

SAMPLE NEWSLETTER ARTICLE

Safe Care for Seniors: Our Calling. Our Commitment. Our Culture.

Caregiving is our calling. I am filled with gratitude each day for the work that you do to treat our residents with respect and dignity, to provide safe, quality care, and to work as a team to help us live our mission to (Insert Mission).

Doing all that we can to enhance the lives of those we serve is important to all us. Right now, we can renew that commitment by pledging our support to a new initiative we are about to launch in our community – Safe Care for Seniors.

What is Safe Care for Seniors?

Safe Care for Seniors is a new way of thinking and doing things to prevent harm in the course of caregiving. The program provides the structure and support for you and our entire organization to keep those we serve safe from harm and to treat everyone who lives and works here with respect and dignity -- always. The plan begins with individual pledge and is followed up by a five-step action plan.

What is the Safe Care for Seniors Pledge?

The [Safe Care for Seniors Pledge](#) is our public commitment to do all that we can as caregivers to address the intentional and unintentional harm that can occur in our settings. It is a commitment we make as individuals and as an organization, and one we share with staff, residents and families.

What is the Safe Care for Seniors Action Plan?

The 5-Step Action Plan is focused on opportunities for improvement in safety, quality and communication. You will see a strengthened commitment from leadership, safety champions from throughout our organization, new opportunities for learning and training, a focused effort on improving communication with our residents and families and engaging them in our safety and quality work, and creating a stronger safety culture that encourages speaking up, reporting and learning from mistakes.

How Do I Get Involved?

You will soon receive an invite to join us for our **Make the Pledge: Safe Care for Seniors** event. This event will celebrate all we do today and renew our commitment to treating people with respect and dignity – always – and speaking up and doing all we can to prevent harm.

Safe Care for Seniors is our pledge – to ourselves, to each other, to our residents and their families. By making this commitment and focusing on our shared goal, we will bring out the best lives for our residents...and each other.

We will be soon be sharing more information about our Safe Care for Seniors Pledge Campaign event and your role in supporting and participating in the action plan. In the meantime, contact your supervisor or (insert name, contact info here) if you have any questions.