

Marketing Safe Patient Handling

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Objectives



- Discuss Safe Patient Handling (SPH) Marketing Strategy
- Explore development of Safe Patient Handling logo

Marketing Safe Patient Handling



Effective Marketing identifies the following successfully :

- Target audience
- Objective
- Tool
- Message
- Timing



Target audience

- What are the ranges of the audience?
- How will these groups use the product?



Identification of the Objectives

- Recognition
- Awareness
- Education
- Transition
- Implementation
- Sustaining



Message

- Appropriate for target
- Clear and easy to follow
- Retainable



Tools

- Appropriate for identified audience ?
- Message transferable from tool ?
- Will the tool get handled?



Timing

- Must be considered for each phase
- Is it right for the message to be conveyed at the time?
 - awareness
 - implementation
 - transition
 - sustain



Target Audience for SPH

- Patients
- Staff- direct care, managers, administration, support services
- Students, Faculty and Physician affiliates



All Staff

- Objective: Branding, Recognition, Awareness
- Tools: Logo on all marketing items, Safe Patient Handling (SPH) Day/Week
- Message: Identification, Recognition
- Timing: Throughout introductory effort



Direct Care Providers and support services

- Objective: Awareness/Anticipation
- Tools: Facility based website posting with links- internet and intranet, brochures with myths or SPH tips with logo
- Message: Buy-in
- Timing: During implementation



Direct Care Providers All Staff



- Objective: Education
- Tools: Videos with logos, handouts with facts/myths, Fairs with prizes and favors, T-shirts pens, water bottles, buttons, tags
- Message: Buy-in
- Timing: During implementation

Direct Care Providers

- Objective: Implementation, Transition
- Tools: T-shirts- have several colors, laminated bookmarks with SPH tips
- Message : Buy-in, Building team spirit
- Timing: Transition/Maintenance, quarterly



Direct Care Providers

- Objective: Sustaining
- Message: Ownership
- Tools: Managers/Educators wear *Ask Me* buttons, Unit-based champions and lift teams wear buttons, jackets with logo, Use SPH unit-based or VISN awards, bookmarks
- Timing: Implementation through maintenance



Direct Care Providers- Newly Employed

- Objective: Create awareness
- Tools: Video with logo, distribute laminated cards-with SPH
- Message: Buy-in
- Timing: Hospital orientation and yearly updates



Support/Service Staff



- Objective: Awareness, education sustaining
- Tools: One page brief to orientation handbook, badges, tags, lanyards, pens Post-it notes
- Message: inclusiveness
- Timing: Upon implementation or employment; yearly reviews and updates

Managers

- Objective: Maintain awareness, support no lift policy
- Tools: badges, lanyards, utilize award program for nursing staff, online discussion groups- success stories, challenges
- Messages: awareness, education, implementation, transition, sustaining
- Timing: Implementation through sustaining



Patients/Families



- Objective: Awareness and education
- Tools: Brochures
- Message: Awareness education, sustain
- Timing: At onset and ongoing as population changes

Students/Faculty/Physician Affiliates

- Objective: Awareness, Education
- Tools: Video with logo, facts and myths brochure with logo, laminated card with SPH tips
- Message: Buy-in
- Timing: Initially, Upon new affiliation, Yearly updates if applicable



Unit-based Champions/Lift Teams

- Objectives: Transition, sustaining
- Tools: Badges, jackets, polo shirts
- Message: *" This is the way we operate"*
- Timing: *At the beginning of Implementation, ongoing*



Safe Patient Handling Logo Development



SPH: Logo Development Workgroup Membership

- Robyn Bolga, MSPT, CTRS
- Valerie Kelleher, Patient Safety Center
- Maureen Markley, ANA Manager
- Bert Dunbar, ARNP, MS, BC

Our Steps in developing the logo

- Researching logo development literature
- Meetings every two weeks to discuss findings
- Development of a logo portfolio
- Input from other SPH workgroup members
- Discussions with professionals
- Veterans Industries





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Thank you, Questions?