

World Patient Safety Day 2021

Communications Toolkit



World Patient Safety Day Communications Toolkit

Friday, September 17, 2021

#WorldPatientSafetyDay | #PatientSafety | #SafeChildBirthForAll

Introduction

Thank you for your support of World Patient Safety Day on September 17, 2021! The Canadian campaign is led by Healthcare Excellence Canada in conjunction with the World Health Organization's global campaign. Building on the success of the last two World Patient Safety Days, we will once again come together in a global commitment to recognize patient safety as a key health priority.

This year's theme is ***Safe maternal and newborn care: Act now for safe and respectful childbirth.***

In May 2019, all 194 World Health Organization Member States endorsed the establishment of World Patient Safety Day to be marked annually on September 17. It was established to enhance global understanding of patient safety, increase public engagement in the safety of healthcare, and promote global actions to enhance patient safety and reduce patient harm. Globally, approximately 810 people die every day from preventable causes related to pregnancy and childbirth. In addition, around 6,700 newborns die every day, amounting to 47% of all under-5 deaths. Moreover, about 2 million babies are stillborn every year, with over 40% occurring during labour.¹

In Canada, having equitable access to safe, and high quality maternal and newborn care closer to home matters, especially for those living in rural, remote, and isolated communities. In First Nations, Inuit and Métis communities, access to high quality primary health care can improve maternal and newborn care by helping ensure it is culturally safe and free from racism.

To help ensure everyone has a safe and respectful childbirth experience, we need your support! There are many ways to spread this message. To help you, we have put together communication materials and ideas in this toolkit:

- **Join the Webinar:** Participate in our virtual discussion on Safe and Respectful First Nations, Inuit and Métis Maternal and Newborn Care.
- **Participate on Social media:** Share World Patient Safety Day messages on your social media channels – let's get #PatientSafety, #WorldPatientSafetyDay and #SafeChildBirthForAll trending around across the country!
- **Share the Story:** Copy the story from this toolkit into your newsletter, intranets, and social channels.

¹ World Health Organization. (2021). World Patient Safety Day 2021. <https://www.who.int/news-room/events/detail/2021/09/17/default-calendar/world-patient-safety-day-2021>

For more World Patient Safety Day information, visit our [website](#).

Join the Webinar

Safe and Respectful First Nations, Inuit and Métis Maternal and Newborn Care

Date and Time:

Friday, September 17, 2021

12:00 p.m. – 1:00 p.m. (ET)

During pregnancy, labour, and delivery many First Nations, Inuit and Métis people experience significant barriers to accessing care thus leading to unacceptable health disparities including increased risk for poor maternal and newborn health outcomes in Canada. There are opportunities to improve maternal and infant health outcomes.

Join this webinar with the National Aboriginal Council of Midwives and Patients for Patient Safety Canada, a patient-led program of Healthcare Excellence Canada, in honour of World Patient Safety Day. The goals of this virtual discussion are to build awareness and understanding of the experiences of First Nations, Inuit, and Métis people, and to discuss ways to provide safe maternal and newborn care.

The perspectives and experiences of patients, providers and researchers on the current patient safety challenges will be shared, as well as the supports and strategies to improve outcomes and experiences. This session will also identify what health care providers and leaders can do to improve First Nations, Inuit and Métis safety and health outcomes. All will leave the session with practical ideas to improve patient safety for Indigenous families.

Speakers:

- Vanda Fleury, Patient with Lived Experience
- Brenda Epoo, Inuit Registered Midwife and National Aboriginal Council of Midwives Board Co-Chair
- Karen Lawford, Assistant Professor, Department of Gender Studies, Queens University

Join the conversation: <https://bit.ly/2WPjcYC>

Participate on Social Media

- Use social media networks to spread the word – follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#) to share content. Use the hashtags #PatientSafety, #WorldPatientSafetyDay, and #SafeChildBirthForAll along with the slogan “**Act now for safe and respectful childbirth**” to add your voice to the conversation.
- Add the World Patient Safety Day banner to your organization’s website, hyperlinking it to Healthcare Excellence Canada [website](#).
- Talk about World Patient Safety Day at your events and meetings; engage more people in the campaign!

Share the Story

How can we ensure everyone has a safe and respectful childbirth experience? In Canada, having equitable access to safe, and high quality maternal and newborn care closer to home matters, especially for those living in rural, remote, and isolated communities. In Indigenous communities, access to high quality primary health care can improve maternal and newborn care by helping ensure it is culturally safe and free from racism.

On September 17, join the World Health Organization in supporting the World Patient Safety Day conversation on this year's theme: *Safe maternal and newborn care: Act now for safe and respectful childbirth*. Register for the webinar with Patients for Patient Safety Canada, a patient-led program of Healthcare Excellence Canada and the National Aboriginal Council of Midwives, on Safe and Respectful First Nations, Inuit, and Métis Maternal and Newborn Care at 12:00 p.m. (ET). You can also participate in the campaign on social media using the hashtags #WorldPatientSafetyDay, #PatientSafety and #SafeChildbirthForAll.

Join the conversation: <https://bit.ly/2WPjcYC>

Social Media Messaging

Social Media for Organizations

Twitter

Organizations to Tag (tag in graphics):

@HE_ES_Canada, @WHO, @NACMidwives, @SOGCorg, @patients4safety, @HSO_world, @AccredCanada, @HIROCGROUP, @ISMPCanada, @HealthCareCAN

Before September 17

- On Sept 17 countries will celebrate World Patient Safety Day. This year's theme is Safe maternal & newborn care: Act now for safe & respectful childbirth. Join the conversation using #WorldPatientSafetyDay, #PatientSafety & #SafeChildbirthForAll
<https://bit.ly/3DBk047>
- #DYK Sept. 17 is #WorldPatientSafetyDay? Support this year's theme, Safe maternal & newborn care: Act now for safe & respectful childbirth by participating in the campaign on social media & joining the webinar at 12 pm ET. #SafeChildbirthForAll
<https://bit.ly/3DBk047>
- On #WorldPatientSafetyDay join @NACMidwives & @patients4safety at 12 pm ET for a discussion on Safe & Respectful First Nations, Inuit & Métis Maternal & Newborn Care. Hear about current #PatientSafety challenges & supports to improve experiences. Register: <https://bit.ly/2WPjcYC>

On September 17

- Today is #WorldPatientSafetyDay. This year's theme is safe maternal and newborn care. Everyone should have equitable access to safe, high quality maternal and newborn care closer to home especially for those living in rural, remote & isolated communities. <https://bit.ly/3DBk047>
- This #WorldPatientSafetyDay, we're supporting that everyone should have a safe and respectful childbirth experience. Check out the tools, information and resources on @HE_ES_Canada's website that support safe maternal & newborn care. <https://bit.ly/3DBk047> #SafeChildbirthForAll
- How can we ensure #SafeChildBirthForAll? Join the conversation today at 12 pm (ET) on how access to high quality primary care that's culturally safe and free from racism in Indigenous communities can improve maternal and newborn care. Register: <https://bit.ly/2WPjcYC>
- Happening today at 12 pm ET! Join @NACMidwives & @patients4safety to build awareness & understanding of the experiences of First Nations, Inuit and Métis people and to discuss ways to provide safe maternal & newborn care. Register: <https://bit.ly/2WPjcYC> #SafeChildbirthForAll
- #DYK Oxytocin, a high-alert medication, can be used to start/advance labour? Check out @ISMPCanada's patient handout to help open lines of communication between patients & healthcare providers so everyone knows the benefits and risks. <https://www.ismp-canada.org/oxytocinsafety/#SafeChildbirthForAll>
- (1/2) How can we ensure #SafeChildbirthForAll? Healthcare providers and leaders can help close the gap and improve #FirstNations, Inuit and Métis safety and health outcomes by:
 - increasing their cultural safety competencies
 - learning trauma informed-care practices
- (2/2)
 - increasing the number of Indigenous healthcare providers
 - employing Indigenous patient navigators
 - encouraging patients to bring someone with them to serve as a bridge between Indigenous patients and the health system

<https://bit.ly/3DBk047>

#WorldPatientSafetyDay

LinkedIn/Facebook

LinkedIn – Organizations to Tag (tag in graphics):

Healthcare Excellence Canada, World Health Organization, Institute for Safe Medication Practices Canada, The Society of Obstetricians and Gynaecologists of Canada, Health Standards Organization (HSO), Accreditation Canada, Healthcare Insurance Reciprocal of Canada (HIROC), HealthCareCAN – SoinsSantéCAN

Facebook – Organizations to Tag (tag in graphics):

Healthcare Excellence Canada, World Health Organization (WHO), National Aboriginal Council of Midwives, Safemedicationuse.ca by ISMP-Canada, The Society of Obstetricians and Gynaecologists of Canada - SOGC, Health Standards Organization - HSO, Accreditation Canada, Healthcarecan

Before September 17

- On September 17, countries from around the world will celebrate World Patient Safety Day. This year's theme is: Safe maternal and newborn care: Act now for safe and respectful childbirth. Show your support by participating in the campaign on social media using #WorldPatientSafetyDay, #PatientSafety and #SafeChildbirthForAll. You can also join Patients for Patient Safety Canada and the National Aboriginal Council of Midwives for a webinar on Safe and Respectful First Nations, Inuit, and Métis Maternal and Newborn Care at 12:00 p.m. (ET). Join the conversation: <https://bit.ly/2WPjcYC> #SafeChildbirthForAll #PatientSafety #WorldPatientSafetyDay
- On World Patient Safety Day at 12:00 p.m. (ET), join Patients for Patient Safety Canada, a patient-led program of Healthcare Excellence Canada, and the National Aboriginal Council of Midwives for a conversation on Safe and Respectful First Nations, Inuit, and Métis Maternal and Newborn Care. The discussion is intended to build awareness and understanding of the experiences of First Nations, Inuit, and Métis people and to discuss ways to provide safe maternal and newborn care. Join the conversation: <https://bit.ly/2WPjcYC> #SafeChildbirthForAll #PatientSafety #WorldPatientSafetyDay

On September 17

- Today is #WorldPatientSafetyDay. This year's theme, Safe maternal and newborn care: Act now for safe and respectful childbirth, is to bring awareness that everyone should have a safe and respectful childbirth experience. Many First Nations, Inuit and Métis people experience significant health disparities and barriers to accessing care, leading to an increased risk of poor maternal and newborn health outcomes. There are opportunities to improve First Nations, Inuit and Métis maternal and infant health outcomes. Join Patients for Patient Safety Canada and the National Aboriginal Council of Midwives today at 12:00 p.m. (ET), for a conversation on Safe and Respectful First Nations, Inuit, and Métis Maternal and Newborn Care. Learn what healthcare providers and leaders can do to improve First Nations, Inuit and Métis safety and health outcomes. Register: <https://bit.ly/2WPjcYC> #SafeChildbirthForAll #PatientSafety

- #DidYouKnow Oxytocin, a high-alert medication, can be used to start or advance labour? Check out the Institute for Safe Medication Practices Canada's patient handout: Oxytocin to Start or Advance Labour: 5 Questions to Ask. It's important to open-up the lines of communication between patients and healthcare providers so everyone knows the benefits and risks of oxytocin to start or advance labour. <https://www.ismp-canada.org/oxytocinsafety/> #SafeChildbirthForAll #PatientSafety #WorldPatientSafetyDay
- Have you checked out the HeART of Healthcare virtual art exhibit? This exhibit honours this year's #WorldPatientSafetyDay theme, Safe Maternal and Newborn Care. The gallery raises awareness about patient safety, explores the impact of preventable harm, and inspires healing and action. Take a tour of the exhibit and see various works of art including paintings, fibre art, poetry, stories, sculpture, dance, and music. <https://bit.ly/3yAIOAF> #SafeChildbirthForAll #PatientSafety
- This #WorldPatientSafetyDay, we are supporting that everyone should have a safe and respectful childbirth experience. This includes being able to make informed choices about birthing options and having access to medical and other support to ensure people who give birth, and their babies are safe before, during and after birth. Check out the tools, information and resources on Healthcare Excellence Canada's website that support safe maternal and newborn care. <https://bit.ly/3DBk047> #SafeChildbirthForAll #PatientSafety
- How can we ensure #SafeChildbirthForAll? Healthcare providers, leaders can help close the gap and improve #FirstNations, Inuit and Métis safety and health outcomes by:
 - increasing their cultural safety competencies
 - learning trauma informed-care practices
 - increasing the number of Indigenous healthcare providers
 - employing Indigenous patient navigators
 - encouraging patients to bring someone with them to serve as a bridge between Indigenous patients and the health system

<https://bit.ly/3DBk047>

#WorldPatientSafetyDay #PatientSafety

For more information on World Patient Safety Day

- [World Health Organization - History](#)
- [World Health Organization - World Patient Safety Day Global Campaign](#)
- [Download Campaign Materials](#)

Follow [WHO](#) on their official [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and on [YouTube](#). Share, subscribe and amplify their patient safety messages.

Website, Email Banners and Social Media Images

[World Patient Safety Day Free Digital Downloads \(healthcareexcellence.ca\)](https://healthcareexcellence.ca)

About Healthcare Excellence Canada (HEC)

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.

Campaign Partners

- National Aboriginal Council of Midwives
- Society of Obstetricians and Gynaecologists of Canada (SOGC)
- Patients for Patient Safety Canada
- Health Standards Organization/Accreditation Canada
- Healthcare Insurance Reciprocal of Canada (HIROC)
- Institute for Safe Medication Practices Canada
- HealthCareCAN





ACCREDITATION
CANADA

Better Quality. Better Health.



Institute for Safe Medication Practices Canada
Institut pour la sécurité des médicaments
aux patients du Canada

HealthCareCAN
Leading. Innovation. Together.



Soins SantéCAN
Leadership. Innovation. Collaboration.