

We celebrate the efforts of the organization as they develop noteworthy activities, practices, or processes that are innovative and tied to CCHSA's Quality Standards

Patient Safety Area: Communication

Krista Chorney
 Coordinator, Quality and Risk
 Brandon Regional Health Authority

- **CCHSA Goal:** Improve the effectiveness and coordination of communication among care/service providers and with the recipients of care across the continuum.

- **ROP #1:** Inform and educate patients/clients and/or family about their role in patient safety, using both written and verbal communication.

Health services for population of **180,000**

Geographical area **67 square kms**

Regional referral centre for "Westman"

Programs: Long Term Care, Public Health, Home Care, Mental Health, Audiology, Rehabilitation, Acute Care, Ambulatory Care, Primary Health Care, Diagnostic Services

January 2007

Brandon RHA launched:

"It's Safe to Ask":

A provincial patient safety and health literacy initiative, led by Manitoba Institute for Patient Safety (MIPS).

- **It's Safe to Ask:**

- **Public groups targeted:** All Manitobans with additional emphasis on elderly, aboriginal, ESL, new Canadians, consumers of disability/metal health services, children/youth
- **Health providers targeted:** physicians, nurses, pharmacists



- **Actions: Brandon RHA**

- Educated managers
- Managers reviewed at staff meetings
- Posters/pamphlets posted in clinical programs, library and public areas of facilities
- Volunteers provided and discussed content with patients in ER waiting room
- Interviewed on local television news show
- Presented to local seniors group

- **Canadian Patient Safety Week October 2007**

- Provincial launch of CPSW
- 'It's Safe to Ask' promoted

- **This Practice Demonstrates Successful Results**

- Independent surveyor to evaluated effectiveness of campaign
- Feedback from 7th Street Health Access Centre staff

- **This Practice Shows Innovation and Creativity**

- Commend MIPS for 'It's Safe to Ask':
 - Steering Committee: Included Moms & Dads, Literacy Partners of MB Focus groups
 - Provincial launch: Buses, billboards, association mail outs, 30 newspapers, radio commercials in 6 languages
 - Spread into over 65 sites
 - Simplicity in the message

- **This Practice Can be Adapted by Other Organizations**

- Provide a tool to invite patients into the conversations about their health care
- Readily accessible
- Educate and encourage staff to use tool with patients

