



**WEEK
OF ACTION**
13.–17.9.2021

Patient safety across the lifespan

For six years running, the Swiss Patient Safety Foundation has organized an action week in September. The week has been enhanced by the World Patient Safety Day on 17 September, a global WHO initiative.

The common aim is to raise public awareness of the importance of patient safety and to strengthen commitment to the issue at all levels. An important element of the Swiss week is to motivate healthcare institutions to engage in local activities that can put patient safety in the spotlight and at the same time demonstrate how active they are in the field of patient safety. In 2021, the week will take place from 13 to 17 September.

Activities are planned on two tracks:

Raise awareness – buildings will shine in orange

On the night of 17 September 2020, 130 buildings or monuments in 35 countries worldwide were lit up in orange. In Switzerland, for example, the Jet d'Eau in Geneva glowed orange. The Foundation is working to ensure that as many buildings as possible are lit up in orange in Switzerland in the night from 17th to 18th September 2021 in order to increase participation in this international initiative:

- **Service providers:** We ask all health institutions to light up a building in orange or hang an orange banner in a visible place on the night from 17th to 18th September 2021.
- **Cantons:** With the involvement of the Conference of Swiss Health Directors, at least one monument in each cantonal capital should be chosen to be illuminated in orange.
- **Confederation:** A national monument should also be illuminated in orange, for which we are seeking cooperation with a light artist.
- **Population:** The photos of the illuminated buildings will be disseminated via a social media campaign to achieve maximum awareness.

Show engagement – spreading the knowledge broadly

In order to communicate the topic of patient safety competently in terms of content, the Foundation is developing 11 knowledge cards entitled «Patient safety across the lifespan»: specific patient safety risks and possible measures are presented in 11 concrete life situations between birth and end of life. All healthcare institutions are invited to describe their own patient safety actions using short videos.

The knowledge cards fulfil the following functions:

- Service providers can **«showcase»** up to three of their **patient safety activities** using the cards by creating short videos.
- The **videos** are posted on the **Foundation's homepage** during the week of action and shared via social media channels. The result is a «map» of patient safety activities in the Swiss healthcare system.
- The cards can also be used for **internal information campaigns** in the health institutions.
- Embedded in a **social media campaign**, the aim is also to **raise awareness of patient safety issues** among the general public and the media.

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Learn more:

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