

Communication Tips for *Change Day Ontario*

Change Day Ontario has been designed around the fairly simple concept of pledging, but we wanted to provide you with a few key communication points that will help others understand what it is, how they can get involved, and what we're ultimately trying to achieve.

Key campaign talking points – think of these as your **Change Day Ontario** elevator pitch:

- **Change Day Ontario** is part of a growing global movement. Many countries such as the UK, USA, Australia, Finland are already involved
- **Change Day Ontario** is empowering people within the healthcare system to make a pledge and take action toward improving compassionate quality care
- Globally over 1,000,000 pledges have been made to date
- Last year was the first **Change Day Ontario**; this year promises to be even better
- Anyone can make a pledge, individually or as a team
- What the pledge is and how it comes to life is up to the person making it. A pledge can be any action that's meaningful in your work, to your work environment, or directly effects your patients clients
- **Change Day Ontario** launches September 13th and continues all the way up until November 22nd, the day when we all celebrate the positive change and impact we've made

Communication Tips for *Change Day Ontario*

Things to keep in mind when spreading the word about **Change Day Ontario**:

- 1 Keep it simple.** All you need to do to participate is follow these three simple steps: Pledge, Act, Share!
- 2 Keep it open.** A pledge can be anything that is important to the individual or team, that contributes to compassionate quality care in our province
- 3 Keep it top of mind.** Reinforce the timeframe of the campaign. While the name has 'Day' in the title, it's not just a day! The campaign launches and pledging officially begins on September 13th, and continues all the way up until Celebration Day on November 22nd

We've also developed a Communications Toolkit to make it easy for you to help spread the word. This toolkit is available at changedayontario.ca/resources, and includes:

- Sample website content
- Sample social media posts (caption and images)
- A sample email to send to employees/networks, inviting and encouraging participation
- Sample newsletter content to include in your regular email communications to staff/ membership
- A PowerPoint presentation to help you announce **Change Day Ontario** and how to participate
- **Change Day Ontario** logos for you to use in communications
- An email signature to highlight involvement and participation in the movement

Thank you for your dedication toward improving compassionate quality care in Ontario!