

Zero Harm Promotion Guide

Congratulations on your Zero Harm Award achievements! SCHA knows how important quality of care is to your hospital and how proud you are of the work your clinical staff does day in and day out, so we want to make sure you celebrate their hard work with your local media and community. Here are a few suggestions:

- **PRESS RELEASE** – SCHA is providing a sample press release that hospitals can adapt to their own needs and release to local media outlets.
- **SOCIAL MEDIA** – SCHA is encouraging all social media posts involving the Zero Harm awards be hashtagged #SCZeroHarm to connect the collective work and achievements of all of our hospitals.
- **PHOTO OP AT AWARD PRESENTATION** – SCHA can visit your hospital soon to deliver your awards, which is a prime chance to get a good photo with your CEO, board members, or clinical leaders receiving the award.
- **OTHER SOCIAL MEDIA POSTS** – Promote awards individually and recognize the individual units or key leaders who made a difference in achieving Zero Harm. Consider grabbing simple photos of these figures to humanize their efforts.
- **PRESENTATION** – Place your awards prominently in a lobby or other public area that lets your patients know about your achievements.
- **SHARE** – Our Zero Harm video! It is available at <https://youtu.be/T1RhNoJvJLs>
- **WE'LL COME TO YOU** – Take advantage of an upcoming staff meeting, board meeting, or employee gathering for a member of the SCHA team to come and help recognize your facility and your staff for their great strides in advancing quality and patient safety.