




The Joint Commission's Speak Up™ Campaign

State Breastfeeding Coalition Webinar

October 11, 2011




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Speak Up™ Campaign

- The Joint Commission launched the Speak Up campaign on March 14, 2002, to encourage patients to become active, involved, and informed participants on the health care team.
- These efforts to increase patient awareness and involvement are supported by the Centers for Medicare & Medicaid Services.
- The campaign acknowledges that doctors, health care executives, nurses, and many health care technicians are already working to make health care safe.



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SpeakUP™

Help Prevent Errors in Your Care

Everyone has a job in making health care safe. That includes doctors, health care assistants, nurses and many health care technicians. Health care organizations all across the country are working to make health care safe. As a patient, you can make your care safer by being an active, involved and informed member of your health care team.

To prevent health care errors, patients are urged to...

SpeakUP™

Speak up if you have questions or concerns. If you still don't understand, ask again. It's your body and you have a right to know.

Pay attention to the care you get. Always make sure you're getting the right treatments and medicines by the right health care professionals. Don't assume anything.

Educate yourself about your illness. Learn about the medical tests you get, and your treatment plan.

Ask a trusted family member or friend to be your advocate (advisor or supporter).

Know what medicines you take and why you take them. Medicine errors are the most common health care mistakes.

Use a hospital, clinic, surgery center, or other type of health care organization that has been carefully checked out. For example, The Joint Commission visits hospitals to see if they are meeting The Joint Commission's quality standards.

Participate in all decisions about your treatment. You are the center of the health care team.

Brochures include a blank panel to allow for information about the organization, its commitment to patient safety, and the organization logo. Posters are available for some campaigns.

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Speak Up Brochures

- Written at a fifth grade reading level
- Available in English and Spanish
- Provide questions to ask and advice about what to expect in health care settings
- Brochures have a blank panel allowing health care organizations to add their own patient safety messages



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Speak Up Brochures

- All accredited health care organizations receive information about every new Speak Up campaign
- Organizations may order brochures, posters and buttons
- Church groups, advocacy groups and pharmaceutical companies print and distribute brochures
- Any group that wishes to use any of the campaigns are welcome to do so



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Speak Up campaigns include:

- Help Prevent Errors in Your Care
- Help Avoid Mistakes in Your Surgery
- Information for Living Organ Donors
- Five Things You Can Do to Prevent Infection
- Help Avoid Mistakes With Your Medicines
- What You Should Know About Research Studies
- Planning Your Follow-up Care
- Help Prevent Medical Test Mistakes
- Know Your Rights
- Understanding Your Doctors and Other Caregivers



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Speak Up campaigns (cont'd.)

- What You Should Know About Pain Management
- Prevent Errors in Your Child's Care
- Stay Well and Keep Others Well (a coloring book for children)
- Tips for Your Doctor's Visit
- Reduce Your Risk of Falling
- Diabetes: Five Ways to be Active in Your Care at the Hospital
- Dialysis: Five Ways to be Active in Your Care at the Hospital
- What You Need to Know about Breastfeeding



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Breastfeeding Speak Up Brochure

SpeakUP™



What you need to know about breastfeeding

The Joint Commission

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Speak Up About Breastfeeding

- ▀ Groups collaborating with The Joint Commission on the campaign:
 - Academy of Breastfeeding Medicine
 - American Academy of Pediatrics
 - Association of Women's Health, Obstetric and Neonatal Nurses
 - Baby-Friendly USA, Inc.
 - Centers for Disease Control and Prevention
 - March of Dimes
 - United States Breastfeeding Committee

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Key messages about breastfeeding:

What moms should know...

- ▶ One of the most important things she will decide is how to feed her baby.
- ▶ Breastfeeding is the best option for most babies.
- ▶ Speak up and ask questions about breastfeeding before the baby is born, while in the hospital, and after going home.

Key messages about breastfeeding:

How moms can prepare...

- ▶ Learn about breastfeeding – go online, read books, take a class, and talk with other moms who have breastfed.
- ▶ Get the support of their partner.
- ▶ Check with the hospital to see what support it offers.
- ▶ Ask their doctor about birthing options and how they affect breastfeeding.

Key messages about breastfeeding:

*How moms can talk to caregivers
in the hospital...*

- Speak up and tell the nurses and their doctor that they want to breastfeed as soon as possible after delivery.
- Request skin-to-skin contact immediately.
- Ask that tests and procedures be performed after the first feeding.
- “Room in” with the baby to recognize early feeding cues.



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Key messages about breastfeeding:

*How moms can talk to caregivers
in the hospital...*

- Ask that the baby only has breast milk – no formula or water.
- Ask that the baby not be given a pacifier or bottle.
- Have a nurse or lactation consultant watch them breastfeed several times before leaving the hospital.



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Key messages about breastfeeding:

*What moms can do after leaving
the hospital...*

- ▶ Spend a lot of time resting and breastfeeding.
- ▶ Stay close to the baby.
- ▶ Call the hospital, a lactation consultant, or a support group for advice if problems arise.
- ▶ Keep breastfeeding, even when they get sick. They can safely breastfeed even if they are taking most medicines.



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Speak Up About Breastfeeding Resources

- ▶ Breastfeeding Speak Up brochures have been downloaded 3,544 times from The Joint Commission's website since August 2011
- ▶ Breastfeeding Speak Up posters and brochures are available for purchase on the Joint Commission Resources' (JCR) website



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Breastfeeding Speak Up Press Coverage

The Breastfeeding Speak Up campaign received widespread attention in the media:

- ▶ AHA News Now
- ▶ American Academy of Pediatrics
- ▶ National Alliance for Breastfeeding Advocacy
- ▶ Newborn Channel from *The Wellness Network*
- ▶ National Network of Libraries of Medicine
- ▶ United States Breastfeeding Committee Newsletter
- ▶ Triangle Breastfeeding Alliance



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Breastfeeding Speak Up Press Coverage (cont'd.)

- ▶ California Department of Public Health
- ▶ South Carolina Hospital Association
- ▶ MomsRising.org
- ▶ Best for Babes
- ▶ Raising Arizona Kids
- ▶ Texas Breastfeeding Coalition
- ▶ Florida Breastfeeding Coalition
- ▶ Louisiana Breastfeeding Coalition



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Breastfeeding Speak Up Press Coverage (cont'd.)

- Maryland Breastfeeding Coalition
- Healthy Start *Northeast Florida Health Start Coalition, Inc.*
- Mother Nurture
- kellymom
- Motherwear's Breastfeeding Blog
- Primary Issues
- eHealth Journal.net
- Dagmar's momsense



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Speak Up Videos

- The Joint Commission released a series of animated Speak Up videos in 2011 to encourage patients to speak up and be active participants in their health care.
- The 60-second videos are intended as public service announcements and air on The Joint Commission's YouTube channel, on The Joint Commission website, and in other venues.
- Free downloadable copies of all the Speak Up videos are available in both English and Spanish for use on closed circuit television and other uses; transcripts are also available on our website.
- The cast of characters encounter everyday situations where they have to read instructions, inspect labels and "speak up" to ask their doctors and caregivers questions.



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Speak Up Videos

- The first six videos in the Speak Up series are:
 - Prevent Errors in Your Care (*released March 7, 2011*)
 - Prevent the Spread of Infection (*released April 6, 2011*)
 - Take Medication Safely (*released May 4, 2011*)
 - At the Doctor's Office (*released June 1, 2011*)
 - Kid Power! (*released July 6, 2011*)
 - Reduce the Risk of Falling (*released August 3, 2011*)



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Speak Up Successes

- The Joint Commission's most recent Speak Up survey had more than 1,900 respondents who reported that the Speak Up program has promoted and increased communication with both patients and staff about safety:
 - Nearly 85 percent reported that campaigns like Speak Up bring value to the accreditation and certification process
 - Over 80 percent rated the Speak up program as excellent or good
 - Over 60 percent would use a free Speak Up video series if it was available
 - Nearly 75 percent reported that they have reproduced or downloaded Speak Up brochures or posters
 - More than 67 percent have used Speak Up information in advertisements or billboards
 - More than 60 percent have reprinted the information in the Speak Up brochures in their patient handbook or education materials



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Implementation of Speak Up in Field

HCOs are being very creative with the information

- Pamphlets included in staff orientation, patient admission packets, patient education materials, and distributed at health and education fairs, and public information booths
- Posters hung in public areas, patient rooms and waiting rooms
- Staff wearing Speak Up buttons
- Adapted into public service announcements
- Closed circuit television patient education programs



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Implementation of Speak Up in Field

- Sent press releases which aired on local television and radio networks, and were printed in community magazines and newspapers
- Information included in newsletters to health care staff and the public
- Plaques created with Speak Up information
- Speak Up campaigns held
- Used as a kickoff for hospital week
- Established Speak Up Task Force



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For more information

► **The Joint Commission:**

www.jointcommission.org/GeneralPublic/Speak+Up/

► **Joint Commission Resources:**

www.jcrinc.com or 877.223.6866 (brochures and posters available for purchase)

► **Joint Commission International:**

<http://www.jointcommissioninternational.org/Speak-Up-Videos/>

► **YouTube:**

<http://www.youtube.com/user/TheJointCommission>

