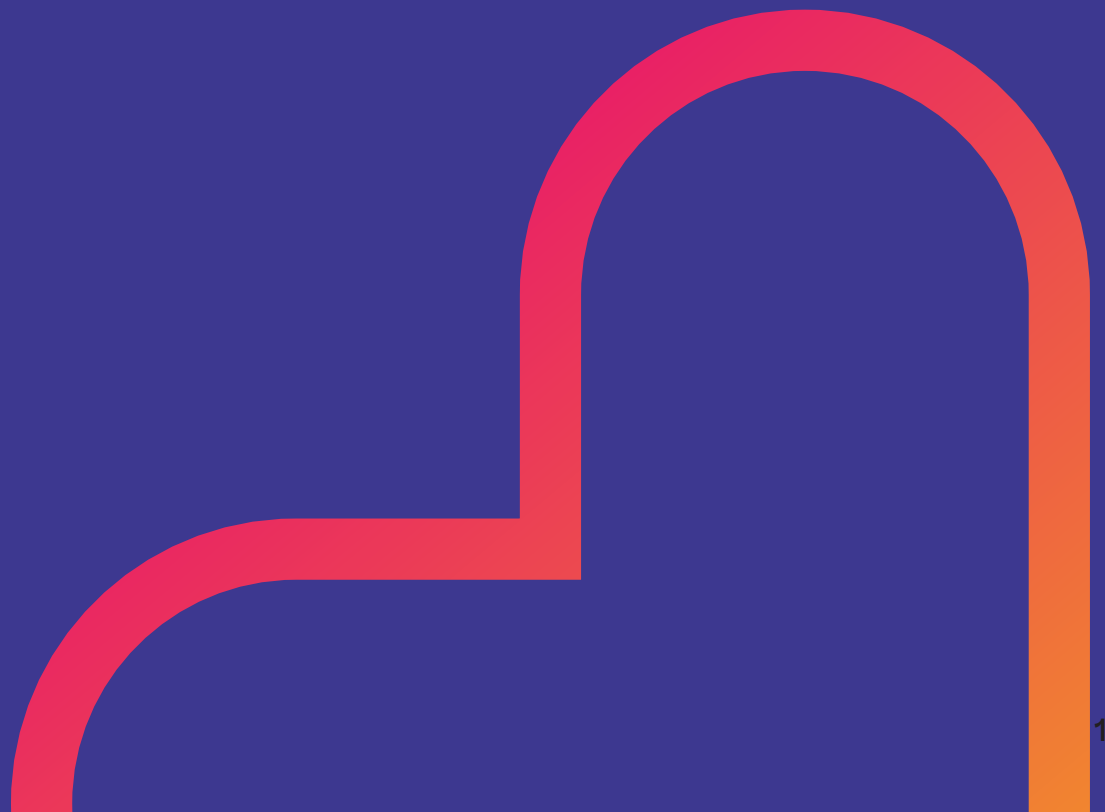


SMALL CHANGES. BIG IMPACT. SAFER CARE.

Canadian Patient Safety Week 2023
Communications Toolkit



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Introduction

While generally safe, too many people experience unintended physical and psychological harms – including those caused by culturally unsafe care – across the health system. Change is needed because safer care is always a goal, but the focus may have shifted from patient safety during the pandemic.

We're aiming to re-energize the safety movement — and we would love your help!

Organized by Healthcare Excellence Canada, Canadian Patient Safety Week (CPSW) is an annual campaign to inspire extraordinary improvements in healthcare safety and quality. This year, for CPSW 2023, we're focusing on how even **small changes** can have a **big impact** when it comes to delivering **safer care**. Small things like asking a question. Having a quick conversation. Or proactively taking action.

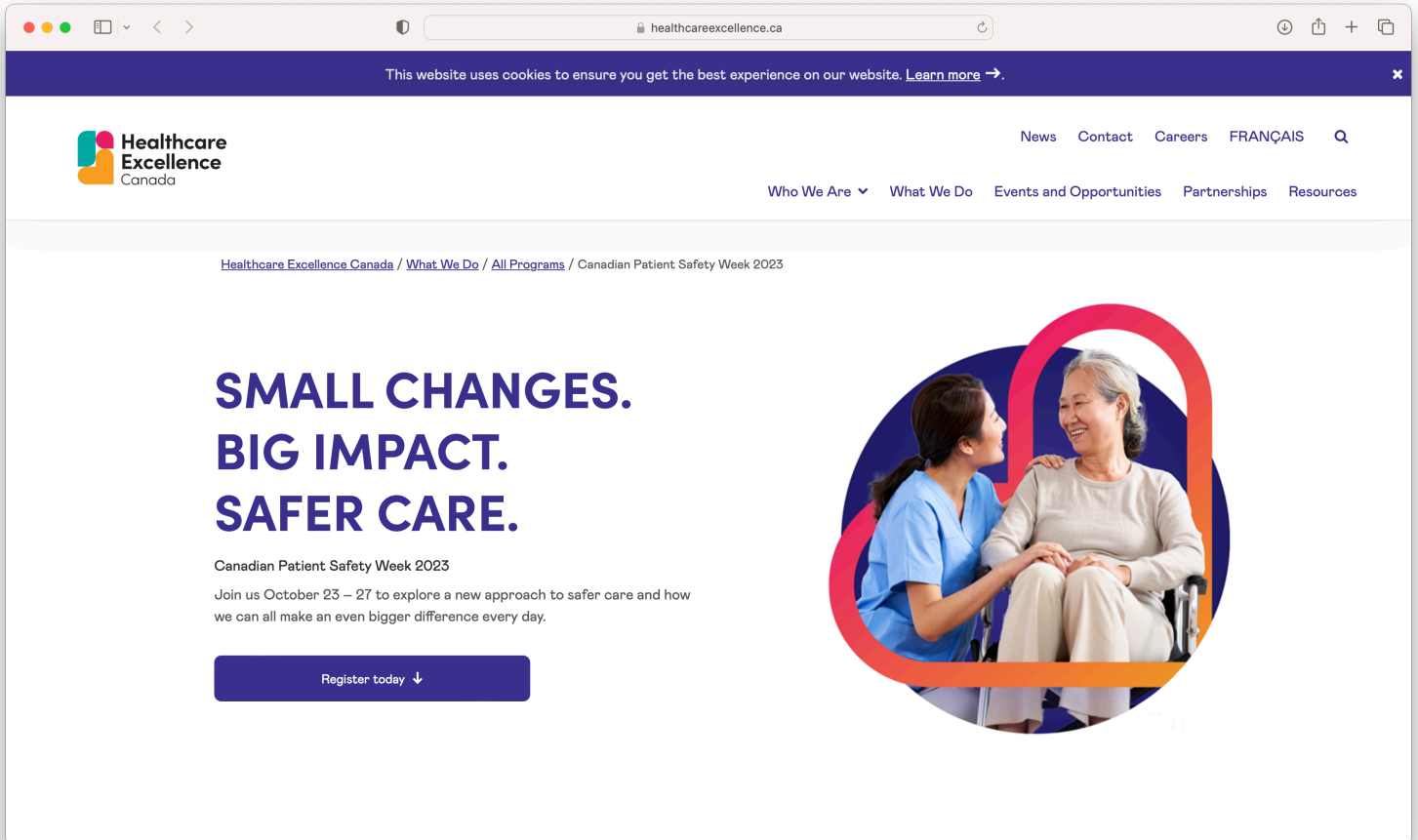
It's all part of the new approach to patient safety we're championing that's grounded in exploring, learning and acting to create safer care and reduce all forms of harm. We're asking you to help us spread the word.

To make it easier, we've created this toolkit containing resources and content you can use to reach and engage with those involved in giving or receiving care in your organization, network or community.

ExploreSaferCare.ca

You can direct people to this website before, during and after CPSW 2023.

The [ExploreSaferCare.ca](https://www.healthcareexcellence.ca/exploresaferecare) website will be home to up-to-date information and resources for Canadian Safety Week 2023. This is where all campaign marketing and ongoing educational efforts will drive.



E-Newsletter content

You can copy + paste this content or use it as inspiration for e-newsletters or other organizational or member communications. Choose the <options> that make sense for you. Feel free to add, subtract or change it according to your needs. You can use the digital banner or any social media graphics with it, too.

Canadian Patient Safety Week 2023

Canadian Patient Safety Week 2023 runs October 23–27. This year’s theme is “Small changes. Big impact. Safer care.” Healthcare Excellence Canada is championing a new approach to patient safety grounded in exploring, learning and acting to create safer care and reduce all forms of harm — including those caused by culturally unsafe care. <IF APPROPRIATE FOR YOUR ORGANIZATION: And we’re going to join them!>

<IF ORGANIZATION IS PARTICIPATING: We’ll be participating by INSERT PLANNED CPSW 2023 ACTIVITIES.>

Together, let’s explore how even small things can have a big impact when it comes to safer care.

We encourage everyone with an interest in safer care to [register for Canadian Patient Safety Week 2023](#). You’ll be able to:

- Order free CPSW 2023 posters, stickers, pens and banners
- Register for webinars exploring the new approach to safer care
- Get updates and download resources and activities
- Access the exclusive registrants-only fireside chat

You can learn more about CPSW 2023 and register at [ExploreSaferCare.ca](#).

Email content

You can copy + paste this content or use it as inspiration for emails to your team, members or network. Choose the <options> that make sense for you. Feel free to change and personalize the content in any way you see fit. You can insert the digital banner or any social media graphics in your email as well.

[Subject line]

Participating in Canadian Patient Safety Week 2023

[Content]

<Insert greeting>,

Canadian Patient Safety Week 2023 will be here soon, running October 23–27. This year, Healthcare Excellence Canada is championing a new approach to patient safety grounded in exploring, learning and acting to create safer care and reduce all forms of harm — including those caused by culturally unsafe care. <IF APPROPRIATE FOR YOUR ORGANIZATION: And we're going to join them!>

Let's explore how even small things can have a big impact when it comes to safer care. Small things like fostering a curious mindset, asking questions, engaging in safety discussions, and taking action proactively.

<IF ORGANIZATION IS PARTICIPATING: As an organization, we'll be participating by INSERT PLANNED CPSW 2023 ACTIVITIES.>

We encourage <you> **OR** <all NAME OF ORGANIZATION members> to [register for Canadian Patient Safety Week 2023](#). You'll be able to:

- Order free CPSW 2023 posters, stickers, pens and banners
- Register for webinars exploring the new approach to safer care
- Get updates and download resources and activities
- Access the exclusive registrants-only fireside chat

You can learn more about CPSW 2023 and register at [ExploreSaferCare.ca](#).

Thank you — and let's get inquisitive together!

<Sign off>

Social media content

You can use the following social media post content as-is, or use them as a jumping off point. Choose the <options> that make sense for you. You can use the suggested social media graphics for each, or use your own images. You can use the following optional hashtags as appropriate:

#CPSW2023 #PatientSafety #SaferCare

PROMOTE CPSW 2023

Small Changes. Big Impact. Safer Care. <Join us as we> **OR** <Let's> explore a new approach to improving safety for all during Canadian Patient Safety Week, October 23–27! Learn more and register now: [ExploreSaferCare.ca](https://www.exploresafercare.ca)



PROMOTE NEW APPROACH: POST 1

What does patient safety mean to you? Learn about a new approach grounded in exploring, learning and acting to create safer care and reduce all forms of healthcare harm — including those caused by culturally unsafe care. Find out more: [ExploreSaferCare.ca](https://www.exploresafercare.ca)



PROMOTE NEW APPROACH: POST 2

<Alongside Healthcare Excellence Canada (@HE_ES_Canada), we're> **OR** <Learn about> championing a new approach to make patient care safer. Small changes like asking questions, having safety discussions or taking action proactively can have a big impact towards safer care for all. Learn more: [ExploreSaferCare.ca](https://www.exploresafercare.ca)



Digital banner and social media graphics

You can use the graphics included with this toolkit on your website, in your communications and in your social media channels. Please do not alter these graphics as they are part of the campaign's visual identity.



Thank you for helping to spread the word about Canadian Patient Safety Week 2023 and the new approach to patient care we are championing.