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Workplace Violence Prevention Public Awareness Campaign Workgroup
MEETING SUMMARY

October 26, 2022
4:00 p.m.

Recording Link: <https://youtu.be/m6tAKp8Ks14>

Attendees

Members

Blair Eig--Chair
Theresa Lee—Vice Chair
Loraine Arikat
Branville Bard
Maggie Beetz
Kirsten Brown
Karen Carloni
Erin Dorrien
Margaret Garrett
Amy Goodwin
Matt Hombach
Christina Hughes
Matthew Levy
Mark Marino

Kandy McFarland
Sharon Owens
Lisa Tenney
Pegeen Townsend
Donna Zankowski

MPSC Staff

Anna Koerbel

MHCC Staff

Courtney Carta
Tracey DeShields
Sametria McCammon
Caitlin Tepe

Introductions & Opening Remarks- 4:00 p.m.-4:15 p.m.

Dr. Blair Eig, Workgroup Chair, President, and CEO of the Maryland Patient Safety Center opened the meeting and reiterated the goal of the workgroup and expected deliverables. Dr. Eig then invited new group members to participate in formal introductions.

Presentation- MDH – Prevent WPV Awareness Campaign Workgroup- 4:15 p.m. – 5:15 p.m.

Matt Hombach, Executive Vice President at Nevins & Associates presented the proposal on behalf of the communications team. Mr. Hombach shared each component of the plan, then requested member feedback.

Proposal: Target Audience

Mr. Hombach described the primary target audience as the low-and middle- income members of the public in Maryland. He noted that the secondary audience is health care workers.

Feedback:

The group consensus was that the workplace violence issue crosses socioeconomic status. One participant mentioned the primary target should not be limited to low- and middle-income Marylanders but also include the privileged. Another participant added the campaign should target the overall sentiment of entitlement and individuals with poor coping skills instead of focusing on socioeconomic status.

Proposal: Communication Medium

The campaign will be distributed across cable television in DC and Maryland markets, broadcast advertising, FM radio, social media, digital advertising (web banners), media relations, downloadable toolkits (e.g., social media, fliers, posters...etc.).

Feedback:

One participant suggested the campaign consider using social media mediums such as Tik Tok. He also shared MedStar is currently using this platform for corporate education. Ms. Koerbel, a member of the communications team, reminded the group that each medium targets a certain audience segment. Another participant added the campaign should address root causes of violence in health care settings.

Proposal: Messaging

The communications team wanted to be sensitive to the tone and message to ensure it would not scare potential employees and recruits from joining the health sector. Mr. Hombach read each of the proposed messages and the group provided feedback.

Feedback:

The group consensus was the campaign should be real and honest regarding nurses' experiences, the incidence and prevalence of workplace violence, and impact on patients, nurses, and operations. The group also shared the need to better explain the problem, the need to emphasize respect, and finally, ensure the image of healthcare workers is not just doctors and nurses but includes custodial staff and other non-clinical roles.

One participant mentioned that the campaign must humanize healthcare workers. He noted that Johns Hopkins is running an ad showing health care workers dropping off their children, illustrating care at work is not their only important job. Another participant suggested organizing the campaign into themes (e.g., #SILENTNOMORE, #STOPHEALTHCAREVIOLENCE, #ZEROTEOLERENCE).

Mr. Hombach concluded his presentation and Dr. Eig informed the group to reach out to Anna Koerbel or Courtney Carta if they had any further suggestions or feedback on the communications plan.

Wrap-Up- 5:15 p.m.- 5:20 p.m.

Ms. Anna Koerbel asked the group to provide some examples of the impact of workplace violence on families. One example is injured nurses must leave the floor for evaluation and cannot see patients so there is a trickledown effect of delays (e.g., take an hour or more for evaluation and during this time a patient could fall, cannot be taken to or helped from the bathroom...etc.). Another participant said, "I cannot protect you if I always have to protect myself".

Amy Goodwin clarified for the group the 5 tips for prevention are things the public can do to prevent workplace violence. They are not tips for health care workers.

One participant suggested partnering with national organizations to build upon existing campaign efforts.

Overview of Next Steps- 5:20 p.m.- 5:25 p.m.

The communications team will regroup and incorporate feedback from this meeting. Dr. Eig reminded the group to share additional ideas with the communications team in the interim.

The next meeting is scheduled for November 16, 2022, at 4:00 p.m. EST.

Adjournment

The meeting was adjourned at 5:25 p.m.