



Introducing the

Living the Pledge Campaign

The Living the Pledge Campaign is a monthly infection prevention campaign to help keep residents and fellow team members safe from harm. It provides focused resources to empower everyone in your building to honor the Safe Care for Seniors Pledge to keep residents and staff safe from harm.

Each month's campaign focuses on a key infection prevention topic identified by survey citations with opportunities to improve our practices. *The Campaign is designed to be flexible and easy. There are no requirements; use the resources that are helpful to your organization.*

The Campaign will address the two key elements that need to be in place for consistent Safe Practices: **Effective Systems** and **Managing Human Behavior** within those systems.

The Campaign Includes:

Resources to Manage Human Behavior:

- Weekly posters/messages to encourage staff to follow safe and consistent practices
- "Living the Pledge" Vouchers specific to the month's theme that can be given to staff "caught" following the month's targeted safe behaviors (*can also include residents and visitors*)
- Ideas for how to convert the Vouchers into recognition

Resources to Create Effective Systems:

- Top survey citations related to the topic of the month
- Survey items and ICAR assessment items to review related to the topic of the month
- 3-5 Key areas of focus for your organization to assess and strengthen your practice
- Quick & Easy tools to support key practices

To prepare for the Campaign:

- Designate a Campaign Lead(s) (Safe Care Champions can serve in this capacity)
Campaign Lead Responsibilities:
 - ◇ Watch for monthly Campaign materials
 - ◇ Roll out the monthly focused Campaigns – i.e., hang posters, select monthly prizes for drawings.
 - ◇ Coordinate with an existing team (e.g., COVID team, QAPI committee) to review the monthly key safety practices and assess against current practices for opportunities to improve.

Safe Practices = A system of shared accountability



Organizations can do two things:

1. Design **systems** to accommodate **human beings**
2. Manage **human behavior** within the systems