

# PREVENTING WORKPLACE VIOLENCE IN HEALTHCARE AWARENESS CAMPAIGN

DRAFT COMMUNICATIONS PLAN





# AUDIENCE

## ✓ General Public

- Middle income
- Economically challenged
- Every county in Maryland

## ✓ Healthcare Workers

- *not targeted, but will absorb messaging aimed at other audiences*

# MEDIUMS

## ✓ Television Advertising

- targeted cable advertising (in Maryland suburbs of DC)
- select broadcast advertising in central Maryland and other portions of the state
- **impressions measured**

## ✓ Radio – FM

- impressions measured

## ✓ Paid social media (Facebook, Twitter, Instagram, Youtube)

- educating the public on the issue, helping them empathize with the frontline workers
- **click rate and impressions measured**

## ✓ Digital advertising

- website banners on targeted sites
- **click rate and impressions measured**

## ✓ Media Relations – earned media/PR

- statewide campaign targeting all news outlets (TV, print, radio news) focused on interviews with and stories featuring advocates driving home key points and offering practical tips on how to empathize with healthcare workers and prevent workplace violence in the medical field
- **impressions measured**

## ✓ Free Online Downloadable Tool Kit for Hospitals, Health Systems and Medical Practices

- fliers, posters, social content
- **measured - # of downloads, etc.**





# MESSAGES

- ✓ The frontline healthcare workers who put their lives on the line to help us deserve our respect and a safe working environment.
- ✓ Emotions run high in healthcare settings, but there is no excuse for threats or violence.
- ✓ The challenges facing healthcare workers needs to be recognized and better understood. Collectively, we need to be more mindful of them and more empathetic and intentional with our thinking toward and treatment of healthcare workers.
- ✓ The pandemic and a continued polarization of our society as well as staffing shortages in the industry are exacerbating the issue of workplace violence in healthcare.
- ✓ Threats or violent actions towards healthcare workers CANNOT be accepted as 'just part of the job' and needs to be proactively addressed.
- ✓ Provide '5 Tips to Prevent Violence in the Healthcare Workplace'

