

Essential Imaging Action Series



Essential Imaging
BC PATIENT SAFETY & QUALITY COUNCIL

Webinar Four: Learning Outcomes

1. Identify different people you need to communicate with and who have a stake in the work.
2. Develop an elevator speech and communications strategy to help you achieve your improvement goals.



Oh, And Then There's Berwick

A thousand numbers aren't worth one story that relates to those numbers. I just know that if you can find a face, a story or something that feels real to people, tell that story and then relate it to the broader facts or agenda, you stand a chance of winning hearts and minds that you just can't get with pure data alone.

- Don Berwick

Six Steps for Communication with Impact



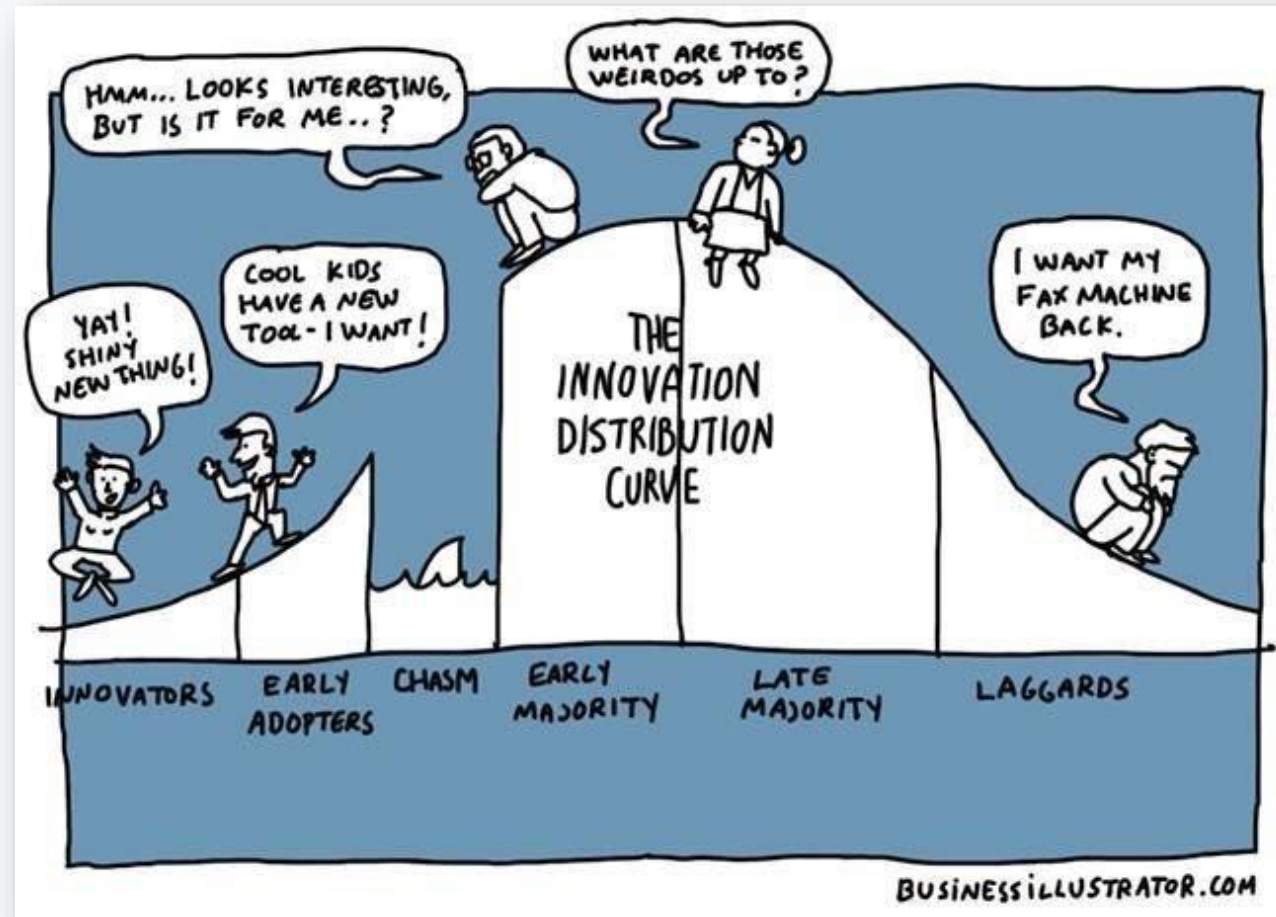
Aim

- Why do you need to communicate?
- What do you want to achieve?
- Support the project's overall objective.

Aim Examples

- Sign up 10 project team members by April 1.
- Share project updates with key stakeholders on the 15th day of every month.
- Receive 500 responses to my survey about XYZ by September 30.
- Receive 1,000 visits to my webpage by November 15.

Beware of the Chasm!



Audience

- Make sure you're reaching the right people.
- This may mean one or several groups.
- Communication goals for each of the groups may also differ.



Target Your Audience

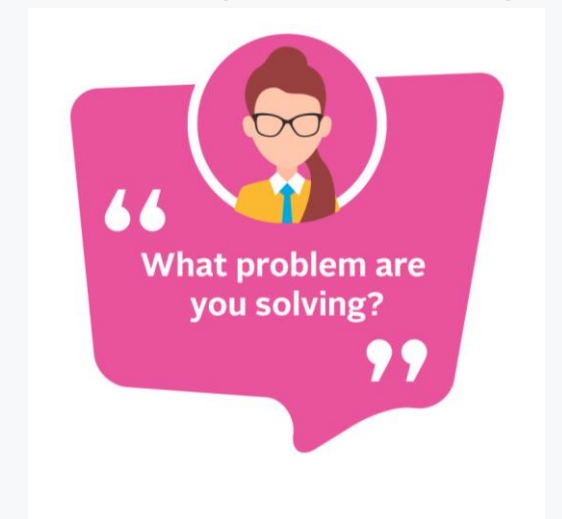
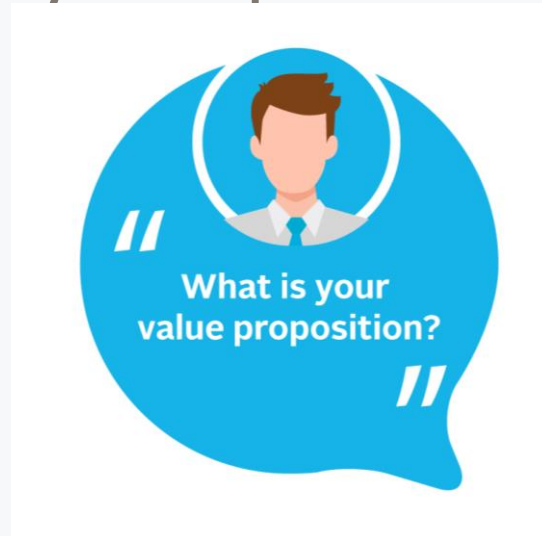
- Zero in on your target audience.
- Don't focus on too many groups.
- You may have many audiences but one will be key.



Messages

A sharply worded idea that has been whetted on the on the stone of brevity is capable of remarkable persuasion.

- Terry O'Reilly



Messages

- What does the audience need to hear in order to understand, engage and act?
- Essential information only.
- A few clear messages will work better than many vague ones.
- Keep to one thought per message.



Elevator Pitch

Consider turning them into an elevator description: a snappy, distilled, summary of your idea.

- 30 seconds.
- Simple.
- Memorable.
- Engaging.



Elevator Pitch Guidance

1. **Pick your Audience:** Who are you trying to reach?
2. **Define the Opportunity:** What problem are you solving? Explain the current need that your project will meet or solve.
3. **Define the Benefit.** What benefit will staff/patients/people/etc. receive from your project/idea?

Use this guide to help develop your elevator pitch!

Alternative Ways to Describing your Project!



State, Present, Explain...

State the problem

Present your solution

Explain why people should trust you

Describe your value proposition

Offer a CTA (Call to Action)



Problem, Agitate, Solution

State Identify the problem

Agitate Agitate that problem

Present Present your solution

X, Y & Z

Our organization (or project/team) is where
[audience X]

Can find [content Y]

For [benefit Z]

Strength of Weak Ties

Whatever is to be shared can reach a larger number of people and traverse greater social distance when passed through weak ties rather than strong.





Channels: Instagram

The right fit for your project if your aim is to:

- Show impact or need for change.
- Feature the stories of multiple people.
- Deliver short tips and tricks/answer quick questions.
- Testimonials.



Channels: Facebook

The right fit for your project if your aim is to:

- Create connections (not just you and others, but audience to audience as well).
- Increase transparency and build trust.
- Collaborate with others.
- Share documents and tell stories at full length.



Channels: Videos

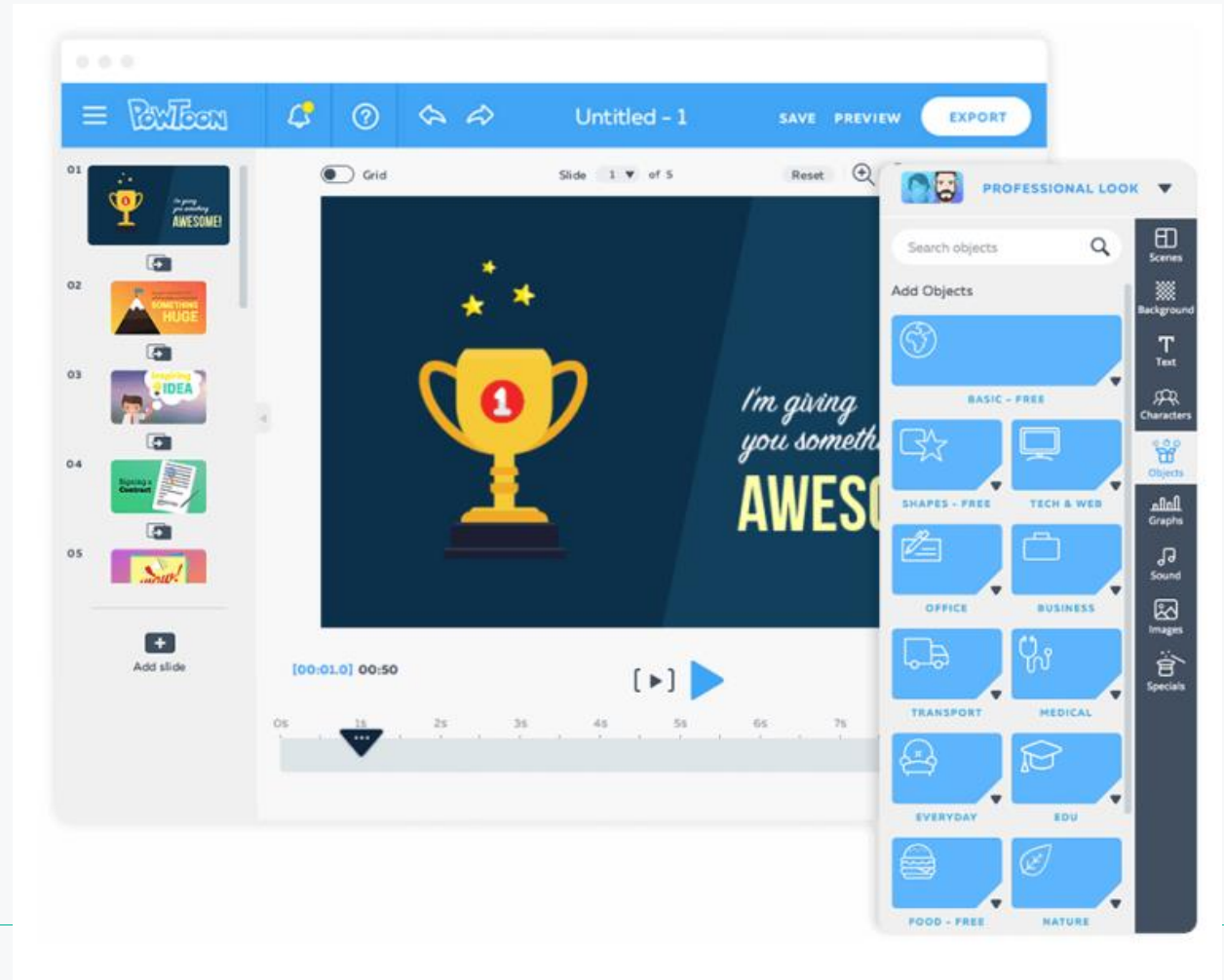
The right fit for your story if your aim is to:

- Deliver instruction and training.
- Hold someone's attention through a longer story.
- Document a health care improvement over a long period of time.
- Tell a story graphically.
- Evoke emotion.

Video Tools

Some tools for videos:

- Powtoon
- VideoScribe
- Scratch
- Animoto
- YouTube
- Inshot
- iMovie



Powtoon



Channels: Twitter

The right fit for your story if your aim is to:

- Tell your story with new audiences.
- Create stronger ties with others doing similar work.
- Share your work/initiative on a broader scale.
- Increase transparency.
- Have conversations.
- Tell a story gradually in multiple parts.



Channels: Newsletters

- Easy to manage.
- Admin and data taken care of.
- Visually appealing.
- Targeted.
- Great internal and external focused tool.

CHANGE QUEST

Your Mission, Should You Choose to Accept It

As a bit of friendly competition among Change Day BC Ambassadors, we've started a game called **Change Quest!** It challenges you to complete missions and then gives you points for completing them. And it's all done by using an app for Android and iPhone devices called **GooseChase**.

Teams were quick out of the starting gates when we unleashed the Change Quest Missions on May 13.

It's not too late for you to join the competition! If you want to show off your stuff and earn points, accolades and bragging rights, [check out details here!](#)

Change Quest Standings

The standings are changing by the minute! As of this writing here are the top 5 teams:

1. VernonChangeDay
2. Team RuralTCS
3. IHQualityWest
4. DeltaView
5. Peggy Scott

PLEDGES IN ACTION!!!

Ben Pledged to Talk about Mental Health

During Mental Health Week, Ben Ridout shared **the story behind his pledge** and the steps that he is taking to #GetLoud about his mental health. [Read it here](#) - and remember that you can like it, join it and share it with colleagues.

You can also read many more inspiring articles on the [stories page of ChangeDayBC.ca](#). Would you like to share your story? Do you have a colleague whose pledge should be profiled? [Send us a note.](#)

Part 2 | Value-Based Healthcare by Design: Identifying Promising Innovations in a Canadian Context

[Value-Based Healthcare Webinar Series](#)

Friday March 15, 2019
12:00 p.m. - 1:00 p.m. (ET)

Are you a health system leader, patient organization, government official or industry representative? Do you have an interest in transforming how health services are designed, organized, delivered and evaluated? In part 2, participants will hear about a performance-based contracting innovation that's delivering better care closer to home, and a novel approach for applying a set of [value-based healthcare \(VBHC\)](#) assessment criteria in practice.

If the answer is **YES**, register now for Part 2 of our VBHC webinar series happening on Friday, March 15 from 12:00 p.m. to 1:00 p.m. (ET).

Webinar speakers include:

- Jennifer Zelmer, President & CEO, CFHI
- Paul L'Archevêque, Dirigeant de l'innovation au Ministère de la Santé et des Services sociaux
- Erik Sande, President, Medavie Health Services

Register today

[Twitter](#) [LinkedIn](#) [Instagram](#) [Facebook](#) [Email](#)

Newsletter Tips

- Do: Tailor based on your audience.
- Don't: Make newsletters media specific.
- Do: Make it visually appealing (easy to do with so many templates).
- Don't: Get carried away by font/design options.
- Do: Remember if all else fails – it's text.
- Don't: Send your whole website.



Channels: Posters



Don't Let The Flu Get to You

The influenza vaccine is **safe, effective** and **FREE** for many people in BC including

- pregnant women...
- ...young children and their families...
- and anyone 65 or older or with a chronic condition.

Find an influenza (flu) vaccine clinic near you at ImmunizeBC.ca



Immunize BC, CPSI

Quality Forum 2018 | People-Powered Improvement

Call for Abstracts

Vancouver, BC | February 21-23

Deadline: September 8th 2017

Share your work with hundreds of people who are passionate about improving health care!

Deliver an oral rapid fire presentation and/or display a poster storyboard.

Tell us about any topic related to providing better care for patients in either of the following two categories:

- Demonstrated results** are projects underway or complete with "how-to" tips and lessons that can be shared with participants. The work does not have to be considered a success - failures provide valuable learning opportunities, too!
- Novel ideas** describe original thinking, promising practices or emerging ways of "how to improve care" that are too young to have results. You can seek input, inspire collaboration, and motivate action at an early stage.

QualityForum.ca

Learn more, view selection criteria and submit as many abstracts as you like: www.QualityForum.ca

@BCQualityForum @bcpsqc
QualityForum@bcpsqc.ca 604.668.8224

BC PATIENT SAFETY & QUALITY COUNCIL
Working Together. Accelerating Improvement.



CLEAN CARE CONVERSATIONS

HEALTHCARE PROVIDER

3 WAYS

you can work hand-in-hand to create a clean care culture.

- TALK ABOUT CLEAN CARE**
1 Explain why clean care - starting with clean hands - is important to prevent healthcare-associated infections.
- SHOW CLEAN CARE**
2 Clean your hands in front of patients, families and colleagues.
- ENCOURAGE CONVERSATIONS ABOUT CLEAN CARE**
3 Listen to your patients and their family members, answer their questions, and ask for feedback.

#STOPCleanYourHandsDay #CleanCareConversations HandHygiene.ca



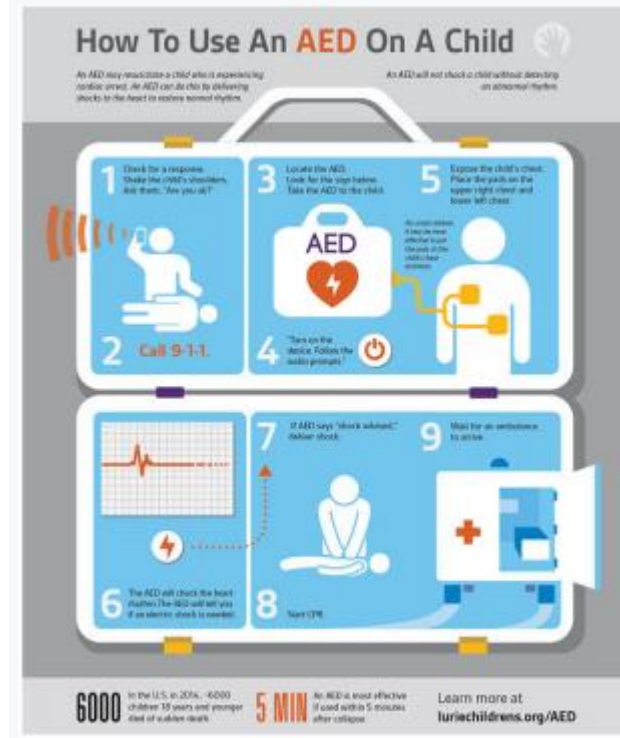
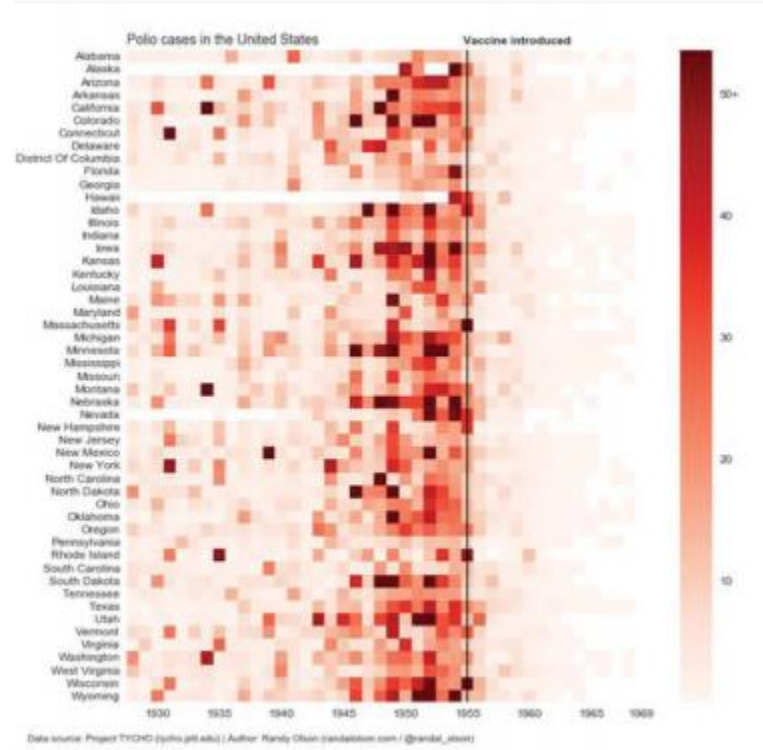
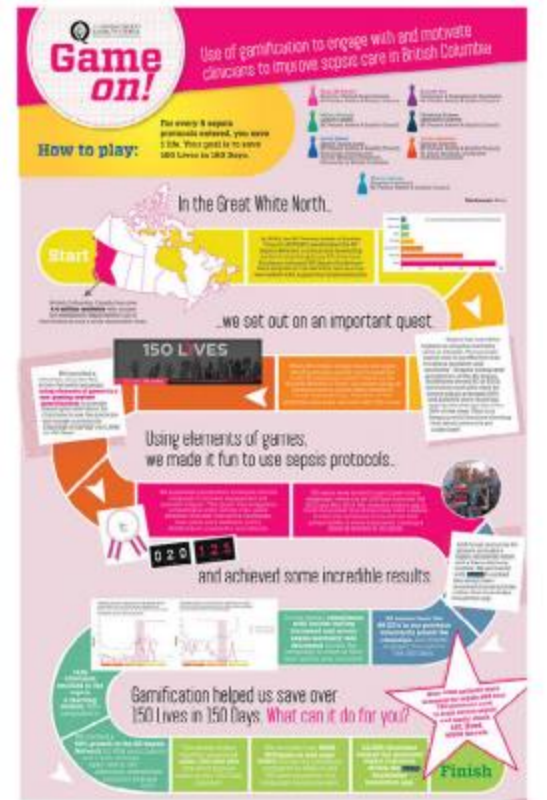
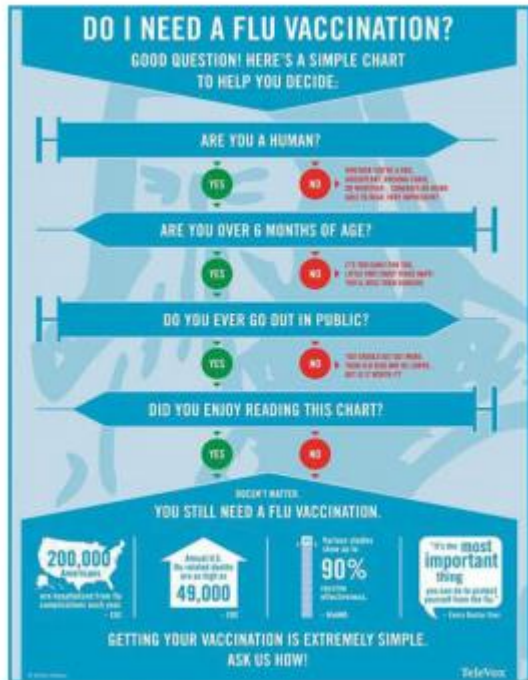


Channels: Storyboards

- Do: Give visual cues to stress important information.
- Don't: Use more than three fonts in a layout.
- Do: Embrace white space.
- Don't: Make lines too short or too long.
- Do: Convey emotion with colour and fonts.
- Do: Use colour wisely and follow a scheme.



Infographics



Review

- Were your aims right?
- Were your audiences too broad/narrow?
- Did people act on the messages and remember them?
- Did your channels reach the right people?
- Which stories had most impact?
- What could you do differently?¹

