

Top 5 Ways for **Communications Teams** to Leverage *Change Day Ontario*

The **Change Day Ontario** campaign is a great way to connect colleagues around a common goal. As a member of your organization's communications team, you can play an essential role in promoting **Change Day Ontario** and encouraging others to get involved.

Here are the top 5 ways you can leverage **Change Day Ontario** within your organization:

- 1 Use **Change Day Ontario** as an opportunity to bring people together, foster positive conversations and collaborate around an uplifting movement
- 2 Connect with staff to discover what's important to them, what type of change they'd like to make, and how you can help empower them to make that change
- 3 Link your organizations efforts around a common theme or priority area
- 4 Leverage the social media templates and materials to create months' worth of content for your organization to raise its profile, amplify positive stories, and celebrate the impact created as a result
- 5 Tell your story and all the great work your organization is doing by leveraging the press release and article templates available

We've designed the campaign and a number of materials to make it as easy as possible for you to roll it out within your organization and networks. You can find all resources available online at changedayontario.ca/resources.

Thank you for doing your part to support positive change within healthcare across the province of Ontario!