

PUBLIC AWARENESS CAMPAIGN

PROJECT OBJECTIVE

The goals of this campaign are to

- a) increase general public awareness of the seriousness of workplace violence in health care external to the hospital environment; and
- b) promote the idea that everyone in the hospital – including patients and families – has a role to play within the hospital environment.

GENERAL PUBLIC, INCLUDING VISITORS TO HOSPITALS

Building awareness with the general public is an important first step. For the most part, the general public is unaware of the extent and complexity of the problem, including the impact on health care workers, and on publicly funded health care.

The general public target audience consists of the general public at large and family members, caregivers and friends visiting hospitals. In many cases, people within this group experience heavy financial and emotional burdens associated with caring for multiple generations of family members. The physical and psychological toll on such family caregivers can be considerable. They are frequent visitors to health care facilities, providing support for family member's appointments, coordinating assisted living or making long-term care arrangements.

The "sandwich generation" are those adults age 45-65 who are caring for aging parents, while also raising a child under age 18 or supporting a grown child. One in five Canadians aged 45 and older provides some form of care to seniors living with long-term health problems.

Also included in the general public target audience are adults aged 30-45 who are visiting health care facilities as they visit and support family members and friends receiving care.

PATIENTS RECEIVING CARE AS PART OF THE GENERAL PUBLIC

Patients access care in a variety of settings. Patients represent a cross-section of society and could belong to any demographic group. In many cases, patients receive care in difficult, unexpected and unfamiliar circumstances. Fear, pain, emotional distress, as well as medications, can make for volatile situations. A patient's behaviour, judgment and mood can all be severely altered within the variety of care settings.

By increasing exposure to messages that highlight the importance of preventing workplace violence in hospitals, including an understanding of the consequences, patients will better understand that health care workers deliver the best possible care in an environment that is free of violence. Any

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member of the general public can become a patient at any time, as a result we want to communicate that violence will not be tolerated, it is not ok to strike out, bully or harass a health care worker. It is crucial to educate the general public so that once in the system they understand there are consequences and as a result they will experience better care.

MESSAGING

A phased messaging approach is suggested, in that messaging through advertisements will be different depending on where the messages are being placed. Messages placed outside of the hospital environment will be geared to educate the general public on the issue, and messages placed within the hospital environment will be hard hitting with a message of zero tolerance.

Below is a listing of sample key messages along with where the message would be placed:

Message	External to hospital	Within hospital
Workplace violence is a serious hazard in health care and will not be tolerated		✓
Hospitals have Zero Tolerance Policies for all forms of abuse		✓
X% of nurses experience some sort of violence or harassment in the workplace. This will not be tolerated		✓
Everyone has the right to feel safe at work. Too often, this is not the case in Ontario healthcare, with staff and patients frequently exposed to violence and aggression		✓
Workplace violence in health care affects us all. The good news is, it's highly preventable	✓	
Workplace violence in health care hurts everyone-- not only the victim, but everyone around them	✓	
A respectful workplace is a safe place for everyone who comes through the door		✓
Preventing workplace violence is a priority health care issue. Let's all make safety our priority	✓	
Help us keep our health care workplaces free of violence, respectful, and	✓	

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safe for everyone		
Support a safe and respectful health care environment	✓	
Your commitment to safety and treating others with respect is the most effective solution	✓	
Workplace violence is preventable. It starts with changing our attitudes and behaviours, and leads to taking action to create positive change	✓	
Preventing workplace violence - It starts with acknowledging we have a problem, and taking a commitment to zero tolerance, safety and respect	✓	
Everyone is encouraged to help prevent violence in health care workplaces	✓	
Workplace violence needs to end/Workplace violence stops now		✓

Example of a tagline that could accompany an advertisement:

- The Workplace Violence Prevention in Health Care Project is a collaborative of health care leaders and participants working together to make health care workplaces safer

RECOMMENDED CHANNELS

MICROSITE

- Online destination with intuitive URL to provide overview of all WVP relevant information as it pertains to the general public learning about the topic as an important issue
- Co-branded between Ministry of Labour (MOL), Ministry of Health and Long-Term Care (MOHLTC) and any other relevant partner associated with the call to action
- Overview of all WVP relevant information and call to action
- Mock-ups of landing page design and content hierarchy (worker info, general public info)
- Identify stakeholders who will create landing page – Consider Public Services Health & Safety Association (PSHSA) to develop

SEARCH KEYWORDS AND PHRASES – PAID AD WORDS

- Engage vendor (Recommendation: PHD already approved MOL Search partner who worked on the PTSD Search deliverables) to execute SEO plan and deliverables

PRINT ADVERTISING

- a. Media plan
- b. Media budget
- c. Identify stakeholder for creative execution

ONLINE ADVERTISING

- a. Media plan – ad placement recommendations
- b. Media budget
- c. Creative for online banners
- d. Identify stakeholder for creative execution

SOCIAL MEDIA

- a. Identify channels and handles for target audience
- b. Plan – paid ads, sponsored story ads
- c. Budget
- d. Identify stakeholder for creative execution and campaign management

OUT OF HOME (OOH)

- a. Billboards within certain geographical radius of hospitals and long term care facilities
- b. Subway ads on common routes to hospitals and long term care facilities in major urban centres

TV SPOTS

- a. 30 second spots to build awareness and generate buzz around the topic to educate the general public audience

COLLATERAL

- a. Brochures
- b. Posters (Hospitals)
- c. En pac at point of purchase, grocery bags/retail etc.

PUBLIC RELATIONS

- a. Pitch and submit articles for key vertical publications the primary audience would read

GENERAL PUBLIC RECOMMENDED CHANNELS AND MESSAGES

Channel	Key Message	Message Considerations
<p>Microsite</p> <ul style="list-style-type: none"> • Create a separate online destination/URL to house all relevant information to educate the general public on WVP • Design in line with overall marketing concept and messaging • All marketing efforts will drive to the microsite • Co-branded MOL and MOHLTC with relevant links to other sources of information • Will direct the General Public target audience to the relevant area on the microsite, i.e., general public will receive info on the overall issue to build awareness and workers will see a “Tab” for information on legislation, policies with call to action to consult with their workplace and unions and MOL for the relevant support mechanisms. 	<ul style="list-style-type: none"> • Did you know x% of nurses experience some sort of violence or harassment in the workplace? • WPV is a reality in hospitals and will not be tolerated • You have a role to play in preventing workplace violence and contributing to safer workplaces that provide effective and positive care of your loved ones. • Help us to provide best quality patient care. • Hospitals are workplaces, too. There must be “safety for all. • Violence will not be tolerated – every incident is investigated, and there could be legal consequences. 	<ul style="list-style-type: none"> • The tone and manner needs to focus on education. Most of the general public are not even aware that this is a prevalent problem. • Messaging should not lay blame but rather reflect a positive approach to improve healthcare workplaces for all – while making clear that workplace violence will not be tolerated • Messages should avoid stigmatizing any particular group of patients • An important message is that every act of violence will be investigated. Robust incident investigations support root cause analysis. This benefits the patient by identifying triggers and interventions, which makes the hospital safer for everyone • The campaign must combat any notion that workplace violence is “normal” and to be expected in a hospital. • The best results are achieved, for both patients

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<p>Online banner ads</p> <ul style="list-style-type: none"> • Target mainstream websites that the target audience frequents • Re-targeting to serve online ads to the target audience in social media environments • Target care-giver sites, products and services that the target audience would reference as they research family care products and services 		<p>and health care workers, when everyone works together to prevent violence. However, the “We are all in this together” approach should be balanced with clear information on employer responsibility and legal consequences.</p>
<p>Posters/signage placed in key areas at or in Hospitals for visitors and patients to see</p> <p>Posters Inside the hospital</p> <ul style="list-style-type: none"> • High traffic shopping zones, consider places where the target audience might visit with younger children <p>Brochures outside the hospital</p> <ul style="list-style-type: none"> • Placed in Hospitals & other relevant healthcare settings • Point of purchase retail, grocery enpac <p>Social Media paid ads</p> <ul style="list-style-type: none"> • Facebook ads and sponsored stories • Influencer blogs 	<ul style="list-style-type: none"> • WPV is a concern in hospitals and it will not be tolerated – a safe workplace means safe and effective care for all. We’re all in this together. 	<ul style="list-style-type: none"> • Everyone has the right to a safe and healthy workplace, including health care workers. There must be a serious commitment to stopping workplace violence in all its forms. Most patients do not become violent, but the messages being sent must make it clear that every incident of violence against a health care worker will be investigated and necessary steps will be taken to prevent these events in the future. There needs to be respect for health care workers to provide the best quality of care to all. • Workplace violence hurts everyone -- not only the victim, but everyone around

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<p>Radio</p> <ul style="list-style-type: none"> • Drive at 5, commute window <p>Print ads</p> <ul style="list-style-type: none"> • Newspaper • Mainstream magazines <p>Articles</p> <ul style="list-style-type: none"> • Newspaper • Mainstream magazine • Target vertical publications that those providing care would read and consult <p>SEO</p> <ul style="list-style-type: none"> • Identify highest ranking terms <p>Billboards</p> <ul style="list-style-type: none"> • Subway route • TTC shelter ads • Hospital facility zones <p>TV</p> <ul style="list-style-type: none"> • 30 second spots to inform and educate the general public audience on the importance of the issue; call to action to visit the microsite 		<p>them.</p> <ul style="list-style-type: none"> • Workplace violence must end NOW – zero tolerance
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KEY PERFORMANCE INDICATORS

Identify success criteria for each channel:

MICROSITE:

- a. Traffic to page
- b. Time spent on page
- c. Mobile vs desktop
- d. Traffic via social, blogs and other website links etc.

SOCIAL MEDIA

- a. Engagements
- b. Impressions

SEO

- a. Cost per click

Evaluation criteria need to be part of the campaign development. This criteria will outline awareness level before/after the campaign to assist with understanding how public perceptions and awareness levels can be effectively measured.

STRATEGIC, CREATIVE AND TECHNICAL ASSETS & REQUIREMENTS

PROJECT DEFINITIONS, EXAMPLES AND DIRECTION

The following will assist the stakeholders in creating and delivering upon the Marketing Campaign deliverables:

MARKETING BRIEF:

- Confirm one clear overall objective that workplace violence will not be tolerated and must be stopped
- Confirm target audience and campaign elements
- Confirm budget scenario with cost range to establish overall campaign budget
- Decide “who” will create the microsite and campaign messaging

ASSETS FOR USE

The following assets may be utilized throughout this project:

- MOL, MOHLTC logo, website info
- Research provided by the sub-teams
- PSHSA website information on the overall project – VARB tools on Workplace Violence landing page if required
- Any reference material available by the Leadership Table Working Groups

HIGH LEVEL SCHEDULE

For campaign cadence consider certain times of year as risk of violence may be greater at certain times:

- Late hours, early hours of the morning
- Tax return season
- Holidays.

RISKS AND MITIGATION

- Ensure message clarity. Remain single focused for the hospital and General Public target audience
- Understand all nuances for messaging and the complexities around the issue of WPV i.e. employer, patient