

### **RECOMMENDATION #22**

## **PUBLIC COMMUNICATION ABOUT THE WORKPLACE VIOLENCE PREVENTION IN HEALTHCARE PROJECT**

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### **OBJECTIVES**

1. Provide communication about the role of public in workplace violence prevention in hospitals, and healthcare sector in general
2. Raise awareness about the joint Ministries' Project to the broader public and leadership in hospitals
3. Ensure communication about the project is regular, methodical and targeted.
4. Identify key messages for the various segments of the public, e.g., leadership in hospitals, employers, hospital staff, visitors, patients, families and anyone outside of the hospital setting.

### **DESCRIPTION:**

Initial communication to the broader public about the joint ministries' project went out on August 12, 2015. It is recommended that regular, frequent and strategic messages about the project continue throughout the duration of the project and beyond.

Communication about the project should come from both Ministries jointly, i.e., Minister of Labour and the Minister of Health and Long-Term Care. The intent will be to highlight the collaborative efforts of both Ministries working for the common goal of eliminating violence in healthcare workplaces and making healthcare facilities safer for all.

### **RECOMMENDED WORK PLAN**

1. Start with a more general message to the public about the project
2. Follow with more targeted communication for specific audiences – e.g., leadership in hospitals, nurses in hospitals, families/patients/visitors, etc. This is an opportunity to educate the public about the serious issue of workplace violence in healthcare settings and address the role of leadership in workplace violence prevention and creating safer workplaces.
3. Consider including relevant statistics to make the case for the urgency of this work, but ensure that they are presented in the right context. The Leadership Table has statistics that can be utilized for this purpose.
4. Messaging should reflect a positive approach to improve healthcare workplaces for all, and not blaming specific individuals or groups (i.e., patients/families)

### 5. Suggested messages:

- “Violence will not be tolerated” – labour union representatives who are part of the project team felt strongly that the message needs to reinforce zero tolerance for workplace violence
- “Violence is not acceptable in healthcare”
- Communication around compliance with relevant legislation
- Working together on identifying and understanding risks, and safety and security measures, will benefit staff, patients and family members.
- Initial focus is violence prevention in nurses in hospitals, with the expansion to other workers and health care sectors to follow in years 2 and 3.

### RECOMMENDED IMPLEMENTATION

1. The Communication branches at both ministries will be responsible for implementation. Working Groups will provide suggestions and direction to the communication branch experts.
2. The joint ministries’ communication experts are encouraged to utilize a variety of communication vehicles and channels for dissemination of the information, including social media, email rosters to hospital officials, radio, communications to stakeholders for dissemination through websites, newsletters etc.