



CHANGE DAY BC 17.11.17

Getting Started Kit

A How-To Guide

Start Here

.....
Making a Pledge

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Become a Change Day BC Ambassador

.....
Promote Change Day BC

.....
The Media is Your Friend

.....
Spark Your Imagination with Ideas from Change Day 2015

What drew you to health, social or community care?
What ignites your passion? What step – big or small – could you take to make your system better for British Columbians?

This is What it's All About

Change Day is November 17, 2017 (17.11.17). Between now and then, we invite anyone involved in health, social and community care to commit to making a change or trying something new. And we mean anyone! Patients, residents, clients, and those working in the system can join our campaign.

Change Day is a global movement that was started in 2013 by the National Health Service (NHS) in England. Countries from all over the world have since launched their own change days, spreading the energy and excitement to improve care globally. Over a million people have made pledges!

The first Change Day in BC happened on October 15, 2015, and inspired thousands of pledges – over 7800, in fact – from every corner of the province, and every area of care. The actions and initiatives sparked by Change Day were so amazing that we knew we had to do it again. And this year, Alberta and Ontario are celebrating Change Day on the same day as BC!

Why Change Day BC?

We believe that individual acts of change – regardless of their size – can add up to significant improvements for British Columbians and the health, social, community care systems. We know that every one of us has the power and passion to affect change that leads to better care. We want to empower this potential and foster change through a coordinated campaign for better care.

THE TOP 5 REASONS YOU SHOULD PARTICIPATE

1. You have an idea about how to make care better and Change Day BC is the perfect excuse.
2. You want to do something for yourself by committing to staying well.
3. You want to inspire others to make their own pledges.
4. The team around you needs a lift and Change Day BC is a great energy boost.
5. You want to spread your idea by having others join your pledge.

..... **So, What's a Pledge Anyway?**

A pledge is something that you commit to doing, changing or improving in health, social, community care. It's that simple!

When you are considering your pledge, think about something that you are passionate about. What is one change that you have always wanted to make? Now is the time.

Do it Your Way

Change Day is an entirely voluntary initiative. What someone pledges, and how they do it, is entirely up to them.

Who Can Join In?

Anyone! Patients, clients, residents, families and those working in the health, social and community care systems or elsewhere. If you have an idea to make things better, no matter what it is, you can participate in Change Day. Join us!

When Should I Pledge?

You can pledge anytime! You can act on your pledge on Change Day or any day. You don't have to wait until Change Day to start acting on your pledge.

Help! I Don't Know What to Pledge

What you pledge and how you act on it is entirely up to you. Pick something that is meaningful to you, something that you are passionate about. You may not transform health care alone, but if each of us commits to making one small change, really big things can happen. We saw this with Change Day 2015!

A wonderful thing is that if you don't know what to pledge, you can find someone else's pledge that speaks to you and join it!

EXAMPLES OF CHANGE DAY PLEDGES INCLUDE:

- wearing a patient gown and spending a day in hospital attached to an IV pole;
- encouraging patients to ask questions;
- remembering to acknowledge my colleagues' hard work;
- talking about my mental health;
- working to increase cultural safety for Indigenous people seeking health services.

Read about the stories behind some of these pledges at changedaybc.ca

We reached our Change Day goal in 2015. Let's do it again!

Our goal is to reach 5,000 pledges by 17.11.17!

How do I make a pledge?

It's easy!

1. **Online at changedaybc.ca**
You can make your pledge online anytime. At changedaybc.ca you can either create a new pledge or join someone else's pledge.
2. **Mail in a pledge postcard**
You can also submit your pledge by completing and mailing us a pledge postcard. Need some postcards? Order them for free on changedaybc.ca or call 604.668.8223. Supplies are limited, so don't wait too long!

Okay, You've Made Your Pledge. Now What?

If you can't wait to tell all your friends, family and colleagues about your pledge, we need you as a Change Ambassador!

Change Ambassadors are people who want to lead change. They don't need to be in formal leadership roles. They are volunteer ambassadors for Change Day.

The BC Patient Safety & Quality Council is here to help you connect with other Ambassadors. We created the Change Ambassadors Network BC (CAN-BC)

to support our volunteer ambassadors from across the province. There are no requirements or expectations around becoming an Ambassador, other than being an enthusiastic supporter of a social movement to change our system.

To help our Ambassadors share how they are spreading Change Day, as well as to support each other, we are hosting virtual CAN-BC meetings throughout the campaign. They'll be a casual place to connect and they're voluntary – come only if you want to!

Want to join us?

***Email changeday@bcpsqc.ca
or call 604.668.8223***

You can also join online by signing up for the CAN-BC Network (<http://bit.ly/2mQrKLD>)

Give a Little Change Day Love!

Check out the Change Day pledge gallery to like, join or share someone else's pledge. After all, Change Day is also about inspiring and encouraging others to join us in our movement.

Join = + | Like = ♥ | Share = 🔄

Talk it Up!

Talk it up as much as you want, to everyone you know. Tell anyone who is willing to listen about Change Day!

A great way to spread the word is to get on the agenda at a meeting where you think others would be interested in hearing about Change Day. We've even done the work for you! Check out the resources page on our website to download a Change Day PowerPoint template that you can use and adapt.

Having a ready-made 30-second "elevator" speech can also help you to talk up Change Day. This will help you share your ideas and inspire others to join you in a quick and concise way.

Here's a sample elevator pitch:

We're inviting anyone involved in health, social and community care to commit to making a change or trying something new.

Everyone can participate. From patients, residents, clients and families to those working in the health system.

Each of these pledges will make our system better for British Columbians.

We believe that individual acts of change – small or big – can combine and lead to significant improvements for British Columbians and our system.

Spread the Word!

We've developed some resources to help raise awareness about Change Day. You can order them at changedaybc.ca or by giving us a call at 604.668.8223.

Put up a Change Day poster to get people's attention, wear your Change Day button proudly wherever you go, and share your elevator speech with everyone you ride with!

We Have:

- postcards
- post-its
- posters
- graphics
- buttons
- templates
- an electronic version of this guide!

Hang Out with Others

Find others who are participating in Change Day and join forces to promote Change Day within your organization or region. You can search for pledges by organization, geographic area or key word on the pledge gallery of the website.

Coming together creates opportunities to support each other and build on your local efforts to promote Change Day.

Start a Challenge

Challenge another organization, facility, unit or division to a "pledge-off" and see who can get the most team members to make pledges.

You can also follow Change Day BC on social media. Invite others to join us! Our handles are @changedaybc.



Social Media

After making your pledge, you have the option to share it using a variety of social media. Check out the pledge gallery on the website for sharing options.

Twitter is a fun way to share your ideas. It's a great tool to help you engage with others about Change Day, share important and just-in-time news and resources about local or provincial events, and increase awareness about all of the pledges.

You can find and connect with Change Day on Twitter by using the #changeday hashtag and the @changedaybc handle.

Not yet ready to tweet? Take a first step by following us on Twitter.

Want to try a little tweeting and need a bit more support? Check out the Twitter Guide for Health Professionals (<http://bit.ly/2ocf4Pz>) on the BC Patient Safety & Quality Council website.

Sample Tweets:

I've made my pledge for #changeday. Have you? <http://ow.ly/lfpoS>

@changedaybc wants to hear how YOU will improve care. Make a pledge – anything counts, big or small <http://ow.ly/lfpoS>

Let's work together to improve #bchc. I've made my pledge. Have you? <http://ow.ly/lfpoS>

Host an Event

Plan a local event and invite people in your organization to participate. Have an information board with sample pledges, set up a computer for people to enter their pledges, and/or create a wall image to post pledges for all to see (don't forget to enter them online, too, or send us your paper pledges so we can enter them for you!)

Just remember: you can use some of our fun resources as prizes for your event – giveaways always attract a crowd!

Share with Others

You don't need a big marketing budget to advertise Change Day. We have posters that you can order and you can also download poster templates that have a space for you to add your own organization's logo. Simply talking to others one-on-one about why you are passionate about your pledge is one of the best ways to spread the word about Change Day and inspire others to participate.

Email Tagline

One simple way to advertise Change Day is to put a tagline at the end of your email signature.

Here's a sample email tagline::

1 Day. 5000 Pledges. Unlimited Possibilities. Try one thing to make a difference for patients, residents, clients, families, your colleagues or yourself! Make your Change Day pledge now at changedaybc.ca.

To help raise awareness about Change Day, you might want to promote your own activities.

Press Release

If you are planning an event and want to invite your local media to cover it, it may be helpful to provide them with a press release. And you guessed it – we’ve drafted one for you! To help get your message out, contact local newspapers and broadcasters about what you and your colleagues or organization are doing for Change Day.

You can find a draft press release in this document or download it from the resources page of our website. *See page 9.*

Newsletter Article

Including an article in your own internal newsletter can also be a great way to raise awareness about Change Day BC.

We know you are busy so we’ve created a draft you can find in this document or download from the resources page of our website. Take it, tweak it and use it as your own! *See page 10.*

The first Change Day BC in 2015 was an amazing event, made possible by the thousands of people who pledged to create change and inspired others in their organizations and communities.

We learned a lot of great lessons from them, and we wanted to share those with you to help you get started with your Change Day activity!

Anyone Can be a Leader

Some of the pledges and activities that got the most attention and inspired the most action were led by “informal leaders”- people who didn’t hold typical leadership positions in their organizations, but still rallied others to join Change Day. No matter what your role is in your organization or community, you can be an ambassador for change.

Make it Public

97% of participants had or were planning to act on their pledge. The secret we heard from many participants was to make their pledge public, by telling friends, families, or colleagues, or by posting their pledge up at their desk or on their fridge. Having a visible reminder made them feel more accountable and motivated to take action.

Tap into Your Organization

In 2015, most of our Change Day participants reported hearing about the campaign through their organization. Sharing your activity with your colleagues can create great movement!

Take Advantage Of Our Resources!

We’ve got an assortment of “plug and play” resources on changedaybc.ca that anyone can download and make their own. If you want to spread the word about your Change Day activities, chances are we have a resource to help you do it. And if we don’t, get in touch to ask!

SOME IDEAS:

- Create pledge boards where team members can post their pledges. Burnaby Hospital even made a pledge tree in a public area, with “leaves” for writing pledges, so that any visitor or patient to the hospital could join in too.
- At the BC Renal Agency, staff made a group pledge to eat lunch together weekly and talk about their Change Day activities and goals. It built stronger relationships across teams while supporting staff to achieve their pledge goals!

Make it Meaningful

The pledges that had the greatest impact were meaningful to the people who made them. For instance, Amy Horrock's pledge to eat pureed foods for a day to better understand her patients was something that really mattered to her, and that authenticity resonated with the dozens of other people in her organization and beyond who were inspired by her pledge. You can learn more about Amy's pledge at changedaybc.ca

Join a Pledge

If you see a great pledge that really connects with you, join it! Joining pledges, or making a group pledge, can be a great way to keep yourself accountable and get support from others. If you want to get more physical activity, join a friend or colleague who's pledged to walk at lunch time.

If your co-worker pledges to introduce herself to every patient by name, and you think that's a great idea — join in!

Make it Work for You

Pledges can be about anything. Some great pledges from 2015 were large in scope; others were small acts, or single-day activities. The trick is to pick something that works with your schedule and goals, and then just do it. Even if it doesn't go perfectly, you can still learn something.

At Delta View Campus of Care, a whole team pledged to wear incontinence pads for a day to better understand their residents' needs. You can watch a video about their experience at changedaybc.ca!

JOIN US



Draft Press Release

For immediate release – [date]

Change Day BC – <<insert facility/organization name here>> Joins the Campaign

<<insert city>> – The Change Day movement to improve health and social care started in England. It has since grown to countries like Australia, Jordan and Sweden. Now it's coming back to British Columbia and <<insert your facility and/or organization's name here>> on November 17, 2017.

As part of Change Day, we are inviting our team to make a change or try something new to improve care for our <<patients/clients/residents/families/colleagues>>. Pledges can be big or small. They can be related to any topic. They are voluntary and made by people passionate about changing care for the better. Team members will make their pledge online at changedaybc.ca.

<< Insert quote from frontline provider or partner here >>

The Change Day campaign started with England's National Health Service. It came to BC in 2015, where pledges included talking about mental health, spending a day in a patient gown, working to increase cultural safety for Indigenous people seeking health services and acknowledging the work of co-workers. Now it is coming to BC, Alberta and Ontario on the same day.

Even seemingly small pledges can come together to build a tremendous wave of action that contributes to improvements in our health care system. In 2015, British Columbians made almost 8000 pledges to improve care, far more than the initial goal of 5000.

<< Insert quote from patient here >>

In BC, Change Day is being coordinated by the BC Patient Safety & Quality Council and partners like us, who believe that British Columbia's health, community and social care systems are powered by the creativity, passion and commitment of their patients, providers and administrators.

<< Insert quote from senior leader here >>

Change Day BC is online at changedaybc.ca. You can also follow us on Facebook, Twitter and Instagram at @changedaybc and search for the hashtag #changeday.

JOIN US



Draft Newsletter Article

Change Day BC and <<insert your facility and/or organization's name here>>

What drew you to <<health/social/community care>>? What ignites your passion? What step – big or small – could you take to make our system better for our <<patients/clients/residents>> ?

On November 17, 2017, we are inviting you to take that step by participating in Change Day and committing to making a change or trying something new to make things better. We hope you'll join us and make a pledge for your <<patients/clients/residents>>, families, colleagues - or yourself!

<<Insert quote by senior leader here>>

Pledges can be big or small. They can be related to any topic of your choice. They are voluntary and a personal commitments to changing care for the better. It's as easy as recording your pledge online at changedaybc.ca and acting on that pledge.

<<Insert quote from front-line provider/team member here>>

The Change Day campaign started with England's National Health Service. It came to BC in 2015, where pledges included talking about mental health, spending a day in a patient gown, working to increase cultural safety for Indigenous people seeking health services and acknowledging the work of co-workers. Now it is coming to BC, Alberta and Ontario on the same day.

Even seemingly small pledges can have a positive effect. When combined with all of the other pledges, we can create a tremendous wave of improvement that ripples throughout our organization and system.

So now the question is ... what will you pledge? Join the campaign at changedaybc.ca.
1 Day. 5000 Pledges. Unlimited Possibilities.

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