

# CHANGE DAY BC

## Getting Started Kit

### A How-To Guide

Start Here

Making a Pledge

Become a Change Day Catalyst

Promote Change Day BC

The Media is Your Friend

**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 BC is October 15, 2015 (15.10.15). 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 BC is building on a successful global movement 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.

### ***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 system. 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 drive change through a coordinated campaign for better care.

### ***THE TOP 5 REASONS YOU SHOULD PARTICIPATE***

1. You have an idea that you're eager to try and Change Day BC is the perfect excuse.
2. You want to spread your idea by having others join your pledge.
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 do something for yourself by committing to staying well.

**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 BC 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 BC. 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. It's already happened elsewhere.

*Examples of pledges for NHS Change Day have included:*

- tasting a pediatric medicine to be better able to empathize with the bad taste;
- spending a day in a wheelchair to better understand the patient experience;
- smiling at colleagues and patients, clients or residents to brighten their day;
- spending an hour in an ICU bed to gain insights into patient experience;
- learning more about diabetes to better comprehend the personal and social impacts of the disease; and
- introducing oneself by name to patients, residents or clients – a relatively little thing that can positively affect a patient's experience and that resulted in the global movement #hellomynameis.

**How do I make a pledge? It's easy!****1. ONLINE AT [WWW.CHANGEDAYBC.CA](http://WWW.CHANGEDAYBC.CA)**

You can make your pledge online anytime. At [www.changedaybc.ca](http://www.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 [www.changedaybc.ca](http://www.changedaybc.ca) or call 604.668.8223. Supplies are limited, so don't wait too long!

**Now it's British Columbia's turn.**  
Our goal is to reach 5,000 pledges by 15.10.15!

## *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 Day Catalyst!

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

The BC Patient Safety & Quality Council is here to help you connect with other Catalysts, so let us know what we can do to support you, we want to hear your ideas and respond. There are no requirements or expectations around being a Change Day Catalyst, other than being an enthusiastic supporter of a social movement to change our system.

To help our Catalysts share how they are spreading Change Day BC as well as to support each other, we are hosting virtual conference calls every 3 weeks throughout the campaign. They'll be a casual place to connect and sessions are voluntary – come only if you want to!

***Want to join us? Email [changeday@bcpsqc.ca](mailto:changeday@bcpsqc.ca) or call 604.668.8223.***

**Give a little Change Day love!**

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

**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 BC!

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 BC. We've even done the work for you! Check out the resources page of our website to download a Change Day BC 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 BC. 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.

**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 BC, 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 BC on Twitter by using the #changedaybc 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 on the BC Patient Safety & Quality Council website.

**SAMPLE TWEETS:**

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

Ppl across BC are pledging to improve #bhc. Read their pledges, get inspired, make your own: <http://ow.ly/lfpoS>

For #changedaybc, I pledge to [insert your pledge] <http://ow.ly/lfpoS>

**You can also follow Change Day BC on Facebook and Instagram.  
Invite others to join us!**



### **Spread the word!**

We've developed some resources to help raise awareness about Change Day BC. You can order them on [www.changedaybc.ca](http://www.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 BC button proudly wherever you go, and share your elevator speech with everyone you ride with!

#### **WE HAVE:**

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

### **Hang out with others**

Find others who are participating in Change Day BC 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 gallery page 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.

### **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!).

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 BC. 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 BC and inspire others to participate.

### **Email tagline**

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

**"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 BC** pledge now!"**

**Press release**

To help raise awareness about Change Day BC, the BC Patient Safety & Quality Council is planning some media activities provincially. But you might also want to promote your own activities locally.

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 BC.

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

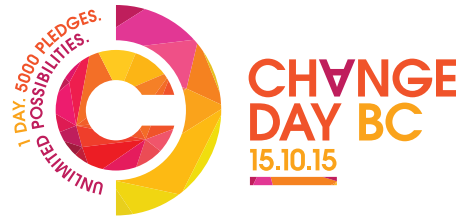
**Article**

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 it in this document or download it from the resources page of our website. Take it, tweak it and use it as your own.**

# JOIN US

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## 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 to British Columbia and <<insert your facility and/or organization's name here>> on October 15, 2015.

As part of Change Day BC, 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 [www.ChangeDayBC.ca](http://www.ChangeDayBC.ca).

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

The Change Day campaign started within England's National Health Service, where pledges included leading a healthier lifestyle, spending a day in a wheelchair to better understand a patient's challenges, tasting medicine to appreciate why children complain about its taste, and introducing oneself to patients – the phenomenal #hellomynameis campaign.

Even seemingly small pledges can come together to build a tremendous wave of action that contributes to improvements in our healthcare system. In England, the campaign received 189,000 pledges in its first year and over 800,000 in its second year.

### << Insert quote from patient here >>

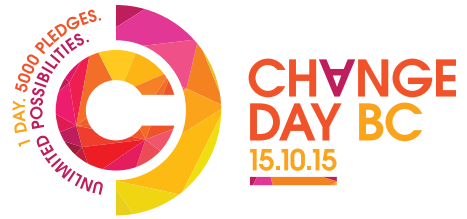
Change Day BC is being coordinated by the BC Patient Safety & Quality Council and partners like us, who believe that British Columbia's health, community and social care systems are powered by the creativity, passion and commitment of their patients, providers and administrators.

### << Insert quote from senior leader here >>

Change Day BC is online at [www.ChangeDayBC.ca](http://www.ChangeDayBC.ca), Instagram as ChangeDayBC and Twitter with the account @ChangeDayBC and hashtag #ChangeDayBC.

# JOIN US

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## Draft 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 October 15, 2015 (15.10.15) we are inviting you to take that step by participating in Change Day BC 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 commitment to changing care for the better. It's as easy as recording your pledge online at [changedaybc.ca](http://changedaybc.ca) and acting on that pledge.

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

The Change Day campaign started within England's National Health Service, where pledges included leading a healthier lifestyle, spending a day in a wheelchair to better understand a patient's challenges, tasting medicine to appreciate why children complain about its taste, and introducing oneself to patients – the phenomenal **#hellomynameis** campaign.

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 [www.ChangeDayBC.ca](http://www.ChangeDayBC.ca). **1 Day. 5000 Pledges. Unlimited Possibilities.**

Change Day BC is online at [www.ChangeDayBC.ca](http://www.ChangeDayBC.ca), Instagram as [ChangeDayBC](#) and Twitter with the account [@ChangeDayBC](#) and hashtag [#ChangeDayBC](#).



**CHANGE  
DAY BC**  
15.10.15

Join or view pledges at [www.changedaybc.ca](http://www.changedaybc.ca)  
Have a question? Email us at [changeday@bcpsqc.ca](mailto:changeday@bcpsqc.ca)  
Share your thoughts! Tweet us at [@changedaybc](https://twitter.com/changedaybc)  
[#changedaybc](https://twitter.com/changedaybc)



**BC PATIENT SAFETY  
& QUALITY COUNCIL**  
Working Together. Accelerating Improvement.