 **[add organisation logo]**

**CAMPAIGN TO IMPROVE PATIENT SAFETY CELEBRATES  
SECOND YEAR**

[Date]

This [add month e.g. June], staff at [Organisation name] will be showing their continued commitment to improving patient safety by celebrating the second birthday of Sign up to Safety.

To mark a second year of this national campaign, [organisation] will be celebrating the themes of pride, joy, celebration and thanks. Activity planned includes [detail celebration activity].

[organisation name] joined the campaign in [date], pledging to improve the safety of healthcare through a personalised Safety Improvement Plan focused on reducing harm from [add details of areas of work]. This outlines the actions that will be taken in response to five Sign up to Safety pledges.

Since then, [add details of progress to date in areas of improvement]

Sign up to Safety is a national patient safety campaign to help the NHS in England build a safer NHS and address the problem of unsafe care and avoidable harm. It launched on 24th June 2014. Since then, over 380 organisations from across all sectors of the NHS have pledged support to help make care safer and ensure staff can discuss safety openly with patients, carers and colleagues.

[Contact name], [contact job role] at [organisation name], said: “Patient safety is our number one priority and the second birthday of Sign up to Safety is an opportunity for us to celebrate the safety improvement work underway and the hard work and dedication of our staff.

“Our staff do an incredible job for which we thank them whole heartedly. Over the coming year we will continue to support them, to empower each person to achieve their aspiration to deliver the very best care they can for each and every patient.

“As part of Sign up to Safety, we are provided with an opportunity to work on those areas of care we know will make the biggest difference to our local community. By prioritising patient safety, we’re getting the message out there that we encourage all of our patients, carers and staff to talk openly about patient safety, and they can feel assured that they will be listened to when things go wrong and supported to speak out when they are concerned. We are very proud of what’s been achieved so far and look forward to building on this.”

Suzette Woodward, director of Sign up to Safety, said: “The huge level of support from across the NHS for Sign up to Safety is a real testament to the passion and commitment of all those who strive to do the very best for their patients every day.

“Sign up to Safety is different to other NHS initiatives.  We don't tell people what they must do, but rather provide leadership for what is possible. We understand that those working directly with patients know best what needs to happen to make care as safe as possible. We’re honoured that so many NHS staff and organisations are working with us, and embracing the opportunity to take action to make care safer.

“We’re delighted that [organisation name] is part of this important journey. This birthday celebration is a chance for us to collectively mark progress so far. We rejoice in the strong and positive safety culture we’re building together, and pass on our thanks to all those who are making improvement possible locally. We look forward to hearing what the next year brings for patient safety at [organisation name]”

-Ends-

**For further information, please contact:**

[Communications team contact details at organisation]

[Phone number inc out of hours]

[Email]

**Notes to Editors:**

* [Include any facts to help people understand the focus of your SIP here and where journalists can find it]
* Organisations from across the NHS have shown their commitment to patient safety by joining Sign up to Safety. Across the total NHS in England, as at 7th June 2016:
  + CCG - 31%
  + Acute - 95%
  + Mental Health - 89%
  + Community - 92%
  + Ambulance - 100%
  + AHSN - 87%

**About [organisation name]**

[Organisation information]

**About Sign up to Safety**

Sign up to Safety is a national initiative helping organisations and individuals working across all healthcare settings provide the safest possible care to their patients.

At the heart of Sign up to Safety is the philosophy of locally led, self-directed safety improvement.  We believe in the balance between nationwide solutions and local improvement; that adapting tools to fit local context and working on things that matter to frontline staff are crucial.

We believe in a positive safety culture; where staff are supported when things go wrong.  Through our actions we aim to help people feel proud of what they do.  We see each day and every action as an opportunity to learn and improve and we welcome everyone who wishes to get involved.

Our approach is to enable people to help each other work together and celebrate progress; importantly we help people share what they are doing for others to learn from.

Our role is to provide practical support and guidance through digital channels and social media; making it quicker and easier for our members to find what they need to know, to be inspired and motivated to keep going.

The five Sign up to Safety pledges are:

* **Put safety first** – Committing to reduce avoidable harm in the NHS by half through taking a systematic approach to safety and making public your locally developed goals, plans and progress. Instil a preoccupation with failure so that systems are designed to prevent error and avoidable harm

* **Continually learn** – Reviewing your incident reporting and investigation processes to make sure that you are truly learning from them and using these lessons to make your organisation more resilient to risks.  Listen, learn and act on the feedback from patients and staff and by constantly measuring and monitoring how safe your services are

* **Be honest** – Being open and transparent with people about your progress to tackle patient safety issues and support staff to be candid with patients and their families if something goes wrong

* **Collaborate** – Stepping up and actively collaborating with other organisations and teams; share your work, your ideas and your learning to create a truly national approach to safety. Work together with others, join forces and create partnerships that ensure a sustained approach to sharing and learning across the system

* **Be supportive** – Be kind to your staff, help them bring joy and pride to their work.  Be thoughtful when things go wrong; help staff cope and create a positive just culture that asks why things go wrong in order to put them right. Give staff the time, resources and support to work safely and to work on improvements.  Thank your staff, reward and recognise their efforts and celebrate your progress towards safer care.

For more information visit [www.signuptosafety](http://www.signuptosafety).[nhs.uk](http://nhs.uk)

**About patient safety in England**

Sign up to Safety is one of a series of safety initiatives launched by the Department of Health, borne out of recent reviews into safety in the NHS including The Francis Review and Professor Don Berwick’s report A Promise to Learn a Commitment to Act which highlighted the need for the NHS ‘*to become, more than ever before, a system devoted to continual learning and improvement of patient care, top to bottom and end to end’.*

Several initiatives are working in partnership to establish and deliver a single vision for the whole NHS to become the safest healthcare system in the world. For a summary visit [www.signuptosafety](http://www.signuptosafety).[nhs.uk](http://nhs.uk).