

Three Words to Engage a Network in Patient Safety

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Aim Statement

In an effort to promote greater participation in Patient Safety Awareness Week, the planning team designed a unique way to highlight our commitment to patient safety. A 3-Word Video was created where staff expressed in their own unique way their passion for patient safety. An overwhelming response was received from all levels of the organization from senior management to the volunteers. Units and teams participated to convey their individual efforts they strive to achieve to promote patient safety. In previous years, nursing was the predominant participant for patient safety week; but this year 61 units/teams enthusiastically participated to highlight the organization's collaboration and focus on patient safety.



Strategy for Change

We identified that in order to highlight everyone's individual passion and needed participation, we:

- Encouraged staff to demonstrate their passion for patient safety via mailings
- Collaborated with media services for videotaping the 3- Word scenario's
- Communicated the need to participate within a very short time frame
- Scheduled 61 areas for videotaping within a 2 week period

Multi-disciplinary Planning Team:

- Kristie Lowery
- Kelly Beauchamps
- Gwen Browning
- Beth Carrion
- Deborah Fry
- Lori Izzo
- Dawn Kuklinski
- Stephanie Lenhart
- Jill Neyer
- Mary Ellen O'Connell
- Debra Peter
- Kay Rauchfuss
- Michelle Reigard
- Caroline Robert deMassy
- Barbara Rodgers
- Carol Saxman
- Georgene Saliba
- Donna Stout

Changes Made to Achieve Improvements

- Call for participation was sent out to all departments emphasizing the organization's commitment to patient safety
 - But...more importantly that WE are all in this together
- Utilized NPSF theme of "Involved, Informed, Invested...Are You In?" as theme for video.
- Provided a sample to be used with the call for participation
- Patient Safety Staff received filming lessons

Measurement of Success

- Staff participation exceeded 300 people
- Unit staff flocked to see video display to view co-workers
- Generated a lot of enthusiasm and appreciation for efforts to keep patients safe
- Video included patient participation and engagement in our efforts
- Attendance at patient safety week displays measurably increased
- Video placed on Network You Tube – numerous hits
- Featured at department head monthly meeting
- Incorporated into hospital orientation
- Featured in Network Information Monthly Booklet



Lessons Learned

- Simple concept generated overwhelming response and involved entire Network to highlight their individual focus on patient safety
- Areas not involved in hands on care wanted to be included
- 3-Word Video was a fun way to engage the Network and to demonstrate our passion for patient safety
- It's important to continually motivate for continued success