

KEY QUESTIONS

PRE-LAUNCH

Who should be involved in planning and executing the Safe Care for Seniors Pledge Kick-Off Event?

Team members should include site Administrators and/or Executive Directors, DONs, Quality Leads, Human Resources, Social Workers, Marketing Communications, and at least one to two representatives from direct line staff positions, such as CNAs, Resident Assistants, Dietary Aides, etc. We also encourage you to include residents and family members in planning the event.

Where and when should we hold the event?

The event should take place at a time when the most people can be in attendance. One event involving all who work and reside in your community would be ideal but may not be feasible based on staff scheduling and resident need. If you cannot hold one event, we encourage you to hold a Safe Care for Seniors Pledge Campaign kick-off during each scheduled shift of your staff team.

How do we make sure our campaign kick-off is informative, inspirational and fun?

Assembling a planning team that represents your entire organization is the first step in planning a successful event. The Safe Care for Seniors Pledge Campaign kick-off should be personal to each person in the room – meaning anyone who is speaking at the event should tell their personal story of why they are Making the Pledge and how it will strengthen an already great place to live and work. Food, beverage and music can contribute to a fun event as does a group activity. For example, consider hosting a “word cloud” activity prior to the event where staff, residents and families are asked to provide one word on why they are making the pledge. Assemble the words into a word cloud using a free wordcloud generator, such as www.wordart.com or www.wordclouds.com, and unveil the word cloud as a poster and/or banner at the event.

How will people learn about the Safe Care for Seniors Pledge Campaign event?

Promote the event broadly using all your communication channels, such as staff meetings, resident/family councils, newsletters, emails and signage throughout the building. Identify Safe Care Ambassadors on your staff team – which could be the same people on your planning committee – to actively engage staff, residents and families in learning about the Safe Care for Seniors pledge and participating in the event.

How do we best engage our staff, residents and families in the campaign?

Share information with them that is focused on why Safe Care for Seniors will strengthen the culture of your organization – where they work and live. Use personal and inspirational messages to engage them in the Safe Care for Seniors kick-off event and campaign. Recruit them to be Safe Care Ambassadors to help spread the word about the kick-off event and participate in the work that will follow as part of your pledge campaign.

Should we include our Board of Directors in the campaign?

Yes. Safe Care for Seniors is an organizational commitment. Your board members should make the pledge and be engaged and involved in helping to support the 5-Step Action Plan organizations will implement after your kick-off event.

What do people receive for taking the pledge?

Consider distributing Safe Care for Seniors to your staff who make the pledge. LeadingAge Minnesota can provide you with the logo. Contact Jodi Boyne at jboyne@leadingagemn.org for more information.

How do we respond to those who are unable to participate in the event, but still want to make the Safe Care for Seniors pledge?

Encourage them to complete a pledge card, provide them with a Safe Care for Seniors pin and make sure they are recognized on your Safe Care for Seniors Honor Roll.

How do we get media coverage for the event?

Distribute a media advisory one week before the event, and then send a reminder email and make a phone call one to two days prior to the event. Promote the event via your Facebook and/or Twitter page and tag your local media outlet.

Do we invite our local lawmakers to the event?

Yes. It is important for lawmakers to know and understand what providers and their staff do each day to prevent seniors from harm and create safe, trusted environments that elders are proud to call home and give their families peace of mind and confidence.

Questions for You to Answer for the Launch Event:

- Who is responsible for coordinating the logistics on the day of the event?
- Who is responsible for capturing stories, photos and/or videos from the event?
- Who is responsible for collecting the pledge cards?
- Who is serving as the spokesperson for the event to the media and other external stakeholders?

Post-Launch: Sustaining the Momentum

Should we send a thank you to everyone for making the pledge?

Yes. Send a thank you within 24 hours of everyone taking the pledge.

Should we distribute a news release to the local media if they were unable to attend?

If the media do not attend, send a news release including quotes from each speaker, the number of people who made the pledge, what the campaign means for your community and the next steps you will take as part of Safe Care for Seniors.

What should we do with the pledge cards or the names of those who have taken the pledge?

Create a Safe Care for Seniors Honor Roll and post it in a well-trafficked in your setting. You can also use the pledge cards as art – posting them to an area where staff, residents and family see each day.

How do we feature our Safe Care for Seniors pledge to our staff, residents and families so as not to lose sight of our mission and goal?

Making the pledge is just the first step. You can further support the mission of the pledge:

- Featuring Safe Care for Seniors activities and achievements at staff meetings, resident and family councils, board meetings and in written communications.
- Recognizing individuals for honoring the pledge when they achieve one or both pledge components: respect and dignity and/or preventing harm/potential harm.
- Seeking resident and family input on safety and quality initiatives your organizations should be address.
- Hosting an iCan contest to see safety or quality improvement projects from staff, and then uniting your entire team in addressing that concern.

(Note: LeadingAge Minnesota will provide additional resources to help you implement recognition programs in your organization as part of the Safe Care for Seniors Action Plan).

Now that we've made the pledge, what's our next step in Safe Care for Seniors?

Thank you for renewing your commitment to respect, safety, dignity and quality of life for those you serve and your fellow team members. Making the pledge to Safe Care for Seniors is your individual commitment. The 5-Step Action Plan is your organizational commitment to identify opportunities to prevent intentional and unintentional harm in the course of caregiving. The plan includes:

1. Engage and Train Leadership in Safe Care
2. Designate Safety Care Champion(s) to lead initiatives and organization efforts.
3. Participate in at least one Collaborative Learning and Improvement Opportunity each year.
4. Partner in New Ways with Residents and Families to Improve Communication, Safety and Quality.
5. Build and Strengthen Our Safety Culture.

You will soon be receiving information on the Safe Care for Seniors 5-Step Action Plan, immediate steps you and your team can take, and the opportunity to participate in a workshop to help you effectively implement the plan in your organization.