

CHANGE DAY BC 2017

1 Day. 5000 Pledges. Unlimited Possibilities.

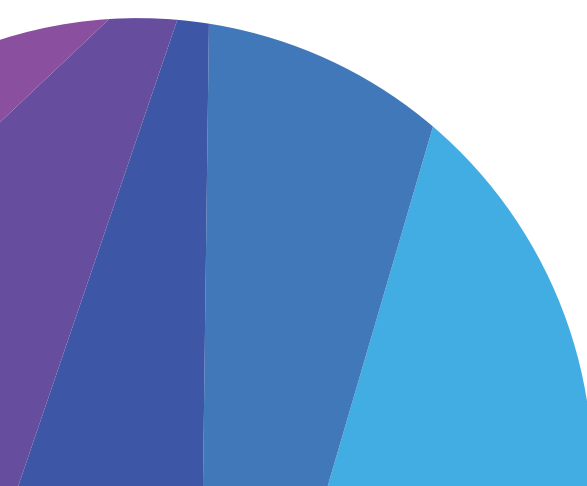


CHANGE
DAY BC
17.11.17



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

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INTRODUCTION

After the huge success of Change Day 2015, when 7,877 people committed to making a change or trying something new to make BC's health care system better, we knew we had to do it again.

So in September 2017, alongside hundreds of partners and Change Ambassadors, we launched Change Day 2017! Clinicians, patients, family members, caregivers, leaders, students, volunteers, and everyone in between were invited to participate by making a pledge – big or small – with the idea that each one helps create a ripple effect of change across the province.

Change Day is a grassroots movement which we sustain with our partners and Change Ambassadors who helped direct the campaign and championed Change Day in their workplaces, communities and networks.

Our goal was to inspire 5,000 pledges by Change Day: November 17, 2017. We far exceeded that target, gathering 7,110 pledges in total! Each pledge represents an individual who has taken action to make a positive difference in their own life or in the lives of patients, residents, volunteers, colleagues, or loved ones.

We were deeply moved and inspired by the passion of individuals who made a pledge, spread the word about Change Day, or supported the campaign. In this report, we celebrate their accomplishments and efforts, and we hope their stories inspire and motivate you to plan, begin, or continue making small acts of change.

Thank you again for helping to create a wave of change that swept through our province.



OUR CHANGE AMBASSADORS

Change Day was made possible by the collective efforts of countless leaders across the province called Change Ambassadors. These ambassadors spearheaded Change Day activities by spreading the message and empowering individuals to make a pledge for change. Using resources we created, ambassadors adapted the Change Day message into the context of their own communities, networks and organizations.

Change Ambassadors came together for virtual webinars to share their experiences, successes, learnings and stories. This network of over 700 (and growing!) informal and formal leaders stepped up to promote change in their organizations. We cannot thank our Change Ambassadors enough for their dedication and passion — the success of Change Day is truly a testament to their efforts.



OUR PARTNERS

Change Day was the result of the collective effort of 68 partner organizations in every area of care and every region of the province. They worked with us to set strategic direction, raise awareness and spread the campaign. They took up the call and shared Change Day with their staff, volunteers and patients. Their time, resources and passion were invaluable. Thank you!

Alzheimer Society of BC	IHI Open School - UBCO Chapter
Association of Registered Nurses of BC	IHI Open School - UNBC Chapter
BC Cancer Agency - Quality & Safety	Institute for Personalized Therapeutic Nutrition
BC Care Providers Association	Interior Health
BC Centre for Excellence in HIV/AIDS	Island Health
BC Centre for Palliative Care	Journeying Beyond
BC Centre on Substance Use	Kelty Mental Health
BC Emergency Health Services	Kootenay Boundary Division of Family Practice
BC Healthy Communities	Licensed Practical Nurses Association of BC
BC Hospice Palliative Care Association	Looking Glass Foundation for Eating Disorders
BC Institute of Technology	Michael Smith Foundation for Health Research
BC Nurses' Union	Midwives Association of BC
BC Provincial Renal Agency	Ministry of Health
BC Society of Respiratory Therapists	Myo Clinic
Camp Kerry	Northern Health
Campbell River Division of Family Practice	OSNS Child and Youth Development Centre
Canadian Mental Health Association, BC Division	Pacific Northwest Division of Family Practice
Can-SOLVE CKD Network	Patient Voices Network
Careteam	Phoenix Centre
CHANGEpain	Physiotherapy Association of BC
Chilliwack Division of Family Practice	Providence Health Care
Choosing Wisely Canada	Provincial Eating Disorders Awareness Campaign
Canadian Integrative Network for Death Education and Alternatives	Provincial Health Services Authority
College of Pharmacists	Provincial Infection Control Network of BC
Delta View Life Enrichment Center	RemedysRx
East Kootenay Division of Family Practice	Self-Management BC
Family Caregivers of British Columbia	Sienna Senior Living
First Nations Health Authority	Speakbox
Fraser Health	Surrey North Delta Division of Family Practice
Grace Young Activity Centre	UHNBC Physician Initiative Committee
Health Emergency Management BC	University of Victoria- Institute on Aging & Lifelong Health
Health Employers Association of BC	Vancouver Coastal Health
Healthy Families BC	Vancouver Division of Family Practice
IHI Open School - UBC Chapter	Vantage Living Inc.

WHAT WE ACHIEVED



of surveyed participants agreed Change Day resources were useful

7,110
pledges

Over 50,000
resources shipped
across the province



of surveyed participants have acted on their Change Day pledge

(another 10% are planning to!)

192,519

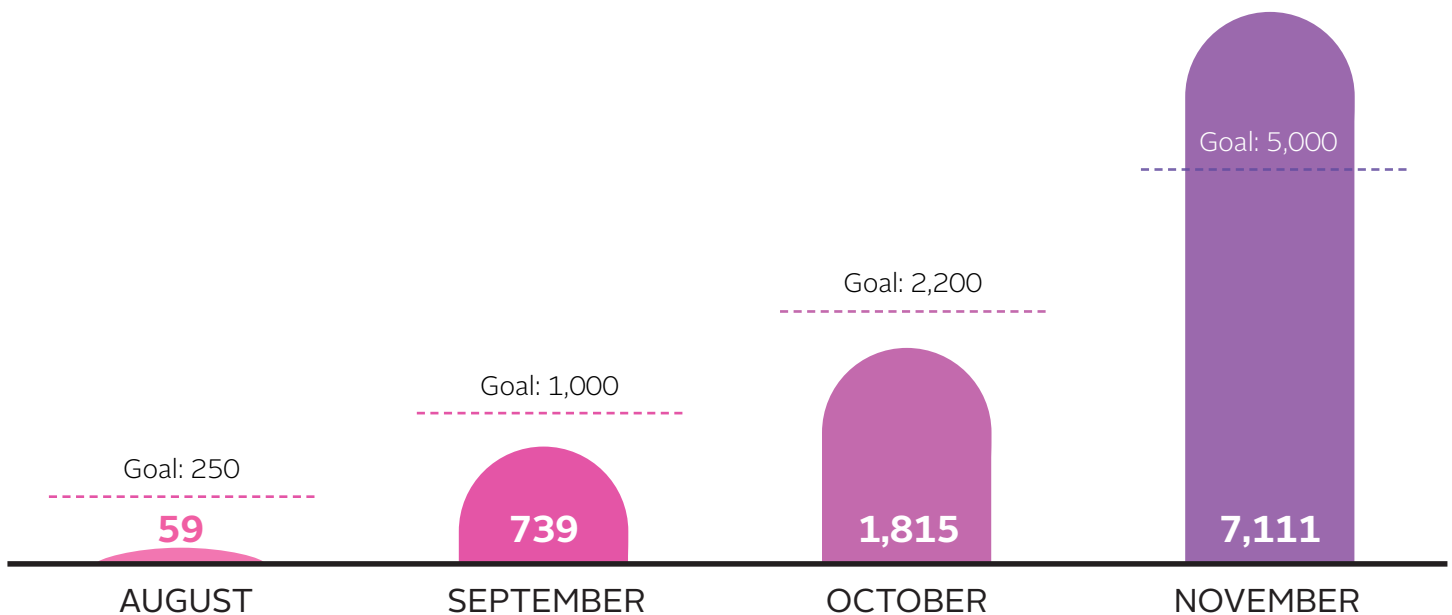
Twitter impressions
throughout the campaign

72,900

visits to ChangeDayBC.ca

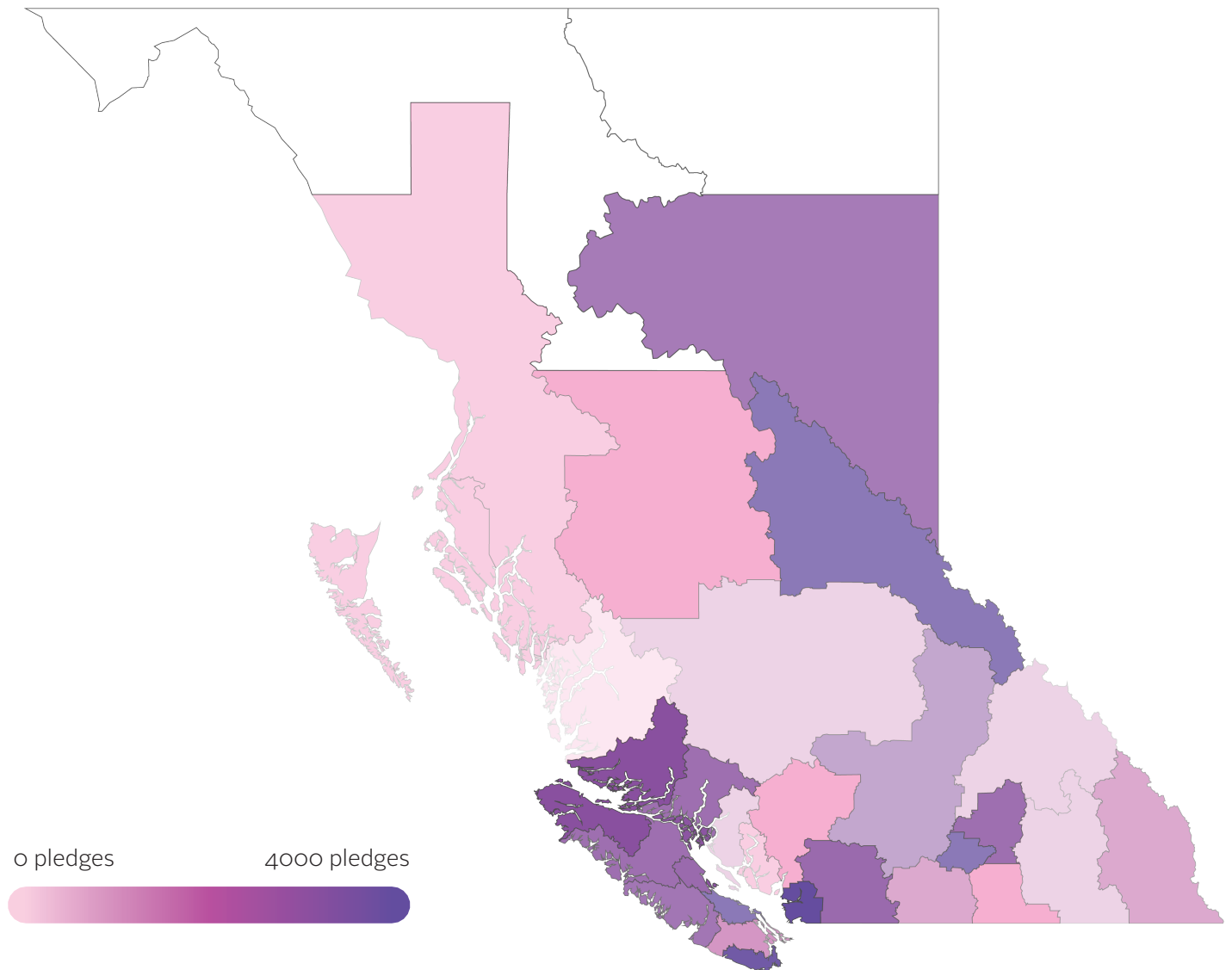
PLEDGE GROWTH TIMELINE

We did it again, BC! With over 68 partner organizations and countless Change Ambassadors across the province, collectively we were able to make 7,110 pledges. We believe that these individual acts of change – regardless of their size – will add up to significant improvements for British Columbians and the health, social and community care systems.

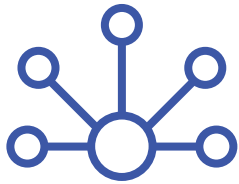


PLEDGES BY REGION

The reach of Change Day was phenomenal throughout the province. As this heat map shows, from the tip of Vancouver Island all the way up to Peace River, and from Central Kootenay to Kitimat-Stikine and everywhere in between, individuals from across the province pledged to make change.



WHAT WE LEARNED

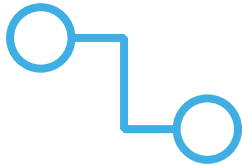


Harness the Power of Distributed Leadership

Fostering local formal and informal leaders by providing them with resources and support was essential to the success of the Change Day campaign. Distributed leaders were able to adapt the Change Day message to their local context and hit the ground running.

"Imagine the possibilities and how empowered people would feel if they had the support available to them when they needed it."

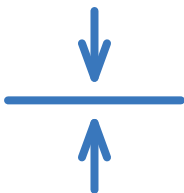
Distributed leadership places a central focus on the development of collaborative relationships that encourage, nurture and develop leadership capabilities in others.



Connect

In our day-to-day work, it's sometimes hard to take time out and connect with colleagues in our organizations. By fostering connections, we are able to increase morale and provide opportunities for learning and collaboration.

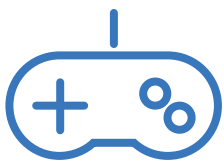
"One of the biggest impacts of the campaign was having conversations with people we normally don't have the opportunity to connect with."



Align With Existing Values & Work

Many distributed leaders found success by aligning their organization's values with those of the Change Day campaign. By doing so, leaders were able to use Change Day's momentum to amplify their work in the system.

"We used Change Day as a platform, as a leaping point to launch what we were hoping to do with the project we were working on."



Make It Fun!

Who doesn't like to have fun? Incorporating an element of fun helped individuals increase engagement and spread the message behind Change Day. Activities included social media challenges, virtual scavenger hunts, and much more!

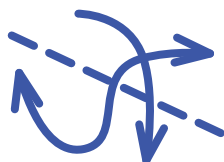
"Issuing a Change Day challenge to my team and encouraging my colleagues to do the same was a bit of spirited fun!"



Leverage the Power of the Individual

It can be hard sometimes for individuals to know their place in a health care system as large as ours. Change Day illustrated the power of each individual and how every single act or pledge can combine to create a ripple effect of change across the province.

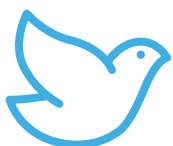
"Change Day empowered individuals to choose the type of change that they wanted to be a part of."



Keep It Simple

Starting with individuals who have a passion for change and improvement and going from there is a great way to get the ball rolling when trying to spread initiatives such as Change Day.

"Finding the pockets of what's working and going to the people that have energy to contribute is a great way to leverage enthusiasm towards positive change in the organization."



Explore Hopes for Health Care

Many pledgers noted Change Day provided an excuse to stop and think about their hopes for the health care system and the changes they'd like to see.

"It is really important to stop and reflect how we want to have a positive impact."



Build Capability

Newsletters, webinars, and a Change Agent Workshop provided opportunities to build capability and capacity for change.

"I attended the Change Agent training session, and a big learning opportunity for me was the varied application of a distributed leadership model within the Change Day campaign."



Newsletters

Over the course of the campaign, we released regular newsletters to maintain momentum, raise awareness about sub-campaigns and celebrate change in action.

95% *of surveyed participants agreed newsletters were useful Change Day resources*



Webinars

Six webinars provided an opportunity to connect, inspire and share throughout the Change Day campaign.

95% *of webinar participants agreed they would be able to apply their learning to their work*



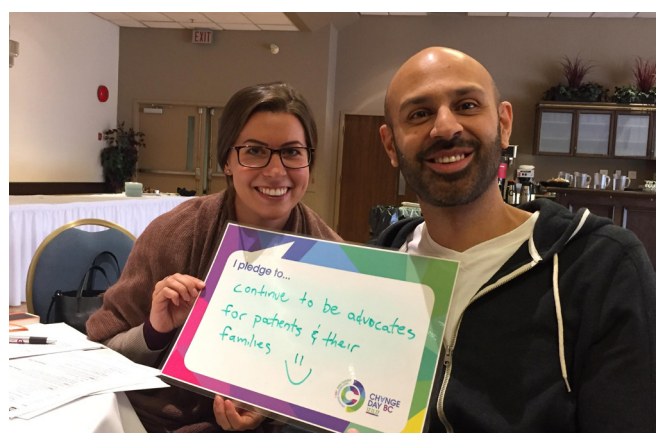
Workshops

A sold-out Change Agent Workshop was offered on October 3 for individuals keen to learn more about applying social movement and community organizing principles to their work. The workshop focused on building knowledge and skills for leading change.

SUB-CAMPAIGN TIMELINE

The Change Day campaign involved weekly sub-campaigns, which aligned with provincial or national initiatives and helped highlight areas of focus in our health care system. Focusing on weekly sub-campaigns allowed us to highlight important work in the province and across Canada, feature related pledges through our blog posts, social media accounts and webinars, and helped provide opportunities to increase capability and highlight important topics.

Launch: September 7

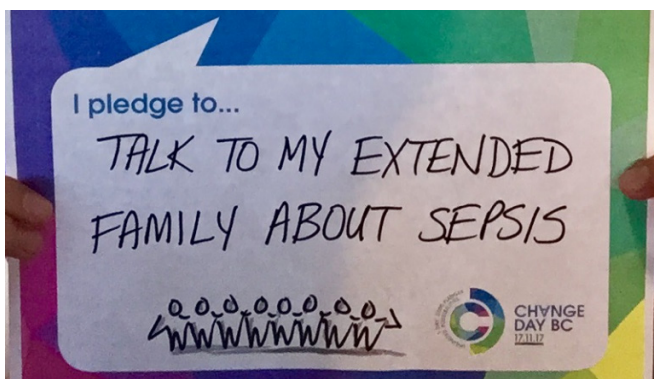


September 11 – September 15 Sepsis Week

Sepsis is a World Health Organization global health priority. In Canada, 30,000 people are hospitalized each year from sepsis, and more than 30% of these patients die [1]. The BC Sepsis Network, partnering with care providers across BC, has worked over the last five years to make early identification and treatment a reality for more British Columbians. To align with World Sepsis Day (September 13), pledges and stories about the impact of sepsis were highlighted.

"I pledge to... figure out how to reconnect our sepsis work with patients and their families that have experienced sepsis. Now that we're shifting the culture towards working with our patients as partners, I want to find tools to help empower and educate patients and families on sepsis."

Jenifer Tabamo, Vancouver



September 18 – September 22 Patient- and Family-Centred Care Week

Providing great care for patients requires understanding what they want and need from their care, by acknowledging them as individuals, listening deeply, and sometimes walking a mile in their shoes to empathize with their experiences. During this week, we showcased pledges that celebrated and supported person- and family-centred care such as treating patients as partners, including the patient voice, and asking, "What matters to you?"

"I pledge to... work with patients and families to design a system that ensures every individual and family gets the right care, at the right time, in the right place by the right person."

Shelley McKenzie, Nanaimo

September 25 – September 29 Join, Like and Share a Pledge Week

Join, Like and Share a Pledge Week invited individuals to help us amplify the energy around Change Day by joining, liking and/or sharing pledges in our online Pledge Gallery.

As an added bonus, we profiled a blog post each day throughout the week that highlighted a pledge made for Change Day. By profiling these phenomenal stories we celebrated people's commitment to change and inspired others to join, like and share the pledges further!

"I pledge to... recognize and celebrate everyone who provides patient/client/resident and family centered care, through the Vancouver Coastal Health "I/We Made a Difference" contest 2017. We will share our ideas, work and experiences with our partner health authorities, and invite them to participate with us."

Lisa and Sherri, Vancouver



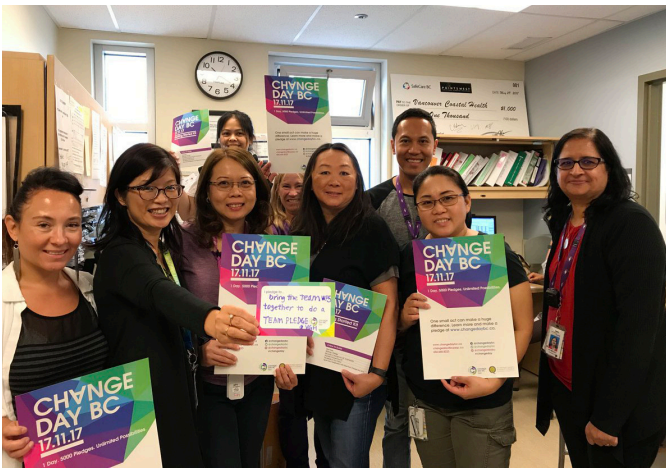
September 26 – October 12 Change Quest

We love to have some fun while promoting change and improvement in health care. Change Quest was a fun and competitive way to get the word out about Change Day by inviting people to complete a series of photo-based missions with their friends and colleagues. We joined forces with Change Day Alberta on this one for some friendly inter-provincial competition. In total, 23 teams participated and submitted over 180 photos of themselves completing fun missions. The winning team from BC Emergency Health Services was awarded Change Day prize packs to help them continue to spread the Change Day spirit.



October 2 – October 6 Health Authority Week

It wouldn't be possible to impact so many people across BC with Change Day if we didn't have the incredible participation of our health authorities across the province. We honoured their commitment to change and improvement by sharing their stories on our blog. We profiled a different health authority each day of the week, to help spread inspiration by showcasing how these organizations were participating in Change Day.



October 16 – October 20

Bereavement, Hospice and Palliative Care Week

In alignment with World Hospice and Palliative Care Day, we showcased amazing Change Day pledges related to bereavement, hospice and palliative care. We honoured pledges that worked toward improving palliative and hospice care and profiled stories and blog posts.

"I pledge to... commit to living our values-based nursing charter of respect, compassion, integrity, commitment, collaboration and excellence to strengthen our nursing team and elevate the patient experience at Victoria Hospice."

Jill Sartorio, Victoria



October 9 – October 12

Mental Health and Substance Use Week

One in three Canadians will experience mental illness or substance use in their lifetime [2]. To align with World Mental Health Day (October 10), we profiled pledges and stories around mental health and wellness, supporting and understanding mental illness, and caring for people who struggle with substance use. Pledges on this topic ranged from personal to professional, and from the individual to system levels.

"I pledge to... create more awareness about the dangers of fentanyl by sharing a new song I titled 'Got no Rhyme'."

William Frew, Surrey

October 17 – November 17

Steps for Change

Encouraged by over 100 pledges that involved getting more physical activity, and inspired by a pledge from the team at Self-Management BC, we started a healthy competition.

We invited individuals across the province to join us in tracking our collective steps to see how far we could travel together. Our goal was to collect enough steps to walk to Ontario and back in recognition of our Change Day partners, Alberta and Ontario. Over 110 individuals collectively walked over 10 million steps – more than enough to get to reach our goal!

Sherry Lynch and her team from Self-Management BC committed to walk a combined total of 171,117 steps by November 17, 2017. Read more about this pledge on page 22.



October 30 – November 3 Canadian Patient Safety Week

This sub-campaign aligned with Canadian Patient Safety Week, an annual national campaign that has been driving improvement in patient safety since 2005. The week was focused on highlighting pledges by patients, providers and family members to improve care.

"I pledge to... advocate for patient safety by filling out the Patient Safety & Learning System."

Jodie Peachey, Kamloops

November 17 Virtual Celebration!

To celebrate the passion of the province for the Change Day campaign, we hosted a three-hour, drop-in-style webinar showcasing inspiring stories and people! We were joined by amazing international speakers, including Jim Easton, Managing Director of Health Care at Care UK as well as Helen Bevan, Chief Transformation Officer with NHS England's Horizons Team. We showcased some inspiring videos of pledges in action and heard from several of BC's incredible change ambassadors. Our provincial partners Alberta and Ontario also stopped by to share some of the positive impacts of Change Day across Canada.

October 23 – October 27

Dementia and Long-Term Care Week

Dementia affects over 70,000 people in BC and, according to our partner organization Alzheimer Society of BC, that number is growing. Dementia and Long-Term Care Week was aligned with the launch of the third wave of Clear, a province-wide voluntary initiative that works with care homes to reduce the number of residents prescribed antipsychotics without a diagnosis of psychosis. We shared stories and highlighted pledges that focused on the quality of care for seniors with dementia and others living in long-term care homes.

"I pledge to... support the implementation of the National Standard for Psychological Health and Safety within my residential care campus, the long-term care sector in British Columbia through the BC Care Providers Association, and nationally through the Canadian Association of Long Term Care."

Karen Baillie, Abbotsford



Change Day 2017!



3.5 hours | 9 speakers | > 200 attendees

IN THEIR OWN WORDS

After the Change Day campaign, participants were invited to tell us about their experience and how the campaign impacted them. Read some of the survey responses in their own words below!

Which was your favorite Change Day activity or sub-campaign?



Collaborating with both internal and external stakeholders.

Events in the foyer of our hospital with staff, patients and families – it felt very inclusive.

Webinars with the sharing of stories – inspirational!

The pledges themselves inspired me the most. Also great to read about the last Change Day (2015) and the outcomes in the booklet that was produced.

Our 'in department' activities as a team – making pledges, posting them and wearing the [Change Day] button proudly. A thermometer that measured our pledge count was proudly displayed in a prominent area.

Seeing photos of our members on the website.

What was your most valuable learning from Change Day?



Hearing what other organizations are doing to create positive change for patients.

How thousands of individual pledges can mount up to enormous positive change all around us!

Being part of a larger picture can be motivating and self-rewarding.

Even the smallest change can make a big difference. The butterfly effect :).

Making the commitment made me feel more accountable to carry out my pledge.

People are really interested and engaged in the conversation about how to make our health system better.

Change is within me.

The changes I am making in my world have a direct impact on the world around me.

I was amazed at the power of distributed leadership.



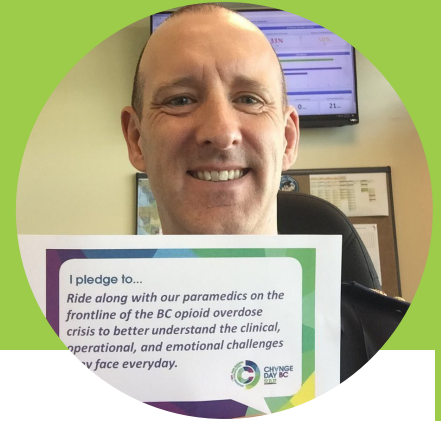
CHANGE DAY *STORIES*

Stories throughout the campaign brought us tears of joy, touched the deepest parts of our hearts and inspired the change ambassadors within us to make a difference! Pledges touched the full continuum of care and ranged in their reach from the personal to the system level. They included pledges to raise awareness about the opioid crisis, discuss mental health issues, provide person- and family-centred care, promote culturally-safe health care services, and so much more. We couldn't possibly cover them all here, so we encourage you to visit our website to browse the amazing pledges that individuals across the province made.

We've highlighted a few Change Day stories – read on to be inspired and ignite your passion!

BIG DREAMS FOR HEALTH CARE

Many of us have big dreams for health care, and sometimes it may seem hard to think about how we can contribute to a better health care system in BC. Pledges about individuals' big dreams for health care allow us to stop and think about how we can impact and improve our health care system, one pledge at a time.



BC Emergency Health Services

Kerry Campbell, Leader, Quality, Patient Safety and Accreditation

BC Emergency Health Services (BCEHS) is a PHSA agency with the mandate of providing emergency pre-hospital patient care and inter-facility patient transfers across the province. On average, we receive half a million 9-1-1 calls alone each year. To meet this demand, there are 183 ambulance stations, three air ambulance bases and three dispatch centres across BC.

Align with current work

BCEHS is improving the way that we do business by decreasing response times and exploring different types of resources to support communities. As part of transforming the organization internally, the goal is to improve the pre-hospital system, which aligned very nicely with the Change Day objective of driving change and improvement across the health system.

The power of an individual

The hope is that people will continue to be inspired by the power of a single individual in the health system. Often times in an industry as big as health care, people do not always get to see the direct impact their work has on patients. It can also be overwhelming to think about the multitude of things that need improving within the system. Pledging allowed people to take ownership of their commitment(s). Change Day not only demonstrated the direct impact a pledge can have, it also made the change achievable!



BC Emergency Health Services

Engagement strategies

1. *Distributed leadership*

In health care there are so many initiatives that are pushed down on to frontline staff and that typically doesn't result in a successful outcome. For Change Day, we decided to equip District Managers, Unit Chiefs and Dispatch Center Supervisors with resources and messages and encourage them to tailor the campaign to what worked best for their staff. This was the best mechanism to engage staff and you could even see the competitive side come out on Twitter between stations and districts. It was fun to see!

2. *Align with current work*

We aligned the “why” of BCEHS with the “why” of Change Day. If you review BCEHS pledges on the Change Day website, it is evident that countless pledges aligned directly to PHSA/ BCEHS values. Framing this campaign in terms of what our organization values and believes in was a successful strategy.

3. *Make it fun!*

A lot of effort and energy was spent posting on social media, competing (and winning) the Goose Chase Competition, Twitter mini-campaigns and driving friendly competitions between staff. Our infamous “Wall of Fame” also captured a lot of attention. Many mentioned that they were inspired to see their mentors, friends and senior leadership pledging. Everyone wanted to know what they had to do to get up on the wall.



Katharine Chan

Accreditation and Patient Experience
BC Emergency Health Services

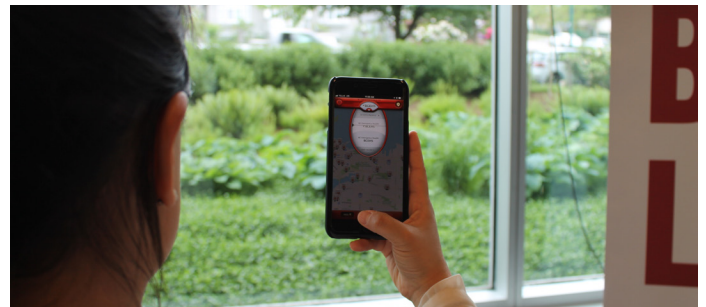
Building Capability

"I pledge to... become CPR certified so I can possibly save a life, strengthen the chain of survival and encourage those around me to do so as well."

My pledge in action

When I became a mom, I asked my doctor, "What's the first thing I can do to be the best parent ever?" One thing the doctor told me was to get CPR training. When Change Day came, I thought, "That's something I want to do." At work, I was supporting a Hands-Only CPR Training event, in which our paramedics train members of the public on CPR. It was the perfect project considering my goal of becoming CPR-trained while working on the CPR event.

Acting on my pledge was amazing. I participated in one of the sessions as a learner and I learned so much. It was really cool to see how many people participated and feeling like you're all doing this to improve the health of BC.



The ripple effect

The Pulse Point app was recently launched by BCEHS; anyone can download it on their phone, and indicate if you are CPR-trained. When BCEHS receives a 9-1-1 call for a cardiac arrest, the app uses the GPS on your phone to determine if you are within the vicinity. The app then sends you a notification, saying someone near you is having a cardiac arrest and, since you are CPR-trained, asks if you be willing to help out. Because of my Change Day pledge and the training that I've done, I've downloaded the app. I haven't received a notification yet, but I think that's always going to be on my phone and I am always prepared to start hands-only CPR if anyone around me needs it.

It's empowering to know that I can potentially save a life. It's not just about being CPR-trained so that I can help my family, I can also help members of the public and tell people who don't know about it. They're going to tell other people and it will potentially cause a domino effect.

Other Pledges about Big Dreams for Health Care

Person- and Family-Centred Care

♥15 +12 ↻19

"I pledge to... promote and ensure that the education of current and future health and social care professionals includes the autonomous and authentic voices of patients and their lived experience so that the care delivered is genuinely patient-centred."

VCH Clinical Education Team

Mental Health & Substance Use

♥6 +0 ↻1

"I pledge to... collaborate with regional care providers and leaders to promote a recovery-oriented system of care in mental health and substance use services."

Lauren Fox

Cultural Safety & Humility

♥4 +18 ↻1

"I pledge to... advance the quality of health and wellness services to BC First Nations peoples through championing cultural safety and humility. 'It starts with me.'"

Joe Gallagher

MY PLEDGE IN ACTION

"My pledge was to sleep in a tent in all weather to understand the plight of people who live outside all year. My husband and I sleep in a tent in our safe suburban backyard about 3 nights a week. I am lucky to have all of the amenities for comfortable sleep. I notice how noisy it is and if anything gets wet – forget it – instantly cold with no reprieve. And there is the tricky business of figuring out where to go to the bathroom! My next pledge will be to purchase at least one synthetic sleeping bag (withstands the wet better) to donate to the Manna Society, a Parksville society that helps the homeless."

Anonymous



MY HEALTH AND WELLNESS

Working in the health care system, it can sometimes be easy to put our own health on the back burner. Pledges of my health and wellness highlighted actions of individuals to take better care of themselves.



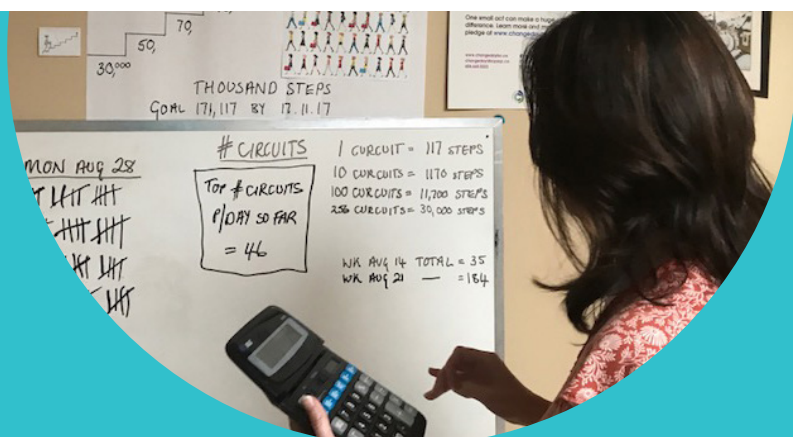
Self-Management BC

Sherry Lynch, Research Associate
Suzanne Harmandian, Program Assistant

Self-Management BC is under the Patients as Partners Initiative with the BC Ministry of Health. We provide self-management programs to people with chronic conditions around the province at no cost. A lot of times people know what they need to do but it's actually the doing part that's the tough part.

Align with your organization's values

We support change in health care and we are patient-centred. In our office, we are constantly talking about how to be healthy. We ask participants daily to think about what changes they could make to live a healthy life, and when Change Day came along, it was a natural fit. It was a good reality check because we tell people about the dangers of sedentary behaviour and the importance of a healthy lifestyle, but we sit at our computers all day long. We want to be promoting health, so we have to walk the talk.



Building Connections

I pledge to... contribute to walking a combined total of 171,117 steps by November 17/17 with my colleagues at Self-Management BC.

Our pledge in action

Our pledge was nice because it was simple and easy to do. Accumulating the circuits around our workplace turned into our goal of walking 171,117 steps. We set a time each day, everyone would get up from their desk and off we went on our circuit or laps. When we completed the 171,117 steps, we calculated we had walked 132 kilometres – from our location in Delta almost to Hope. For our colleague with the knee replacement, we recalculated what he needed to do on one level to match a lap going up and down the stairs.

It's changed the way we do things here and it's become part of our everyday routine. We know from behaviour change research, if you can make something a habit, it's more likely to be sustained. After Change Day some of our coworkers felt like walking a circuit was almost wasted if we didn't count it. Now our goal is to walk to Merritt, which is 152 kilometres or 201,986 steps.

The ripple effect

It was neat to see us as the motivation for the Steps for Change Walking Challenge. People joined from all over and it became a provincial pledge. It was good because it was a teambuilding exercise as well. Everybody participated and everybody made an effort. It was motivation at the right time.



Other Pledges about My Health and Wellness

Health & Wellness

♥1 +34 ↻4

"I pledge to... start my running group & maintain a healthy lifestyle for myself and my family."

Christine Johnson

Empathy

♥3 +9 ↻9

"I pledge to... regularly job shadow our amazing paramedics and 9-1-1 call takers/dispatchers to gain a better understanding of the impact that the opioid crisis and other emergencies have on their mental well-being."

Kerry Campbell

Mindfulness

♥3 +1 ↻0

"I pledge to... practice mindfulness in times of ambiguity and change."

Allison Turpin

MY PLEDGE IN ACTION

"Controlling diabetes by continuing with my diet and exercise plan... I am almost off of insulin! Four pounds away from losing 40 pounds and I feel fabulous. It has impacted my family, friends and workplace – I am much happier and healthier."

Anonymous



SUPPORTING COLLEAGUES

Many of us spend more time with our colleagues than we do with our friends and family! Pledges about supporting colleagues highlighted the drive of individuals to help create positive work environments and relationships.



Island Health

Sonya Chandler, Consultant, Quality, Improvement and Experience

Island Health provides health care and support services to more than 767,000 people on Vancouver Island, the islands in the Salish Sea and the Johnstone Strait, and the mainland communities north of Powell River.



Island Health

Feeling connected

The highlight of the campaign was getting emails from people that I don't typically hear from saying, "I saw your Change Day video" or "I did my own pledge." It was seeing people participate against all odds and the willingness to show up on behalf of the health system and on behalf of their patients and families. It was a community-building initiative, so the highlight for me was watching the community build and grow.

Building capability

Having support with my needs so that I could support others in getting their needs met was such an amazing example of how empowering distributed leadership models are. It was so empowering because the Council set the tone, produced the material, made themselves available and then said, "Okay now folks, it's up to you to make it happen."

The ripple effect

We still have people having conversations and walking around with Change Day lanyards. I do feel like Change Day contributed to a larger conversation in ways that are not necessarily measurable but that are important.

It was so encouraging to see that people were willing to take time out of their day, make their pledge, and show up at our events. The fun of Change Day was that we got to celebrate. We got to take a minute to be light-hearted, to be hopeful, to set our vision on the "what if" or "imagine if," that sometimes we don't have room for in the day-to-day. Change Day gave us a nudge to help us remember that even when things are hard, it's worth spending some time on those areas because it's rejuvenating and replenishing.



Building Connections

I pledge to... connect (at least!) 250 Island Health staff, physicians, patients/families, and volunteers for a virtual Random Coffee Trial (RCT)! I believe that a connected Island Health community is a positive Island Health community, to both work and receive care!

Xela Rysstad

Quality & Patient Safety Consultant
Island Health

My pledge in action

Randomized Coffee Trials (RCTs) have a fresh, informal, casual energy about them. Making connections in the workplace doesn't need to feel forced and structured, and it's a way to get our organization connected and talking outside of silos. It's easy to get tied into your day-to-day work and I wanted to promote as many opportunities as I could for people to connect.

Thinking that we've done this a few times as a team at Island Health, we wanted to try making it bigger than ever, so this was an important action for my pledge. Previously, by hosting the RCTs in person, we were cutting out people that weren't available in that specific time slot and location. Moving to the intended virtual format was important for this round of the RCTs and it was much easier for people to participate. It took a continuous effort of spreading the word about RCTs. We had 394 participants in this RCT session, significantly more participants than in the previous three RCT sessions combined.

The ripple effect

I'm still hearing stories coming in, people calling, emailing, or popping into my office and saying, "I just had my RCT meet-up and it was so amazing, thank you so much". There was so much positive energy injected into them almost unexpectedly, and many people say that they're staying in touch with their RCT pairs.

I want to see what types of collaboration are happening as a result of these connections. For example, as a result of their RCT pairing with someone from our Quality Department, someone in Volunteer Resources is going to be registering a project they're doing in our Quality Improvement Registry. They would never have known about this if they hadn't made that connection in the RCT. I think there's definitely an appetite for RCTs in our organization and we're moving the dial in a positive direction when it comes to workplace culture at Island Health.



Engagement strategies

1. Gamification

I gamified my pledge by framing it as competition taking place over 10 days. We offered a \$150 team hot lunch to the person who could get the most new joiners to the RCT pledge. As a result of the race, 77 new participants joined my pledge, and the person who won ended up getting 22 new people to sign up. We highlighted the winner within the organization and I was able to meet her team at the hot lunch party.

2. Testimonials

By early November, people had started meeting their RCT matches and some feedback was coming back from people who had participated. Cindy Trytten, Director of Research and Capacity Building, had an amazing meeting with someone from a rural community in Salt Spring Island. She sent out a message to her whole team sharing her story about the positive RCT experience. Her whole department was really inspired and sent it out to their colleagues. As a result of the testimonial from someone in a respected position in the organization, the pledge just seemed to catch fire from there, like wildfire.

Randomized Coffee Trials (RCTs): Involve being randomly paired with another person with whom you are encouraged to connect with 'over a cup of coffee' (virtually or in person), but what you're connecting about is completely up to you.



Other Pledges about Supporting Colleagues

Gratitude

♥8 +4 ↻0

"I pledge to... celebrate and show gratitude to at least one person I work with each and every day."

Allison Muniak

Culture

♥5 +3 ↻5

"I pledge to... improve local culture in my workplace by organizing and participating in social events that bring us together."

Kimber McKinley

Vulnerability

♥5 +7 ↻4

"I pledge to... be open and honest with the people I interact with every day. I will not pass judgment. I will offer understanding. I will ensure a safe and secure audience for anyone who wants to talk. I will promote vulnerability and acceptance."

Chris Duffell

MY PLEDGE IN ACTION

"I shadowed our 9-1-1 emergency medical call takers, so that I could better understand the nature of their work. This interaction helped inform my current quality improvement projects from their perspective, so that any changes I recommend for the organization actually 'make sense' within their everyday practices."

Anonymous



Kris Gustavson

Corporate Director,
Accreditation & Patient Experience
Provincial Health Services Authority

In Your Shoes

I pledge to... learn first-hand what “a day in the life” of a Patient Care Quality Officer is like. To be a “not so undercover boss” – and gain greater appreciation and understanding of this important work of the PHSA.

I work for the Provincial Health Services Authority and I'm the Corporate Director of Accreditation and Patient Experience. Part of that portfolio is I have oversight of the Patient Care Quality Office (PCQO), which includes the opportunity for patients, families and the public to provide their feedback about their care quality. Sometimes that means compliments and more often it includes complaints or concerns.

My pledge

PCQO oversight was added to my role and I really needed to learn more. In order to be a good leader, and to support all of the people that you work with adequately, you really need to understand. My pledge was around trying to be in their shoes. I coined the phrase, “being an undercover boss but not being undercover” with them because they knew that I was coming. The whole intent was to understand their processes, understand their challenges and understand the work.

My pledge in action

I was really looking into how the day-to-day work reflects the voice of the patient and family members who were calling. The voice, the advocacy and the support is important, so that we are not doing for, but we are really doing with the people that we are trying to help with their health care services.

The real impact for me was to actually listen to the nature of the calls, see how the documentation is managed, to listen and see some of the objective empathy of the staff. The office is really a conduit to helping fulfill the needs and wishes of the patients and families. It was an eye-opener to see how all the different pieces fit together in order to meet the legislative requirements that we have, and more importantly to meet the intent of those legislative requirements. Let's listen to the people, let's learn and improve from what they're telling us. It was such a great “aha” moment for me.

The ripple effect

I posted my pledge card outside my office door, in fact it's still up there, I haven't taken it down. I talked to my Vice President about what I was doing, she was excited and wanted to be part of that. The social media, the public posting of my pledge in my office space, I think it does create a ripple effect of what we're doing. Pledging alongside so many people felt incredibly powerful. How exhilarating to know you're part of a movement to make a difference.

I plan on bringing this to the PCQO provincial group, which includes representation from the Ministry. At the next in-person meeting, I will talk about what I did and what I learned and will encourage them to think about how they might do something similar. You think you know until you're really in someone else's shoes.



CARING FOR PATIENTS, CLIENTS AND RESIDENTS

We have amazing individuals caring for patients, clients and residents each and every day. Pledges in this category highlighted the commitment of individuals to go above and beyond their duties.



Fraser Health

Carole Falkner, Consultant, Engagement Radical Network

Since 2013, Fraser Health has put an emphasis on engagement through launching and sustaining an Engagement Radical Network (ERADS a.k.a. Change Agents). This network is a working example of informal distributed leadership from across all service areas and programs. The ethos of the network is to bring your best self to work for yourself, for all others and the task at hand.



Fraser Health

The power of the individual

Change Day allows individuals to think about themselves, think about a pledge they might action or a team pledge in relation to their specific work. Many times the matches are lit and the fire burns bright in terms of improvement and then dies down. Fraser Health has kept the fire burning for a long period of time.

It was thrilling in the last weeks to hear of multiple, varied, creative initiatives individuals used to gather pledges. I went down to Surrey Memorial Hospital to help collect pledges and people came up to me and said, “Thank you for getting me to think about this” and that made it all worthwhile.

Senior leadership support

We aimed to cover the ground and to build bridges across hierarchies. We set up a working team with individuals from two different portfolios who had great reach across the organization. The vice presidents from our working team portfolios were able to encourage all the other Fraser Health senior executives to make pledges. We wanted frontline staff to say, “Hey, they’re doing it, I’ve already done it, we’re all part of the same tribe.” It created a sense of inclusiveness.

The ripple effect

Countless stories breathed life into the campaign, spreading it and making it a way of life. It was simple, inclusive of all and positive. It was a message about a change that can influence behaviour. It was really on that level and people really got that: “Wait a minute. This is my choice. I can do this.” That message really came through and was fully embraced.

Person- and Family-Centred Care

I pledge to... ask each patient "what matters to you most?" at the start of every shift.

Ryan MacKay

Patient Navigation Team Coordinator
Fraser Health



My pledge

My pledge was simply to ask each patient, "What matters to you most?" at the start of every shift. The act of asking a person what matters to them really conveys the message that it matters to me. Asking allows me to understand them better and allows me to build a patient-specific plan at the beginning of each day.

In health care, we have our clinical lens on and we decide what the patient's priority should be at the beginning of the day. When the patient is an essential team member, it is also equally important to know what matters to them. Knowing your patients is really at the heart of connecting well with them and partnering with them the best we can.

Asking "What matters to you?" each and every day encourages providers to have conversations with the people they support or care for. Learn more at [WhatMattersToYouBC.ca](https://www.whatmattersBC.ca)

My pledge in action

I approached a family member who was in the hospital to support his mother, and I asked him, "What is most important to you in your care?" He said the most important thing for him is that health care workers show empathy. What mattered for him was for health care workers to come into the room and ask his mother authentically, "How are you doing today?" or "How are you feeling today?" What that experience told me is that when a person takes the time to acknowledge the patient experience by asking them "What matters to you?", you really communicate that you care. It's such a simple thing but it is really about being mindful.

I haven't found it difficult to put my pledge in action, it's really about fostering a mindset. Making and acting on my pledge has really reinforced my beliefs in the importance of talking about the patient experience and patient-centred care to those around me.



Other Pledges about Caring for Patients, Clients and Residents

Chronic Pain

♥0 +4 ↗6

"I pledge to... increase awareness of local community resources for my patients with chronic pain."

-Aniz Khalfan

Speech Language Intervention

♥5 +6 ↗2

*"I pledge to... continue to advocate for early and effective speech-language intervention for young children
#CommunicationMattersBC."*

Sarah Frumento

Sepsis

♥0 +3 ↗0

"I pledge to... figure out how to reconnect our sepsis work with patients and their families that have experienced sepsis. Now that we're shifting the culture towards working with our patients as partners, I want to find tools to help empower and educate patients and families on sepsis."

Jenifer Tabamo

MY PLEDGE IN ACTION

"My pledge was to serve and then sit with residents once a week and to wear an apron I made for each holiday and have the table decorated the same as my apron. The residents and staff enjoy the time I spend with them and it opens up communication about the holiday. This time spent has made a positive impact on the neighbourhood and made the seniors feel loved."

Anonymous



University Hospital of Northern BC Physician Initiative Committee (UPIC)

Marie Hay, Consultant Paediatrician

Our involvement as UPIC started off with meetings prior to Change Day, which were incredible for building bridges, networks, rapport and a common consensus. The energy that built up during the promotion for Change Day was remarkable, as we touched base with physicians, nursing staff, etc. We held a Change Day event on November 17, right in the centre of our hospital. We caught nurses, physicians and other health care providers, as well as patients. We had city council members and other dignitaries come in to talk about Change Day. I saw a lot of energy moving forward in the right direction.

The ripple effect

We gave people ideas about what they might consider to pledge and gave them opportunities to participate, like having boxes where they could put their pledges. It was quite exciting to see the response we had. We have a small population of 75,000 in Prince George, which had over 330 pledges. Between Fort St. John and Prince George (Northern BC), we had over 500 pledges in total.

The power of the individual

You need to have a willingness on the part of individuals to want to change. If you have leaders who come in excited about Change Day, enthusiastic, and who believe in it, then this has an effect on people. You don't have to make large pledges, you can make small pledges if you want to and this is not so intimidating or overwhelming.

University Hospital of Northern BC Physician Initiative Committee (UPIC)

His Pledge: Person-Centered Care

At our Change Day event, one of my patients came in from an outlying area. He was a young boy with a moderate cognitive impairment who can barely read or write. I was talking to his mother about Change Day, what it was about and if she would consider making a pledge. He was standing beside her while she was listening but he listened, too. We were talking between ourselves and he wasn't getting much attention. She said, "Yes, I'll sign a pledge" so I went to go to the table to get her one, when he pulled on my arm and he said, "Me too." I looked at him and said, "Do you want to make a pledge?" and he said, "Yes." So I took him over and gave him a pencil and he painstakingly wrote his pledge. It was two words and it was barely legible but it said, "Love More."

I was blown away because I had assumed he could not understand the principles and the theory behind Change Day. To my astonishment, I realized he was listening, he understood and he wanted to pledge. It was stunning to me, that I had so underestimated him and that I had not afforded him the dignity of asking him to make the pledge like I did with his mother. He wrote his pledge in his own handwriting.

I was very humbled and rather ashamed because of my assumption. He very gracefully brought my attention to the fact that he too could and wanted to make a pledge. The key learning experience for me is that if we take the time to explain things to people about what Change Day really means, large numbers of people will understand and want to make that pledge. I do hope that it has contributed to deepening the quality of interpersonal relationships between health care providers and the people that they interact with, both who they work with and the patients that they serve. I think we now have more acknowledgement about compassion in health care; compassion has to be paramount.



CARING FOR LOVED ONES

Sometimes caring for loved ones may mean having difficult conversations with or about our friends and family. Pledges in this category highlighted the drive of individuals to take care of those they love.



Cultural Safety & Humility

I pledge to... continue to tell our story in hopes of helping Dad's fellow residential school survivors and anyone with dementia and/or post-traumatic stress who may end up in hospital/palliative care/hospice care.

Sheryl Harry
Patient Partner

My pledge

My pledge was to continue to tell my dad's story in the hopes of improving care for residential school survivors who may have had dementia and post-traumatic stress disorder (PTSD). The story is my dad's experience in hospital and the challenges he faced which were the result of his experiences at a residential school. The hospital environment was too similar to residential school for someone with dementia and PTSD. The interventions in my dad's case further traumatized him, mom and I. We really felt like we weren't being heard.

My pledge in action

I share his story wherever I think it might be helpful. I look for opportunities where telling the story might contribute to an improvement in care, may change somebody's mindset or where it might bring awareness. Many people are unaware of what happened back then in residential schools, how it affected people both then and now, and how it could affect them in a hospital environment.

As a result of my pledge, I was able to participate in a teleconference with the Fraser Health Engagement Radicals. The experience was shared with them and I was also able to be a part of the Change Day Virtual Celebration which was amazing. I didn't realize how many people around the world took part.

The power of the individual

I think the pledge feels urgent and I want people to hear dad's story. This is something that could be happening to somebody right now. The whole idea of Change Day is something that should happen in all industries and in all workplaces. It brings purpose and engagement, it's exciting. Doing the events and telling his story, while hard, is important. Lived experience is so powerful. We need to listen to the people who know, because you only know what you know. It sounds simple but it's profound.

Other Pledges about Caring for Loved Ones

Palliative Care

♥2 +11 ↻0

"I pledge to... host an advance care planning party with my family where we all discuss and document our own wishes for future health care treatment together."

Chelsea Hochfilzer

Family

♥0 +10 ↻1

"I pledge to... be more present with my family."

Jennie Aitken

Health & Wellness

♥0 +9 ↻1

"I pledge to... encourage my friends in BC and family abroad to choose a 'Me Month' and use it to book all medical appointments to maintain or improve our health."

Alannah Fox

MY PLEDGE IN ACTION

"My pledge was to share information about resources available to seniors in my family, to help them stay at home as long as possible. I do this by sharing phone numbers and helping them if they don't know what's available. Many seniors don't know about how to access Home Health, dialing 8-1-1, or different kinds of care, such as home support or assisted living options. I'm also sharing documents like 'My Voice' in my family. It's a great tool and everyone should have it. We need to make this form 'normal' and part of our health culture, not something morbid or scary."

Anonymous



Inspired? Make a Pledge for Change!

While Change Day 2017 may be over, you can still commit to an act of change that will improve care.

Each of us has the ability to take actions each and every day. We challenge you to embrace the spirit of Change Day, each and every day.

Each pledge, big or small, can help create a ripple effect of change across the province.



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