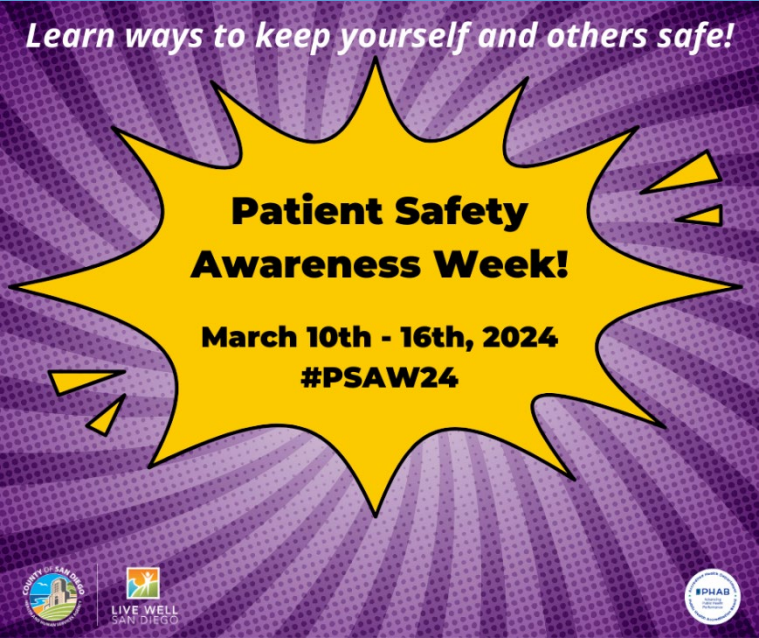


## PATIENT SAFETY AWARENESS WEEK 2024 | SOCIAL MEDIA TOOLKIT

**Patient Safety Awareness Week is from March 10 to 16, 2024 (#PSAW24).**

Designed for individuals, organizations, coalitions, and other stakeholders, recognize and help teach others about the importance of healthcare safety by sharing social media messages below. Partners may also use them to craft content for other communications, including websites, e-mails, and newsletters.

Topics include an introduction to Patient Safety Awareness Week, Hand Hygiene (washing and timing), Antibiotic Stewardship, Environment Cleaning and Disinfecting, Disease Reporting, and PPE (Personal Protective Equipment) Source Control. Suggested timing, messaging, and image is outlined below.

Date	Message	Image
<b>March 10<sup>th</sup></b> <b>Introduction to #PSAW24</b>	<p>Patient Safety Awareness Week is an annual recognition from March 10-16 with the purpose of teaching others about the importance of healthcare safety.</p> <p>Learn about patient safety awareness week and explore patient safety topics by visiting the <a href="#">Patient Safety Awareness 2024 webpage</a>. #PSAW24</p>	 <p>The graphic features a purple background with a white dotted pattern. A large yellow starburst shape is centered, containing the text: "Learn ways to keep yourself and others safe!" at the top, "Patient Safety Awareness Week!" in the middle, and "March 10th - 16th, 2024 #PSAW24" at the bottom. Logos for the County of San Diego, Live Well San Diego, and PHAB are visible at the bottom.</p>

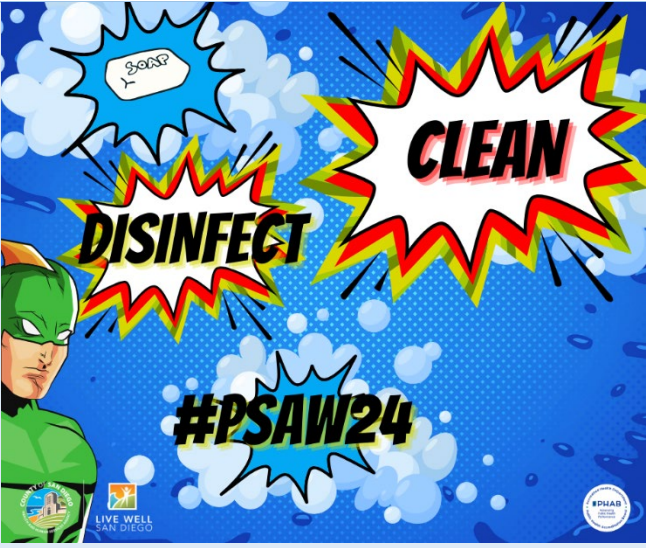
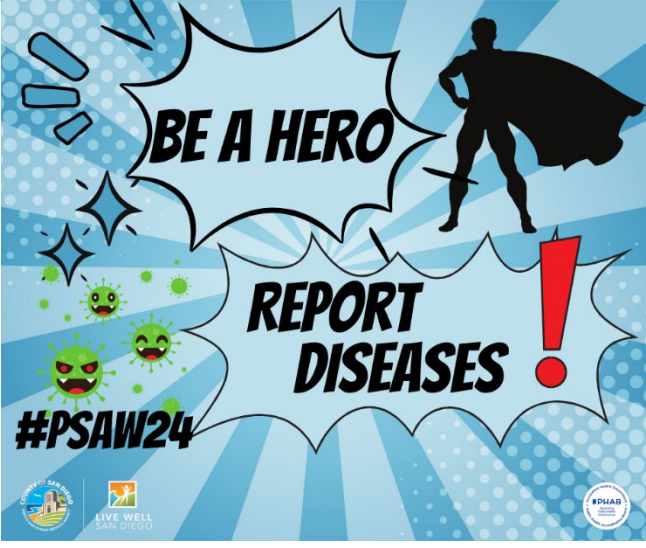


PATIENT SAFETY AWARENESS WEEK 2024 | SOCIAL MEDIA TOOLKIT

Date	Message	Image
<p><b>March 11<sup>th</sup></b> <b>Hand Hygiene</b></p>	<p>Studies show that healthcare providers clean their hands less than half of the time they should. Practicing good hand hygiene helps protect healthcare providers and the patients treated.</p> <p>Learn more about hand hygiene by visiting the <a href="#">Clean Hands Count</a> webpage. #PSAW24</p>	
<p><b>March 12<sup>th</sup></b> <b>Antibiotic Stewardship</b></p>	<p>Improving antibiotic prescribing and use is critical to effectively treat infections, protect patients from harm caused by unnecessary antibiotic use, and combat antibiotic resistance.</p> <p>Learn more about antibiotic stewardship by visiting the <a href="#">Core Elements of Antibiotic Stewardship</a> webpage. #PSAW24</p>	

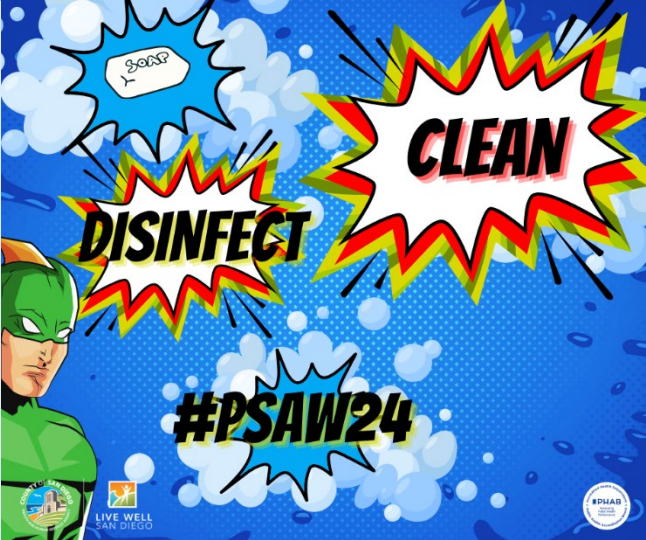



## PATIENT SAFETY AWARENESS WEEK 2024 | SOCIAL MEDIA TOOLKIT

<p><b>March 13<sup>th</sup></b> <b>Environmental Cleaning and Disinfection</b></p>	<p>Germs are everywhere! Environmental cleaning is an effective process that breaks the germ pathways heading toward vulnerable patients.</p> <p>Watch our <a href="#">Environmental Cleaning Video</a> for best practices on environmental cleaning. #PSAW24</p>	 <p>A comic book style graphic with a blue background and white clouds. A green superhero character is on the left. A speech bubble says 'GERMS'. Large text reads 'CLEAN' and 'DISINFECT'. The hashtag '#PSAW24' is at the bottom. Logos for County of San Diego and Live Well San Diego are in the bottom left, and a PHAB logo is in the bottom right.</p>
<p><b>March 14<sup>th</sup></b> <b>Disease Reporting</b></p>	<p>Reporting suspected specimens to the County of San Diego allows County staff to provide follow-up information to patients that can help keep them safe.</p> <p>Report diseases at our <a href="#">disease reporting webpage</a>. #PSAW24</p>	 <p>A comic book style graphic with a light blue background and white dots. A black silhouette of a superhero is on the right. A speech bubble says 'BE A HERO'. Large text reads 'REPORT DISEASES' with a red exclamation point. The hashtag '#PSAW24' is at the bottom. Logos for County of San Diego and Live Well San Diego are in the bottom left, and a PHAB logo is in the bottom right.</p>



## PATIENT SAFETY AWARENESS WEEK 2024 | SOCIAL MEDIA TOOLKIT

<p><b>March 15<sup>th</sup></b> <b>Donning/Doffing of PPE</b></p>	<p>Following proper donning (putting on) doffing and (taking off) of PPE (personal protective equipment) will help minimize the risk of disease transmission.</p> <p>Learn more by visiting the <a href="#">PPE Proper Wearing, Removal, and Disposal</a> webpage. #PSAW24</p>	 <p>A comic book style graphic with a blue background and yellow and red jagged borders. It features a green superhero character on the left. The text includes 'SOAPS' in a speech bubble, 'CLEAN' in a large white box, 'DISINFECT' in a yellow box, and '#PSAW24' in a large white box. Logos for County of San Diego and Live Well San Diego are at the bottom.</p>
<p><b>March 16<sup>th</sup></b> <b>Hand Hygiene (timing)</b></p>	<p>Germ are everywhere! Knowing how to get rid of them and stop the spread of diseases is important.</p> <p>Learn when to wash your hands vs. when to use hand sanitizer by visiting the <a href="#">Hand Sanitizer Use Out and About</a> webpage.</p> <p>#PSAW24</p>	 <p>A graphic split vertically into blue and red halves by a white lightning bolt. The left side is labeled 'HAND SANITIZER' and shows a green sanitizer bottle. The right side is labeled 'SOAP' and shows a bar of soap. A large 'VS' is in the center. The text 'HAND HYGIENE SHOWDOWN' and '#PSAW24' are at the bottom. Logos for County of San Diego and Live Well San Diego are at the bottom.</p>

