accident
 - C. Falls
 - D. Choking

4. Which of the following is safe to place in a baby's crib?
 - A. A heavy blanket
 - B. A stuffed animal
 - C. A crib bumper
 - D. None of the above

5. If you have a question about your care, what's the best thing you can do?
 - A. Research it on the Internet.
 - B. Ignore it and trust everything will work out.
 - C. Speak up and ask your health care provider.
 - D. Ask a friend or family member to find the answer.

Talk to your health care provider about these questions and other patient safety topics and ask how they can apply to your health and life.

Answers: Q1: D; Q2: B; Q3: A; Q4: D; Q5: C

Resources

A variety of resources are available to support your Patient Safety Awareness Week campaign. Check out the websites below for information and tools.

Patient Safety Awareness

www.unitedforpatientsafety.org
www.cdc.gov/hai/patientsafety/patient-safety.html
www.jointcommission.org/speakup.aspx

Hand Hygiene

www.hret-hiin.org/engage/up-campaign.shtml
www.cdc.gov/handwashing/index.html
www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/hand-washing/art-20046253
www.consumers.site.apic.org/infection-prevention-basics/wash-your-hands-often

Opioid Awareness

www.cdc.gov/drugoverdose/index.html
www.americashealthrankings.org/explore/2017-annual-report/measure/Drugdeaths/state/IN

Progressive Mobility

www.hret-hiin.org/engage/up-campaign.shtml
www.cdc.gov/homeandrecreationalafety/falls

Reducing Sedation

www.hret-hiin.org/engage/up-campaign.shtml
www.knowyourmeds.org
www.npsf.org/?psaweduresources

Safe Antibiotic Usage

www.cdc.gov/antibiotic-use/community/about/index.html
www.icares.org/index.html
www.cdc.gov/drugresistance/index.html

Safe Infant Sleep

www.cdc.gov/sids/Parents-Caregivers.htm
www.nichd.nih.gov/sts
www.in.gov/laboroflove

Sepsis

www.survivesepsis.com
www.cdc.gov/sepsis/index.html
www.sepsis.org