



Respect | Safety | Dignity | Quality of Life

**PLEDGE KICK-OFF TOOLKIT**

# **MAKE THE PLEDGE**

*10 Steps to a Successful Kick-Off*

**Launch Checklist. Key Questions.  
Downloadable Resources.**

**our calling. our commitment. our culture.**

# 10 STEPS TO A SUCCESSFUL KICK-OFF EVENT

- 1** Assemble a team to help plan your kick-off event and make sure it represents your entire community by including team members from various departments and staff positions, as well as residents.
- 2** As a team, determine the goal of your event and brainstorm what strategies and activities you will use to generate awareness, build momentum and host a successful event.
- 3** Design an event that is inspirational and motivational by including speakers who can share their personal “Why I Am Taking the Pledge” story.
- 4** Plan to have food and beverage at your event to celebrate the commitment you are making -- and consider a group activity that everyone can participate in.
- 5** Announce event to all staff, residents and families, and invite them to participate and make the pledge to Safe Care for Seniors.
- 6** Build momentum through all your communications channels prior to, during and after the event.
- 7** Invite your Board of Directors to participate in the kick-off event and ask one member to share a personal story on they are making the Safe Care for Seniors pledge.
- 8** Invite local media, community leaders, and lawmakers to attend your event, and invite them to Make the Pledge.
- 9** Distribute thank you notes to all who made the pledge.
- 10** Share a recap story – including photos or video -- of the event using all your communication channels, including your newsletter and social media.

## We're Here for You!

LeadingAge Minnesota is just a phone call or email away to help make sure your Safe Care for Seniors Pledge Campaign event is a success! Contact Jodi Boyne, Vice President of Public Relations, 651-659-1430 or [jboyne@leadinagemn.org](mailto:jboyne@leadinagemn.org).

Access the Toolkit & Download Resources at  
[www.leadingagemn.org/safecare](http://www.leadingagemn.org/safecare)

# KICK-OFF CAMPAIGN RESOURCES

LeadingAge Minnesota has provided various resources that you can use during your Make the Pledge campaign in your setting. You will find some of the resources included in this toolkit, such as a Launch Checklist and Best Practices, and even more at our **Safe Care for Seniors: Make the Pledge Campaign Online Resource Library**:

## PLEDGE CARDS

- Pledge cards (can be printed as 4.25 x 5.5 postcards or as 8.5 x 11 flyers)

## PLEDGE COMMUNICATION AND PROMOTION - INTERNAL

- **Program Resources**
  - Logo
  - Key Framing
  - Brochure
  - Infographic
  - Presentation
- **Pledge Promotion Templates**
  - Event Flyer
  - Safe Care for Seniors Banner
  - Event Invite Messaging
  - Newsletter Article
  - Letter to Board of Directors/Trustees
  - Thank You Messaging
- **Sustain the Momentum Templates**
  - Respect, Dignity and Know Me as a Person Flyer
  - See Something, Say Something Flyer
  - Best Practices Checklist

## PLEDGE PROMOTION – EXTERNAL

- Media Advisory Template
- News Release Template
- Sample Social Media Posts

## PRE-LAUNCH:

- Who should be involved in planning and executing the Pledge Campaign kick-off event?
- Where and when should we hold the event?
- How do we make sure our event is informative, inspirational and fun?
- How will people learn about the event?
- How do we best engage our staff, residents and families in the event?
- Should we include our Board of Directors in the campaign and the event?
- What do people receive for making the pledge?
- How do we respond to those who are unable to participate in the kick-off event, but still want to make the Safe Care for Seniors pledge?
- How do we get media coverage for the event?
- Do we invite our local lawmakers to the event?
- What reward will you be providing to staff for making the consider? Consider ordering a pin or lanyard with the Safe Care for Seniors logo.

## QUESTIONS TO CONSIDER 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?
- Should we distribute a news release to local media if they were unable to attend?
- What should we do with the pledge cards or the names of those who have taken the pledge?
- How do we continue to demonstrate our Safe Care for Seniors commitment to our staff, residents and families so as not to lose sight of our mission and goal?
- Now that we've taken the pledge...what's our next steps in Safe Care for Seniors?

## Need Answers to These Questions?

Visit our **Safe Care for Seniors Online Resource Library** for assistance in planning, promoting and executing a successful kick-off event!

# LAUNCH CHECKLIST

## PLANNING

- Review the Make the Safe Care for Senior Pledge Campaign Toolkit and online resources.
- Customize your event materials to reflect your mission and values. You are welcome to use the sample materials in the Safe Care for Seniors Pledge Campaign Online Resource Library as examples and personalize them using your own logo and brand.
- Plan an event that is informative, inspirational and fun. Include speakers that represent everyone in your setting – site leaders, direct line staff, residents and families.
- Make sure all staff can participate in the event – even if that means holding an event during each shift.
- Create a communications plan and timeline that identifies resource needs, roles and responsibilities, and key distribution dates.
- Order pins, lanyards or other “reward” for making the pledge.
- Ensure leaders within your setting can participate in the entire event. If you are part of a multi-site organization, invite a leader from your corporate office to be with you and your team that day. Don't forget to include your board of directors in your event.

## EXECUTION/PROMOTION

- Promote the event up to 3 weeks prior to the date it will happen using all your communication channels, in-person communication and signage throughout your setting.
- Educate, inspire and motivate Safe Care Ambassadors (ie: your event planning team) to engage staff, residents and families in the event.
- Post and/or distribute flyers and sample pledge cards prior to the event.
- Encourage residents and families to join you in making the pledge.
- Provide Safe Care for Seniors pins to everyone who made the pledge.

## WRAP-UP

- Thank everyone for making the pledge – in person, and via an email or other form of communication within 24 hours of the event.
- Share photos and quotes from the event to your social media channels and be sure to tag @leadingagemn and #safecare.
- Share photos, quotes and a story in your newsletters and resident/family communication, as well as at your next team meetings.
- Distribute a news release announcing your organization's commitment to Safe Care for Seniors, how many people made the pledge and what it will mean for the seniors you serve.
- Include a check-in on what staff and others are doing to Honor the Pledge as part of team meetings, shift meetings and resident/family council meetings.
- Create and post a Safe Care for Seniors Honor Roll onsite and on your website.
- Plan to recognize and celebrate individual achievements in Safe Care by your staff. *(Note: Additional resources will be provided by LeadingAge Minnesota to implement this program in your setting)*

# BEST PRACTICES

<b>KICK OFF EVENT</b>	<ul style="list-style-type: none"> <li>• Include a variety of staff in planning the event so it is representative and inspiring for all who work and live in your setting.</li> <li>• Make sure <b>all staff can participate in the event</b>, which may mean hosting an event during all shifts so everyone on your team is included in the Pledge Campaign.</li> <li>• Feature a variety of speakers, including site leadership, direct line staff, a resident and family member. If you are a faith-based community, consider including your spiritual leader to open the event.</li> <li>• Speaker remarks should be personal -- focused on why they are making the pledge.</li> <li>• Popular events often feature food, beverage and a group activity.</li> </ul>
<b>BUILD AWARENESS</b>	<ul style="list-style-type: none"> <li>• Post information throughout your setting and share via your communication channels.</li> <li>• Use video to add a personal touch to the invitation.</li> <li>• Feature the Pledge Kick-Off Event at all team meetings and resident and/or family councils.</li> </ul>
<b>GENERATE MOMENTUM</b>	<ul style="list-style-type: none"> <li>• Promote the Safe Care for Seniors pins and other incentives you may provide for staff, residents and families who make the pledge.</li> <li>• Ask staff, residents and families to share 1 word to describe <b>Why They Are Making the Pledge</b> and then share a “word cloud-type” poster at the event to show strong community-wide support for the program.</li> </ul>
<b>EXTERNAL PROMOTION</b>	<ul style="list-style-type: none"> <li>• Invite the media to attend your event.</li> <li>• Distribute a news release featuring the event if media does not attend.</li> <li>• Share news of the event (pre, during and post) via your social media channels – and <b>encourage your staff to do the same!</b></li> </ul>
<b>APPRECIATION</b>	<ul style="list-style-type: none"> <li>• Provide Thank You Notes to everyone who made the pledge.</li> <li>• Post a <b>Safe Care for Seniors Honor Roll</b> of everyone who took the pledge in an area of a setting where it can be seen every day by everyone – and don’t forget to add it to your website.</li> </ul>
<b>RECOGNITION</b>	<ul style="list-style-type: none"> <li>• Recognize, reward and celebrate individuals “in the moment” when they do something to prevent harm, show respect or go above and beyond to treat residents with dignity.</li> <li>• Share news of these achievements via your communication channels.</li> </ul>
<b>SUSTAIN THE MOMENTUM</b>	<ul style="list-style-type: none"> <li>• Post flyers regarding the two components of the Safe Care for Senior Pledge.</li> <li>• Regularly feature Safe Care achievements through your communication channels.</li> <li>• Engage staff in training and learning collaboratives on Safe Care.</li> <li>• Engage staff, residents and families in sharing their ideas on safety and quality improvements and participating them in your work in this area.</li> </ul>
<b>SITE LEADERS: ACTION PLAN</b>	<ul style="list-style-type: none"> <li>• Participate in a Safe Care for Seniors Regional Workshop and/or online training.</li> <li>• Implement the 5-Step Safe Care for Seniors Action Plan.</li> </ul>

**Access the Toolkit & Download Resources at  
[www.leadingagemn.org/safecare](http://www.leadingagemn.org/safecare)**

## WE TOOK THE PLEDGE...NOW WHAT?

Thank you for renewing your commitment to respect, safety, dignity and quality of life for those you serve and your entire staff team. 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 harm that can occur in the course of caregiving.

### The 5-Step Safe Care for Seniors Action Plan

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 have the opportunity to participate in a workshop to help you effectively implement the plan in your organization.

**LeadingAge Minnesota roll out and maintain comprehensive training, resources and shared learning opportunities.**

#### WEB SITE

Visit the Safe Care page on the LeadingAge MN web site for a variety of resources, tools and news you can use to effectively implement Safe Care for Seniors in your setting.

#### VIRTUAL TRAINING

Access our Virtual Training Library for new training – including our Safe Care for Seniors Workshop.

[WWW.LEADINGAGEMN.ORG/SAFECARE](http://WWW.LEADINGAGEMN.ORG/SAFECARE)

#### LEARNING & SHARING

Look for Safe Care for Seniors education and training at all LeadingAge MN conferences.

Watch for Safe Table discussions.

Stay tuned to the Education Calendar for Webinars and other training.





## Questions | Support

### Program Development & Implementation

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