



National Association
for Healthcare Quality

NATIONAL HEALTHCARE QUALITY WEEK ACTIVITY PLANNING GUIDE



October 15-21, 2006

Dear Healthcare Quality Week Participant:

Thank you for participating in National Healthcare Quality Week. We hope your week is truly rewarding and successful. Healthcare Quality Week is sponsored by the National Association of Healthcare Quality (NAHQ).

National Healthcare Quality Week is intended to increase awareness of healthcare quality programs and the individuals that implement them. As a healthcare quality professional, you understand the profession and the significance of what you do. Many people within your facility and in the community at large do not have a full understanding of your role. Healthcare Quality Week activities are designed to increase awareness of quality in healthcare and to strengthen staff, community, and patient relations.

NAHQ has created this activities booklet to assist you in planning a quality recognition program. You will also find sample letters, proclamations, news releases, and other items that will be helpful in spreading the word about healthcare quality week throughout your facility and your entire community.

Your active participation in National Healthcare Quality Week is important to you and your facility as well as to the long-term recognition of the profession. We encourage you to share this booklet with members of your staff so that everyone can be an active participant in planning and implementing this exciting event.

We appreciate your commitment to spreading the word about healthcare quality through National Healthcare Quality Week!

The National Association
For Healthcare Quality

Target Audiences.....

Keep the following target audiences in mind when you choose your Healthcare Quality Week activities. Plan events during National Healthcare Quality Week to recognize these special people. These items may be used as recognition gifts to applaud your distinguished team members or used as promotional pieces to spread the word about the quality effort during National Healthcare Quality Week and throughout the year.

Hospital Administration

What better time, outside of annual budget time, to highlight the activities and accomplishments of your department to your CEO, hospital administrator, nursing administrator, and other top administrative staff. Healthcare Quality Week provides an opportunity to increase community awareness of your facility.

Medical Staff

Good communication and cooperation with your medical staff are essential in providing quality healthcare. Let your key physicians know how much you appreciate their support by recognizing those who have made a significant contribution to your quality management program.

Nursing Staff

Use this week to recognize the support of the nursing staff while increasing and enhancing communication between nursing and your staff.

Ancillary Department Staff

There is not a department within the hospital that does not feel the impact of the work of the Quality Improvement, Risk Management, and Case Managing Departments. Take the time to say thank you to the managers and staff of these departments.

Your Department Staff

Spotlight your employees for outstanding job performance. As quality ambassadors for the hospital, they deserve special recognition beyond an annual performance review. Use National Healthcare Quality Week to let them know how much you understand the unique contribution they make to the effective operation of the hospital and showcase those staff members who do an outstanding job.

The Community

Your department is in an ideal position to make a lasting impression within the community that you serve. Use this week to spread the word in the community about who you are and what you do on behalf of the hospital and its patients. This is an outstanding public relations opportunity that is not always available to the hospital. Use it to your best advantage.

Uses for the set the Stage for Quality Promotional Items.....

Posters

- Send the Healthcare Quality message to all hospital employees
- Generate conversation about the meaning of Quality
- Hang the posters in all prominent locations within the hospital
- Include all departments and patients in the events
- Frame copies to give as gifts to staff and other supporters
- Perfect for posting on bulletin boards throughout your facility (don't forget the cafeteria and break rooms)
- Ask department heads to display in their departments
- Display several on tabletop easels during special events

Certificates

- Recognize special quality efforts throughout your organization
- Hold an awards ceremony and acknowledge special individuals
- Place a certificate at each guest's place at a luncheon or ceremony
- Ideal awards for administrators, nurses, physicians, vendors and everyone who has had a quality commitment

Buttons

- Distribute buttons throughout your facility before National Healthcare Quality Week
- Encourage each department to join you in wearing them to show their quality colors

(Be ready for lots of requests – buttons are always popular)

Balloons: Latex and Mylar

- Take your celebration to the air – balloons are versatile promotion tools
- Fill them with helium to decorate at all of your special events
- Create balloon bouquets to honor special people and brighten work areas
- Raffle off or give away the mylar balloons at an open house or community function

Tee Shirts, Mugs, Ballpoint Pen-on-Cord

- Raffle off these fun gifts
- Present to entire quality team as a thank you for their outstanding efforts
- Distribute as incentive items

Special Events.....

Enhance your department's image, both internally and externally, through special events. The following pages will give you some ideas about what you can do to increase exposure and heighten awareness about healthcare quality. Many of these suggestions are based on other hospitals successful Healthcare Quality Week activities. We hope that they generate your own additional original ideas as well.

Use the examples provided within this booklet to develop your own unique Healthcare Quality Week. Modify the suggestions here to suit your own environment and budget. Be creative and adapt the activities and quality messages to fit your own situation.

If your hospital's budget is tight and it is difficult to host a full week of activities, consider promoting the week as quality week and any special activities or recognition can take place on Wednesday of National Healthcare Quality Week.

We have provided a full week's worth of sample activities beginning the week with a kick-off event and closing the week with a community outreach day. Read through the ideas carefully and formulate your own agenda of special recognition activities and events.

Remember to begin the publicity for your event early by contacting your hospital's public relations department and hospital newsletter editor immediately.

Day One – Kick-off Event and Open House.....

Hold a special kick-off event which includes a ceremony and proclamation signing along with an open house for staff families.

√ Event Ideas and Checklist

- ___ ■ Contact the administration office for guidelines and approval of a kick-off event and open house 6-8 weeks prior to the event.
- ___ ■ Hold a special kickoff event with invited dignitaries, e.g., the mayor, the village president, and hospital board members.
- ___ ■ Develop a brief opening ceremony with the reading or signing of the proclamation as the official kick-off of quality week.
- ___ ■ Notify the hospital public relations department about the event immediately and coordinate with them to send out news releases and invitation to the local media 2 weeks prior to event (see sample news releases)
- ___ ■ Send invitations to the homes of the quality improvement, risk management, and case management staff.
- ___ ■ Print and distribute ribbons that remind everyone of healthcare quality.
- ___ ■ Decorate various areas with latex and mylar balloons and posters.
- ___ ■ Provide light snacks and refreshments, such as soda and cookies.
- ___ ■ Assign staff to develop colorful, eye-catching exhibits about various departments.
- ___ ■ Make arrangements for providing hospital tours.
- ___ ■ Provide name tags for guests.
- ___ ■ Assign a photographer to take photos to send to the media and to display at the hospital.

√ Post-event Ideas and Checklist

- ___ ■ If media does not attend, follow-up with a post-event news release and be sure to include the photographs from the event (see sample news release).
- ___ ■ Display color photos of the event on a highly visible bulletin board.

- ___ ■ Submit a post event article with photo to hospital newsletter.

Day Two – Employee and Volunteer Open House.....

Plan a department open house to introduce employees and volunteers to the quality improvement, risk management, and utilization review departments.

√ **Event Ideas and Checklist**

- ___ ■ Contact the hospital administration office for guidelines and approval of event 4-6 weeks prior to the open house.
- ___ ■ Contact the employee relations department and the newsletter editor to assist in the publicizing the event internally.
- ___ ■ Arrange for refreshments or snacks. Be imaginative and rent a popcorn machine.
- ___ ■ Create an invitation using the Healthcare Quality logo located in the back of this book. Send it to each department and request that they distribute it two weeks before the event.
- ___ ■ Create a flyer using the Healthcare Quality logo located in the back of this book to announce the open house, then post it throughout the hospital at least one week before the event.
- ___ ■ Plan to utilize the exhibits that were created for, and displayed at, the Day One Open House.
- ___ ■ Arrange for someone to take photographs during your event.
- ___ ■ Assign team members to create a short true/false quiz about various departments. Award prizes such as mugs to those who successfully complete the quiz.
- ___ ■ Assign team members to create a word search puzzle or riddle about the departments and award prizes such as T-shirts to those who successfully complete the puzzle.
- ___ ■ Have attendees sign in and drop their names into a bowl when they arrive then hold a raffle and give away T-shirts, mugs, or pen-on-a-cord.
- ___ ■ Display your posters throughout the hospital all week.

√ **Post-event Ideas and Checklist**

- ___ ■ Display photographs in various areas of the hospital.
- ___ ■ List the names of the people who attended the event in the internal newsletter thanking them for participating. Acknowledge the winners of the quiz, puzzle, riddle or raffle.

Day Three – Patients’ Day.....

Let the patients in your hospital know you care by dedicating a day in their honor.

√ **Event Ideas and Checklist:**

- ___ ■ Contact the administration offices for guidelines and approval 4-6 weeks prior to the Patients Day.
- ___ ■ Coordinate with the Nursing Unit Managers to alert them to the date and time of patients visits.
- ___ ■ Contact the volunteer coordinator and request assistance of hospital auxiliary and any other appropriate departments.
- ___ ■ Using the Healthcare Quality logo, print patient tray cards with a special message. Also display the cards on the tables in the dining room.
- ___ ■ Provide refreshments such as cookies and punch.
- ___ ■ Create 8 ½” x 11” Healthcare Quality coloring sheets using the logo and distribute to children in the hospital for a coloring contest.
- ___ ■ Display the posters colored by the children throughout the week.
- ___ ■ Distribute Healthcare Quality buttons to employees and patients.
- ___ ■ Decorate wheelchairs and nurses’ stations with the specially designed QUALITY balloons available.
- ___ ■ Arrange for a photographer t capture the interaction.

√ **Post-event Ideas and Checklist**

- ___ ■ Submit photographs to the hospital newsletter for a post-event story in the newsletter.
- ___ ■ Print patient tray cards with the logo thanking the patients for participating and celebrating quality.

Day Four – Recognition Luncheon for Healthcare Professionals.....

Salute the dedicated healthcare professional who make quality contributions throughout the year. Hold a special luncheon in their honor and present “excellence in quality” awards.

√ **Events Ideas and Checklist**

- ___ ■ Coordinate with the administration office for guidelines and approval 4-6 weeks prior to luncheon.
- ___ ■ Determine budget and decide on the type of luncheon. Contact the Food Services Manager for suggestions or if money is tight, have a potluck theme lunch.
- ___ ■ Arrange for a room if you are not having the luncheon in your department.
- ___ ■ Invite the hospital administrator and other key management personnel as special luncheon guests.
- ___ ■ Recognize outstanding quality-driven departments or individuals.
- ___ ■ Give your awards ceremony a name such the “Reach for the Star Award” or “Showcase of Quality”
- ___ ■ Arrange for special recognition certificates to be given to staff members.
- ___ ■ Deliver bouquets of “quality” balloons to various departments.
- ___ ■ Provide carnations and buttons to all house and medical staff.
- ___ ■ Arrange for someone to take photographs of your event and special quality “celebrities”.

√ **Post-Event Ideas and Checklist**

- ___ ■ Send a post-event news release and photos to local media.
- ___ ■ Display photos from your event on a prominent bulletin board.
- ___ ■ Submit photos and article to hospital’s internal newsletter.

Day Five – Physicians’ Spotlight.....

Recognize the physicians you work with by delivering a recognition certificate, accompanied by a poster, buttons, balloons or a mug filled with candy.

√ Event Ideas and Checklist

- Coordinate with administration office for guidelines and approval 4-6 weeks prior to event.
- Contact Medical Staff office to notify them of the special event.
- Deliver bouquets of special “quality” balloons, buttons, or posters to physicians offices or create a special note card using the Healthcare Quality logo to provide the physicians with a special appreciation message.
- Contact volunteer coordinator and request hospital auxiliary to help assemble and deliver packages.

√ Post-event Ideas and Checklist

- Send a follow-up letter to the physicians thanking them for their participation.
- Include a letter of appreciation in the hospital newsletter.

Day Six – Education Seminar.....

Invite other hospital staff to a seminar on how the various quality teams throughout the hospital function. Invite a speaker or rent a video to address a topic of general interest such as “Stress Management,” “Positive Thinking,” “Creating Time Management,” or “Team Building.”

√ Event Ideas and Checklist

- ___ ■ Secure budget approval from administrator 8 weeks prior to event to bring in a special guest speaker (s).
- ___ ■ Once the seminar concept is approved, contact a speaker and arrange seminar format.
- ___ ■ Arrange for a conference room to hold the seminar (two sessions may be needed to accommodate the entire staff). If showing a video, arrange for appropriate audio visual equipment.
- ___ ■ Distribute buttons to all attendees.
- ___ ■ Arrange schedules so entire staff can attend seminar.

√ Post-event Ideas and Checklist

- ___ ■ Have the participants complete a short evaluation about the seminar.
- ___ ■ Send thank you notes to the seminar participants.

Day Seven – Community Outreach.....

Acquaint the community with your facilities’ quality teams. Provide plenty of opportunities for media coverage.

√ **Event Ideas and Checklist**

- ___ ■ Contact the administration office for guidelines and approval 10-12 weeks prior to event.
- ___ ■ Establish a planning team 10-12 weeks prior to event. Have a representative from Admitting, Emergency, Food Services, and the Marketing Community Relations Departments serve on the team.
- ___ ■ Coordinate with the hospital’s Marketing/Community Relations Director to determine the internal and external publicity such as an article in the employee newsletter and news releases (samples provided in this booklet).
- ___ ■ Hold a community outreach event on the weekend to increase community participation and media coverage.
- ___ ■ Conduct hospital tours and offer free health screenings, such as a cholesterol or blood pressure check; provide information on poison prevention and CPR classes.
- ___ ■ Invite the local media to cover the event.
- ___ ■ Send Healthcare Quality invitations to local schools, churches, day care centers and senior centers.
- ___ ■ Arrange for snacks and refreshments.
- ___ ■ Request hospital auxiliary to assist with hospital tours, refreshments, balloon giveaways, etc..
- ___ ■ Contact the Housekeeping Department for trash containers and assistance with setup and clean-up.
- ___ ■ Alert the switchboard, information desk, and security staff about the place and time of event.
- ___ ■ Arrange for giveaways, i.e. balloons, posters, pens, mugs, and buttons.
- ___ ■ Arrange for security to direct traffic on the day of the event.

√ **Post-event Ideas and Checklist**

- ___ ■ Sent post-event news release with a photo to the local media.
- ___ ■ Send thank you notes to various groups that attend the event.

Timeline.....

1st Week in August

Send a letter to the Mayor or Governor regarding formal proclamation for the week.

1st Week in September

Meet with your hospital’s Marketing/Community Relations Director regarding National Healthcare Quality Week to discuss ways to promote the week.

Begin planning special events.

4th Week in September

Send a memo to your hospital CEO regarding the proclamation.

1st Week in October

Prepare a news release for internal newsletters/publications.

2nd Week in October

Hang posters in visible locations throughout hospital.
 Send invitation for events.
 Send pre-event news release to the media.

3rd Week in October

Confirm times and complete logistics of events with appropriate departments.

Week of Celebration

Kickoff Event and Open House
 Employees Open House
 Patients’ Day
 Recognition Luncheon for All Quality Professionals
 Physicians’ Spotlight
 Education Seminar
 Community Outreach

Week Following Celebration

Send post-event news releases with photos to the local media.
 Send thank you letters to all who assisted in the National Healthcare Quality Week.