

Communications Toolkit



Five Goals to Align Canada on Patient Safety and Quality
Improvement #QualityPatientSafety



Table of Contents

To our Highly Valued Quality and Patient Safety Champions	3
Key Messages	4
Why is a Canadian Quality and Patient Safety Framework for Health Services necessary?	4
How the Framework will Help	4
Backgrounder	5
Why a Framework?	5
Five Goals to Align Canada on Patient Safety and Quality Improvement	6
These aims can be realized through the Framework's five overarching goals:	7
How Early Adopters are Taking Action	8
Frequently Asked Questions	9
Be Bold – Take Action with Us	10
Take Action – Social Media	10
Take Action – Newsletter Content	12
Contact	12





To our Highly Valued Quality and Patient Safety Champions,

Many Canadians believe we have the safest health care system in the world – the reality is that we have a ways to go.

Unintended patient harm occurs every minute and 18 seconds throughout Canada's health care systems, with a death resulting every 13 minutes and 14 seconds (RiskAnalytica, [The Case for Investing in Patient Safety in Canada](#), August 2017). **We must do better.**

The Canadian Patient Safety Institute (CPSI) and Health Standards Organization (HSO), with the dedicated support of hundreds of stakeholders across Canada, recognized the need for a greater commitment to quality and safety improvement. We are pleased to share the the Canadian Quality and Patient Safety Framework for Health Services, **the first of its kind in Canada**. By committing to improving quality and patient safety, we can achieve **better health care for all**.

Be sure to take full advantage of all the communications tools and resources in this package:

- **Please use this communications toolkit to raise awareness for the Framework.** This electronic kit contains key messages, posts, and tweets to share on social media, and a story for newsletters.
- Check out all the online resources at qualitypatientsafety.ca to help you promote and adopt the Framework.
- Share your commitment to patient safety and quality care online. Please do participate on social media – **we would love to see what you and/or your organizations are doing to improve quality and patient safety.** Tweet using [#QualityPatientSafety](#) and tag us ([@HSO_world](#) and [@Patient_Safety](#)), and we will look to share your updates.

Thank you for your dedication to patient safety and quality improvement. **Together, we can align Canada from coast-to-coast-to coast on patient safety and quality improvement.**

Yours in patient safety,

Leslee Thompson

President and Chief Executive Officer
Health Standards Organization

Co-chair, Canadian Quality and Patient Safety
Advisory Committee

Chris Power

Chief Executive Officer
Canadian Patient Safety Institute

Co-chair, Canadian Quality and Patient Safety
Advisory Committee





Key Messages

Please find **key messages you can use and adapt to your context** to describe the Canadian Quality and Patient Safety Framework:

Why is a Canadian Quality and Patient Safety Framework for Health Services necessary?

- **Unintended patient harm occurs every minute and 18 seconds** throughout Canada's health care system, with a death resulting every 13 minutes and 14 seconds (RiskAnalytica, [The Case for Investing in Patient Safety in Canada](#), August 2017).
- People in Canada expect and deserve safe, high quality health care services but as a country, according to most global rankings, we fall short on quality and safety. **We must do better.**
- Safe, quality health care for all is possible. **When we align our actions with the five shared goals and work together, we can accelerate improvements in quality and patient safety.**
- Improving patient outcomes in Canada can be achieved by **reducing variations in care quality** through the implementation of required quality and patient safety practices in health services.

How the Framework will Help

- The Canadian Quality and Patient Safety Framework is the first national framework dedicated to reducing variation by aligning Canada around five goals for patient safety and quality improvement that **provides a roadmap for health services regardless of their jurisdiction.**
- The Framework was developed together with health system and quality leaders, patient partners, providers, government representatives and researchers, **recognizing the need for individual and organizational dedication to provide safe, quality care.**
- This people-centred Framework provides evidence-based analysis and expertise to outline quality and patient safety goals for health care to **focus action and resources that improve the patient experience, outcomes and reduces unwarranted care variation.**
- The Canadian Quality and Patient Safety Framework for Health Services is the foundation for enabling and realizing high quality, safe health care in all sectors and settings across Canada, with and for all people in Canada. We heard loud and clear from you, our stakeholders across the country and beyond, that **these five goals to drive improvement are needed more than ever: people-centred care, safe care, accessible care, appropriate care, and integrated care.**





- The Framework provides custom Action Guides to **five stakeholder groups**:



Public



Board Members



Health Leaders



Health Teams,
Including Patients
and Families



Policy Makers

Backgrounder

Why a Framework?

To truly align Canada's efforts toward better and safer care, we must **prioritize coordinated action**.

Collective action across Canadian jurisdictions is needed now more than ever before with the current pandemic. **This Framework is the roadmap that can align the country around key areas that improve the delivery of safe, quality care**, and is especially important in light of the current pandemic. To truly align Canada's efforts towards better and safer care, there needs to be coordinated action regardless of jurisdiction focused on specific areas that are integral to the overall improvement of quality and patient safety.

The Framework recognizes the need for collective action and the unique roles each of us plays in bringing the Framework into daily practice. Each of the five goals respond to current and emerging needs of all health service stakeholders and is **relevant in all health care settings**. This people-centred framework is meant to **instill a culture of quality improvement and patient safety to deliver safe, high-quality health care services when and where they need it**. The Framework is **already being used in many jurisdictions** and we encourage you to create your own path for implementation and to share it.





Developed with Broad Consultation, including Patients and Families, Diverse and Indigenous Peoples

Throughout the Framework's development, the Advisory Committee and its support team conducted national and international scans and consulted hundreds of experts and people across Canada to **ensure that the goals address unmet needs and are useful for all health care settings**. The Framework was developed in consultation with members of the public, health leaders, policy makers, board members, and health teams (which includes patients and families). The processes also included numerous committee meetings, international and national environmental scans, key stakeholder interviews, a national public consultation, and further targeted consultations with key stakeholder groups.

This comprehensive approach was prioritized to ensure the Framework package **reflects both current and emerging trends and the realities of health systems across Canada, regardless of jurisdiction**. The accompanying action guides, resources, and indicators are curated implementation tools to **support all stakeholders** with using and implementing the Framework package, regardless of their role or care setting.

We acknowledge the complexity of creating a truly inclusive Framework Package based on principles of equity and diversity. Further outreach, engagement and relationship building is needed moving forward to ensure the goals align with the needs of diverse peoples, including First Nations, Inuit and Métis, black people, LGQBQTQ2S+ members, immigrants, members from a visible minority. **Help us create a truly inclusive Framework by sharing your stories, challenges, and recommendations!**

Five Goals to Align Canada on Patient Safety and Quality Improvement

The Canadian Quality & Patient Safety Framework for Health Services provides the foundation and an enabling strategy to focus action and resources.

The Framework's ultimate aims are to:

- Improve key quality and safety areas
- Reduce unwarranted care variation
- Strengthen high-quality health services that improve patient experiences and outcomes





These aims can be realized through the Framework's five overarching goals:



Goal 1 | People-Centred Care

People using health services are equal partners in planning, developing, and monitoring care to make sure it meets their needs and to achieve the best outcomes.



Goal 2 | Safe Care

Health services are safe and free from preventable harm.



Goal 3 | Accessible Care

People have timely and equitable access to quality health services.



Goal 4 | Appropriate Care

Care is evidence-based and people-centred.



Goal 5 | Integrated Care

Health services are continuous and well-coordinated, promoting smooth transitions.





How Early Adopters are Taking Action

- “...we identified how our departmental activities and initiatives align. It was refreshing to see the strong alignment in the Framework.” - **Alberta Health**
- “Our Quality and Learning Framework [reflects all five of the Canadian Quality and Patient Safety Framework goals and builds them out for Manitoba.](#)” - **Shared Health, Manitoba**
- “...using this to inform our own organizational framework... and gave it to geographical teams to use.” - **Nova Scotia Health Authority**
- The **Saskatchewan Ministry of Health and Saskatchewan Health Authority** have requested a presentation from CPSI for their local context for Ministry staff, the Saskatchewan Health Authority and other system partners on the Canadian Quality & Patient Safety Framework for Health Services.
- The **Mental Health Commission of Canada** and **HealthCareCAN** have committed to using the Canadian Quality and Patient Safety Framework for Health Services and customizing for a mental health environment with the support of their Quality Mental Health Care Network.
- CPSI recently conducted a series of individual meetings with Assistant Deputy Ministers from Ministries of Health across the country and held a group discussion with the Federal, Provincial, and Territorial Government Patient Safety Network. Several jurisdictions requested a deeper dive on implementation within their Ministry, program teams, and service delivery organizations. CPSI and HSO are committed to supporting these efforts and offering workshops, presentations and webinars to jurisdictions to suit their local context.
- The **Canadian Partnership Against Cancer** confirmed their endorsement of the Framework and “strongly supports the Framework’s commitment to safe and high-quality health care throughout the country.”





Frequently Asked Questions

1. Why do we need a Canadian Quality and Patient Safety Framework?

The reality is that unintended harm occurs in a Canadian hospital or home care setting every minute and 18 seconds. Every 13 minutes and 14 seconds, someone dies. Patient safety incidents are the third leading cause of death in Canada. To truly align Canada's efforts toward better and safer care we must prioritize coordinated action. This Framework, which is already being used in many jurisdictions at different levels, provides the foundation to align the country as we work to improve safety in health services.

2. How can I use this Framework?

- a. Read the five goals, which include objectives and outcomes;
- b. Find your corresponding Action Guide;
- c. Use the proposed indicators to help track your success;
- d. Use the recommended resources as you work through your customized Action Guides to improve quality and patient safety.

3. How does this Framework include the voices of stakeholders across Canada?

HSO and CPSI used public consultation and broad engagement tools in order to ensure that all voices were heard, including:

- Indigenous peoples, (including First Nations, Inuit and Métis);
- Voices from every province and territory across Canada;
- People living in remote and isolated regions;
- Diverse peoples.

This process included in-person and virtual focus groups, one-on-one interviews, online surveys and presentations to build awareness and collect advice.

4. Was there any representation of First Nations, Inuit and/or Métis peoples on the advisory committee to help inform the work?

HSO and CPSI are actively supporting efforts for reconciliation between Indigenous (including First Nations, Inuit and Métis) and non-Indigenous peoples in Canada. We acknowledge the complexity of creating a truly inclusive Framework Package based on principles of equity and diversity. Further outreach, engagement and relationship building is needed moving forward to ensure the goals align with the needs of diverse peoples, including First Nations, Inuit and Métis, black people, LGQBTQ2S+ members, immigrants, members from a visible minority. Help us create a truly inclusive Framework by sharing your stories, challenges, and recommendations!





5. Was there representation from patients and families on this committee?

The committee membership reflects the importance of a people-centred approach and had active representation and participation from several patients and family members, as well as CPSI's patient-led program [Patients for Patient Safety Canada](#), who brought the voice of patients and their experience in the Canadian health system to develop the Framework, Goals and Action Guides.

6. How can I organize a presentation of this Framework for our group?

We would be thrilled to deliver a presentation for your organization. If you are interested, please contact qualityservicesforall@healthstandards.org.

Be Bold – Take Action with Us

Thank you again for sharing the Canadian Quality and Patient Safety Framework with your networks. You are sharing something that was endorsed by people from across Canada who are passionate about aligning Canada on quality improvement and patient safety to improve outcomes. If you have any feedback or recommendations for how we can better support you spreading the word, please email us (subject line “Communications”) at: qualityservicesforall@healthstandards.org

Take Action – Social Media

Please find social media messaging and imagery that you are encouraged to share with your networks. You are also welcome to share published posts by CPSI and HSO by scanning the hashtag feed [#qualitypatientsafety](#):

1. **IT'S HERE:** Proud to present the first-ever Canadian Quality and Patient Safety Framework. Made by Canada for Canada. Join together and align with five goals for quality and patient safety: qualitypatientsafety.ca [#qualitypatientsafety](#)
2. **“Why a national Quality and Patient Safety Framework?”** Unintended patient harm occurs every 1 min and 18 secs throughout our health care system, resulting in a death every 13 mins and 14 secs. Join us to improve patient outcomes: qualitypatientsafety.ca [#qualitypatientsafety](#)
3. **The absence of harm is not the same as the presence of safety.** Adopt the Canadian Quality and Patient Safety Framework's five goals and work with people who are passionate about patient safety and quality: qualitypatientsafety.ca [#qualitypatientsafety](#)





4. **Safe care must be systematically and intentionally built into our systems.** Align with the Canadian Quality and Patient Safety Framework to work with leaders across Canada to improve patient outcomes: qualitypatientsafety.ca #qualitypatientsafety
5. Health care is a team sport. We make a bigger impact when we work together to provide quality care, safe outcomes, and positive experiences. Align with the Canadian Quality and Patient Safety Framework's five goals: <https://vimeo.com/464319615/c8dcc081a5> #qualitypatientsafety



Please click to download and use these images for your social media, newsletters and other communications.

Thank you for helping to grow awareness of the Canadian Quality and Patient Safety Framework and its five goals to align Canada on quality and patient safety!





Take Action – Newsletter Content

Please use or modify the following content with your newsletters to magnify our reach across Canada:

How can we accelerate quality improvement and patient safety throughout Canadian health services? By focusing all stakeholders across Canada on five goals for safe, quality care. Learn more about the Canadian Quality and Patient Safety Framework for Health Services and how we can align our goals for better patient outcomes: www.qualitypatientsafety.ca

Contact

Thank you again for collaborating with us. We sincerely appreciate you sharing the Canadian Quality and Patient Safety Framework with your network and aligning Canada on five goals for patient safety and quality improvement.

For any questions, to request a team presentation or to share your experience using the Framework, please contact qualityservicesforall@healthstandards.org.

