



# National Patient Safety Board Message Toolkit

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As a coalition member, you've demonstrated your commitment to reducing preventable medical errors through the establishment of a National Patient Safety Board (NPSB). Help to spread the word and encourage others to get on board through your own posts to social media.

This toolkit highlights key messages related to patient safety and the importance of establishing an NPSB and the actions that can help to make it a reality. It includes sample posts for use on social media platforms (Facebook, Instagram, Twitter, and LinkedIn) to promote messages around the NPSB podcast and coalition membership.

**Download graphics here:** <https://www.dropbox.com/sh/4hz3rf8zupqw2jh/AACL84M7t5hRrR9Q3A4nLyCva?dl=0>

**Website:** [www.npsb.org](http://www.npsb.org)

## Social Media Tags:

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Mention the NPSB on the following social media channels when you post about the need to improve patient safety and establish an NPSB:

- Facebook: @NationalPatientSafetyBoard
- Twitter: @NPatientSafetyB

Include the following hashtags in your social media posts to increase discoverability by other users interested in topics related to patient safety:

- #NPSB
- #patientsafety
- #UpNextforPatientSafety

## Sample social media posts:

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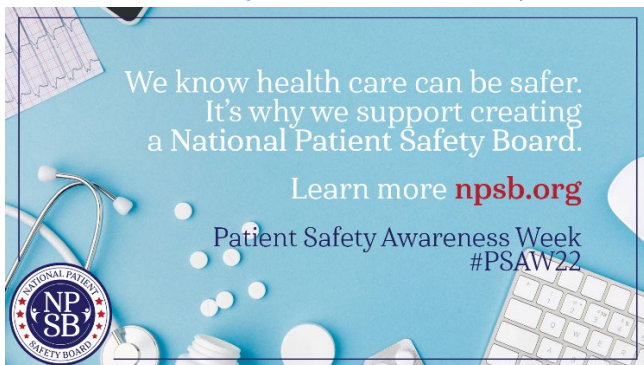
The following sample posts can be used on your social media to promote published articles about the NPSB, listening to the NPSB podcast and encouraging others to join the coalition in support of the NPSB.

### ***Patient Safety Awareness Week, March 13-19:***

#### Post 1:

It's Patient Safety Awareness Week! We know health care can be safer. Join us in supporting a National Patient Safety Board.

Learn more at [npsb.org](http://npsb.org) #PSAW22 #patientsafety #medicalerror #NPSB



Post 2:

As we reflect on Patient Safety Week, one thing is certain:

We all deserve safer health care.

Join the call for a National Patient Safety Board. Learn more at [npsb.org](http://npsb.org)

#PSAW22 #NPSB #patientsafety



**Join the Coalition:**

Post 1

We're part of a growing coalition united in support of a National Patient Safety Board to make #patientsafety a priority. Join us in making #patientsafety a priority.

Learn more: [npsb.org](http://npsb.org)

#PSAW22 #NPSB



Post 2

Join us and a growing number of organizations in advocating for a National Patient Safety Board to reduce medical errors and improve #patientsafety. Your organization can make a difference. Get on board now! [npsb.org/join-the-coalition](http://npsb.org/join-the-coalition) #NPSB



**Promote the Podcast:**

Post 1:

Don't miss #UpNextforPatientSafety, a new podcast series that untangles the paths to safer health care. Listen at [npsb.org/podcast](https://npsb.org/podcast) or on your podcast app. #patientsafety #medicalerror #NPSB



Post 2:

Health care lags far behind other industries when it comes to safety and adoption of technology. Hear leading experts discuss how health care can improve #patientsafety and reduce #medicalerrors. Check out the Up Next for Patient Safety podcast: [npsb.org/podcast](https://npsb.org/podcast) #NPSB



**Share Published Articles:**

*Share The Hill op-ed:*

Great op-ed in @TheHill on why we need federal action on making #patientsafety a priority: <https://thehill.com/blogs/congress-blog/healthcare/588939-action-on-patient-safety-will-help-achieve-the-health-care> Learn more at [npsb.org](https://npsb.org) #NPSB #medicalerror

*Share the Modern Healthcare article:*

Great read from @modrnhealthcr on the call for an #NPSB Board to improve #patientsafety & reduce #medicalerror. Check it out: <https://www.modernhealthcare.com/safety-quality/pushing-new-government-agency-curb-patient-harms>

*Share the Wall Street Journal article:*

Great piece in @WSJ on the effort to create an @NTSB for #patientsafety. Check it out at <https://www.wsj.com/articles/can-hospitals-learn-about-safety-from-airlines-11630598112> #NPSB @npatientsafetyb