



Te Rā Haumarū Tūrōro o Aotearoa | Aotearoa Patient Safety Day 2020

Evaluation report

December 2020

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Introduction

Te Rā Haumaru Tūroro o Aotearoa | Aotearoa Patient Safety Day was an awareness-raising day held on Tuesday 17 November 2020.

It was coordinated by the Health Quality & Safety Commission | Kupu Taurangi Hauora o Aotearoa (the Commission), with the Accident Compensation Corporation (ACC) and PHARMAC joining as partners.

In 2019, the World Health Organization (WHO) announced a new World Patient Safety Day, to be held annually on 17 September. This was the first time we had celebrated Aotearoa Patient Safety Day, instead of Patient Safety Week, which was held annually for six years from 2014 to 19.

Our intention in 2020 was to align with the global WHO campaign, instead of holding a separate awareness week in November. However, due to the timing of the New Zealand election we delayed our promotion until later in the year.

Patient Safety Day was deliberately lower key this year because of the significant stress and workload on health workers caused by the COVID-19 response.

Theme

Our chosen theme for Aotearoa Patient Safety Day comes from [Getting Through Together | Whāia E Tātou Te Pae Tawhiti](#), a national mental health and wellbeing campaign by All Right? – Community and Public Health (a division of Canterbury District Health Board [DHB]) and the Mental Health Foundation of New Zealand.

The focus was on thanking health care workers for their efforts and dedication through responding to recent crisis events including the COVID-19 pandemic. We encouraged them, and their organisations, to promote health and wellbeing as an essential component of 'getting through together' and creating an environment of health care worker and consumer safety.

Audience

The audience for Te Rā Haumaru Tūroro o Aotearoa | Aotearoa Patient Safety Day was everyone working in the health and disability care sector.

Consultation

An introduction to the theme was sent to stakeholders in March 2019, and an update in August 2020 explained the resources being developed.

The project was run by an internal steering group who consulted with:

- an ideas group of representatives from DHBs, primary and secondary care, ACC and PHARMAC
- DHB quality and risk managers and communications managers.

Activities

Our campaign was largely social media-based. A package of digital resources was sent to providers in early November. More information about the activities and resources is available below.

Health care worker/consumer videos

We developed two short videos featuring [health and disability workers](#), and [consumers and whānau](#) talking about the impact of COVID-19 and why it's important health care workers, together with their organisations take care of their wellbeing. These were for use on social media, in waiting areas, on intranets and websites, and more.

Links to useful mental health and wellbeing resources

A list of existing mental health and wellbeing resources was collated and distributed to stakeholders. We encouraged organisations to share the list as is, profiling one resource each day, or to adapt it to fit their own content. If they wanted hard copies of the resources many were available through direct ordering from the owner agency.

Webinar

A webinar focused on mental health and wellbeing was held on 17 November. There were three guest speakers:

- Rachel Prebble, organisation development manager at Capital & Coast DHB and a clinical psychologist. Rachel led the development of a wellbeing framework for the DHB and coordinated the staff welfare and wellbeing response to COVID-19 for Capital & Coast and Hutt Valley DHBs.
- Kerri Nuku (Ngāi Tai, Ngāti Kahungunu) is the kaiwhakahaere of Toputanga Tapuhi Kaitiaki o Aotearoa, New Zealand Nurses Organisation. She has an extensive background in the health sector as a registered nurse and midwife, including policy development, auditing and management. Rachel has held advocacy roles at national and international levels including the WHO project Human Resources for Health.
- Candice Apelu Mariner is an integration lead within the Pacific Directorate at Hutt Valley DHB. She has over 17 years of experience working in both sports and health settings. Candice was born and raised in Samoa and her focus is on improving the health and wellbeing of Pacific families and communities by leveraging off their strengths and empowering them to be agents of change and good stewards of their health.

The webinar was well received and was attended by 206 people. This does not include people who viewed the webinar as part of a group. A recording is [available on our website](#).

Social media toolkit

A social media toolkit was developed and distributed. It included videos and images, along with suggested posts for social media channels.

Team and connection-building

We also encouraged organisations to hold a morning or afternoon tea, or other event, to engage as many health care workers as possible on 17 November (alert levels permitting). This was an opportunity to acknowledge that this has been a difficult time and to encourage staff to connect and support each other, and to say thank you for their hard work and dedication.

Communications

Communications toolkit

A communications toolkit was sent to DHBs, other health providers, colleges and associations, which included:

- key messages
- graphics
- video source files
- suggested social media posts.

Promotion of activities in the health sector

DHBs and private providers were encouraged to use the resources as they wished. Many providers shared our social media content and some posted their own content.

See [Appendix 3](#) for an example post.

Media coverage

A media release was sent to medical media and achieved the following coverage:

- [Director-General among those thanking COVID response health workers](#), *The Indian News*

The media release was also pitched to TVNZ accompanied by a 30-second promotional video. This was not picked up due to it not being exclusively offered to TVNZ in the first instance.

Commission website

There was an increase in visits to the Te Rā Haumaru Tūrora o Aotearoa | Aotearoa Patient Safety Day 2020 section of the Commission website. During the month of November, Patient Safety Day-related pages received over 3,568 views – making it the fifth most popular section on our website that month.

Social media

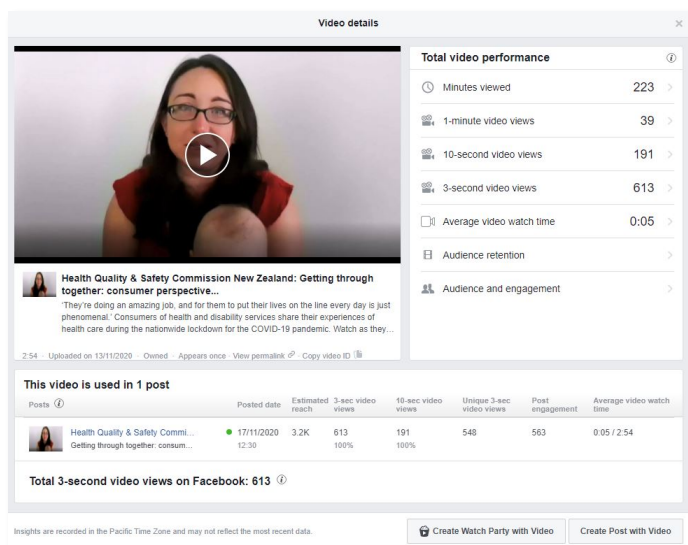
Interest in our social media content was strong, with the videos alone having an estimated reach of 4,200 views. This does not consider views of the videos posted by other organisations such as DHBs and the Ministry of Health, so we expect the overall reach was significantly higher.

Content	Platform	Estimated reach	Post engagement
Health and disability worker video	Facebook	1,550	68 clicks, 579 reactions, comments and shares
Consumer video	Facebook	3,250	46 clicks, 563 reactions, comments and shares
Both videos	Twitter	5,188	123 clicks, retweets, replies, follows and likes

The total combined organic (non-paid) reach of all the social media posts was over 9,900 views.

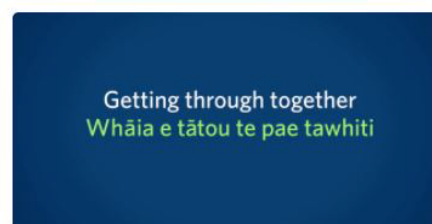
Our top Patient Safety Day-related Facebook post for November was a video of consumers sharing their experiences of health care during the nationwide lockdown. This earned 3,724 impressions.

The top media tweet for November was a video of health and disability care workers talking about their experiences of delivering health care and supporting staff mental health and wellbeing during the nationwide lockdown. This earned 3,410 impressions.



Top media Tweet earned 3,410 impressions

'It's really important that we look after our own wellbeing in order to be there for others.' Watch as health and disability care workers talk about their experiences of the COVID-19 pandemic. Read more at: bit.ly/PSW-NZ. #PatientSafetyDay #GettingThroughTogether pic.twitter.com/MBnCL17795



Engagement with the videos

Four hundred and three people viewed the videos on YouTube during the month of November.

Video views

The videos were hosted on YouTube to allow providers to use and embed them in ways that worked for them.

Video	YouTube views
Health and disability workers	203
Consumers	200

These totals are indicative only and do not include views for any versions held by external organisations.

Learnings from Te Rā Haumaru Tūroro o Aotearoa | Aotearoa Patient Safety Day 2020

The Commission learned a number of things from Wiki Haumaru Tūroro | Patient Safety Week 2019 and implemented many of these in planning for 2020.

- Continue to have a long lead-in time, and approach DHBs and PHOs with information about the theme so they have plenty of time to prepare. The COVID-19 pandemic made forward-planning difficult and we couldn't give as much notice as we would have liked.
- Video content must be accessible to all audiences, which means captions need to be planned and budgeted for at the beginning of a project. We were pleased to provide fully accessible content in 2020.
- Encourage providers to let us know what they're doing throughout the week and to tag us in social media posts, so we can promote this activity on our website.
- Consider the use of video and patient stories on social media. We were pleased to have a fully consumer-focused video in 2020.
- Consider pitching story ideas exclusively to journalists before sending out a generic media release. TVNZ told us that they may have been able to use the videos had they not been so widely distributed.

Conclusion

The positives/what worked well

- Having fully accessible content on our website and social media was a big positive.
- Social media, particularly the use of video on Facebook and Twitter. Having videos in a 1:2 ratio with embedded captions optimised them for devices, which promoted more exposure and engagement.
- Proactively providing information to a wide range of stakeholders, who in turn promoted the videos through their channels.
- Having strong consumer stories in the videos.

The negatives/what could work better

- We could have notified the sector earlier about the day's theme and planned activities, however, this was challenging due to COVID-19.
- The campaign was largely social media-based with no physical resources. This had an impact on engagement by DHBs and other providers, as we would usually receive photos of their activities using our resources.
- There was limited engagement with the social media content compared with previous years, even though it was promoted widely.

- We had to move promotion of the day to November due to the timing of the New Zealand election. This meant we could not align with the WHO's World Patient Safety Day in September. This will happen once every three years. We will align with World Patient Safety Day in 2021.
- The pick-up may have been more limited than anticipated due to the large number of Commission-related events taking place in November, many of which were pushed out because of COVID-19. It was a crowded media and social media environment with several campaigns trying to get noticed at the same time.

Recommendations

Next year, Te Rā Haumaru Tūroro o Aotearoa | Aotearoa Patient Safety Day 2021 will align with the WHO's World Patient Safety Day on Friday 17 September. It is understood the WHO will release the theme for the day in early 2021.

Appendix 1: Health and disability worker and consumer videos

Getting through together: health and disability worker perspectives

This video focused on the perspectives of health and disability workers; they talked about their experiences of delivering health care and supporting staff mental health and wellbeing during the nationwide COVID-19 lockdown.

https://youtu.be/_sW9YgpTd5Q

Getting through together: consumer perspectives

This video focused on consumer experiences of health care during the COVID-19 lockdown.

<https://youtu.be/34i9OuXKk64>

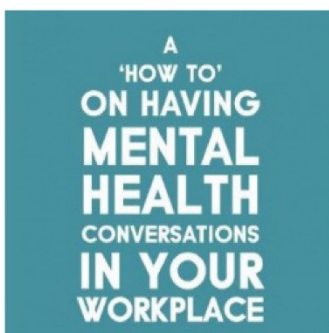
Appendix 2: Resource posters

Mental Health Foundation resources available for download or to order for Aotearoa Patient Safety Day 2020

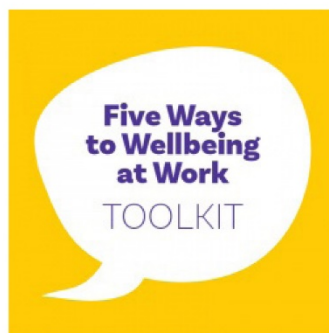
A list of existing mental health and wellbeing resources is below, taken from the Mental Health Foundation website at: www.mentalhealth.org.nz/home/our-work/category/27/workplace-wellbeing.

You can use the resources however you wish, depending on the needs of your organisation. You might want to share the list with staff as is, choose one resource to profile per day, or adapt the list by adding links to your own content. *Please note it takes up to 10 working days for orders to arrive.*

Guides



[Open Minds](#) is a collection of online training materials, such as videos and posters, to equip managers with the tools and confidence to talk about mental health with teams and individuals.



[The Five Ways to Wellbeing at Work Toolkit](#) is a stepped guide to improving mental wellness in your workplace. It includes factsheets, tools, templates and games to use with teams.



[Working Well Guide and Resources](#) can help create a workplace culture that enhances and protects people's mental health and wellbeing. Includes a guide, factsheets, worksheets, workshop facilitator guides and slides.

Resources



The colourful [Five Ways posters](#) are great for office walls as a reminder that connect, give, take notice, keep learning and be active are things to do everyday to maintain wellbeing.



The [Diversi-Tea Kōrero Starter Cards](#) are an easy way to begin a kōrero and learn more about your hoamahi/colleagues and celebrate your similarities and differences. Use the cards over morning tea or to start/end your team meeting.



Order from a range of [brochures and posters on wellbeing](#). The workplace resources are free and available from: <http://shop.mental-health.org.nz>.

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Appendix 3: Examples of provider activities

↻ You Retweeted



Wellington Free Ambulance

@WgtnFree

⋮

We're celebrating #PatientSafetyDay. @WHO states 50% of children are incorrectly restrained in vehicles; with this in mind we provide a restraint system specific our littlest patients. Check out what Paramedic & new mum Emma has to say about the NeoMate.

bit.ly/35AiPCU



2:12 PM · Nov 17, 2020 · Twitter Web App

2 Retweets 7 Likes