

# PFCC Week Ideas



A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

## Advisors are the Heart and Soul of Patient Engagement

Say thanks to the advisors that help us improve our health services. Work together to plan events for PFCC week.



# PFCC Week Ideas



**A to Z Activity Guide 2022—PFCC Week October 3-7, 2022**

---

## Brag, Borrow & Share Event

Book a common space over lunch and have all services areas bring their PFCC Projects to be showcased in one place: like a PFCC market/Farmer's market. People can shop around for ideas and see what's happening at their site. (i.e. implementing *WhatMattersToYou* every day, End PJ Paralysis, Quality Council work etc.) Have pet therapy dogs, quizzes and information booths in the area as well.



## Cake & Treats

Everyone loves treats. Advisors and other volunteers take cake to units and programs and share their thanks for care. At Alberta Children's Hospital - candy bags were packed by volunteers and delivered on the walkabouts.

992 candy bags were packed by volunteers and delivered on the walkabouts



# PFCC Week Ideas



**A to Z Activity Guide 2022—PFCC Week October 3-7, 2022**

---

## Celebrate through Stories

Digital stories are short visual stories told through narrative, music, pictures and other media from the perspective of the storyteller. In AHS there are close to 100 digital stories available through a searchable data base. These digital stories can help healthcare providers pull important lessons from routine clinical interactions and are relatively easy to share and discuss.

These stories are used throughout AHS for reflection and discussion and can lead the way to powerful insights.

How can you celebrate during PFCC week using AHS's digital stories?

- Host a digital film festival—select 3-5 stories to share with healthcare providers, patients and families, and public. Provide opportunity for learning, and discussion after sharing the videos. (See resource guides)
- Share a story at a meeting with your team - and include the time for conversation.
- Watch a video yourself and reflect on the questions posed by the storyteller at the end of the video.
- Or watch the recording of this webinar ***Searching for Meaning: Incorporating patient and family stories into your practice*** —<https://insite.albertahealthservices.ca/qhi/Page17117.aspx>

## RESOURCES TO HELP

- Digital Storytelling Practice Guide: [Report or Manual Template \(ehq-production-canada.s3.ca-central-1.amazonaws.com\)](http://ehq-production-canada.s3.ca-central-1.amazonaws.com)

The searchable Patient and Family Digital Stories Platform: [www.ahs.ca/patientstories](http://www.ahs.ca/patientstories)

- [How to Share a Digital Story: Screening and Discussion Guide](#)



# PFCC Week Ideas



A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

## Choose a Theme for your site/program

If your site/zone or program wants - pick a theme to “hang your hat” on. Empathy, partnership, respect, humanizing healthcare, compassionate communication are just some examples.

Save the Date - PFCC Week 2022 - October 3-7



We're excited to be planning our 11th Annual ACH Patient and Family Centred Care Week for October 3rd to 7th. This year we will be celebrating the journey of Patient and Family Centred Care as part of the Alberta Children's Hospital 100th Year Celebrations.

Plans include bringing back the popular staff challenge of decorating an object around the theme - this year it will be a cardboard 'suitcase' that will be available early September. Patients and families will be able to nominate staff champions who have been with them on their journey.

More details will follow in early September. [Let us know](#) if you have any questions.

**PFCC Week 2018**  
**Care is a Family Affair**  
Celebrating family presence awareness, philosophy, and practices!  
Share your [#PFCCweekAB](#) experience on social media + tag [@AlbertaPFCC](#) on <https://insite.albertahealthservices.ca/qhi/Page13008.aspx>





# PFCC Week Ideas



A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

## Collect Patient and Family Feedback through Leader Rounding

- PFCC Week can present an opportunity to hear from patients and families about their experiences.
- Leader Rounding is a planned and purposeful moment that leaders spend with patients and families to understand their experience. It is an excellent way to model behaviour, reinforce culture and learn about opportunities for improvement.
- What can you do during PFCC week?
  - ⇒ Launch leader rounding practice this week
  - ⇒ Pair Advisor and leader to go out together
  - ⇒ Check out our new Leader Rounding Practice Guide here [Leader Rounding Practice Guide 2021 \(albertahealthservices.ca\)](#)
  - ⇒ Talk to your team about leader rounding—some helpful slides are available here—[Leader Rounding Presentation Slides \(albertahealthservices.ca\)](#)



# PFCC Week Ideas



A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

## Design an Infographic

Pick a leading PFCC practice and develop a signature infographic to share with staff, patients and families.

**The Value of Human Connection**

*Heart ♦ Understanding ♦ Meaningful ♦ Authentic ♦ Nurturing*

**H** A Good Life... Jane's Story

**U** Compassionate Communication

**M** Make a Meaningful Connection

**A** Change the Conversation

**N** Keys for PFCC in the North Zone

*Meaningful connection is formed when we bravely share our truth ~ Michelle Maros*

**PFCC Week 2019**  
Celebrating Person and Family Centred Care philosophy and practices in the North Zone

For more resources and North Zone digital stories, check out the  
PFCC Patient Engagement Insite page  
<https://insite.albertahealthservices.ca/qhi/Page17116.aspx>

Alberta Health Services

# PFCC Week Ideas



A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

---

## Focus on Compassion and kindness



Kindness Crew members Sierra Simms, RN, and Ann-Marie Church, administrative support, strike a heartfelt pose by the “Valenkind” display ahead of Valentines Day at the main entrance of Foothills Medical Centre. They’re holding messages of thanks created by local schoolchildren. *Photo supplied.*

This is the Kindness Crew from the Foothills—they focus on kindness all year—you can read more about them here —[Kindness Crew keeps up spirits at Foothills | Insite \(albertahealthservices.ca\)](#).

- Learn more by selecting a presentation or webinar on compassion to watch. There are some excellent archived presentations/webinars on compassion in AHS. If you go to the practice wise archives here [Practice Wise Archives | Insite \(albertahealthservices.ca\)](#) and search for compassion – several will come up and they are all worth sharing.
- Take two minutes to watch this video from the Compassion lab [Compassion Fatigue: Is Compassion a Finite Resource? - YouTube](#) This video helps to dispel the myth of compassion fatigue and highlight how compassion can be invigorating. If you want to dive deeper into current Alberta research in compassion—check out the Compassion lab [Compassion Research Lab | Articles \(drshanesinclair.com\)](#)
- Try a “kindness project” or campaign for PFCC week—who knows—maybe it will turn into something more?

# PFCC Week Ideas



A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

## Highlight a PFCC practice during the Week

Pick a different practice everyday—or just focus on one for the week. Check out the [PFCC Resource Guide](#) on Insite for ideas.

### [Making Moments Matter](#)

*"People may forget what you say, but they never forget how you made them feel."*  
— Maya Angelou

### Engagement Tips to Try Today

<b>"Please listen to me..."</b> Listen for physical comfort: "It hurts when..." Listen for ideas: "I think I should..." Listen for feelings: "I got frustrated when..." Listen for values: "It's important to me that..." Listen for experiences with system: "The other nurse said that..." Paraphrase what you heard and ask: "Is that right?" Use small encouragers – nod and say "Yes..." "Tell me more..." Use attentive listening as a way to calm people. Breathe. Relax the muscles in your face and shoulders. Try leaning your head slightly to one side when listening.	<b>"Please respect me..."</b> Offer welcoming words and a smile. Offer a friendly sincere voice. Turn your body toward your patient. Introduce yourself and explain your role. Use formal names and repeat them often. Let patients who are waiting know they are not forgotten. Let patients know what to expect (what, how, why) Offer patients and families choices wherever you can.	<b>"Please don't confuse me..."</b> Given that information about changing health status can be overwhelming, offer repeated explanations and opportunities to pose questions. Consider asking: "Who would you like with you when we are talking about your health?" "Are we giving you too much (or not enough) information?" "Just to make sure we are on the same page...can you tell me how you would explain your treatment or procedure to a friend?"	<b>"Please involve me in my care..."</b> Consider asking: "What do I need to know about you to take the best care of you that I can?" "Who would you like to have here to support you?" "What is your greatest hope? Your greatest fear?" "Is there anything else you need to help you decide?" "Is there anything at all that could have gone better today in the care you experienced?"
---	--	--	---



**The Magic of Body Language:** Research shows that over half of the verbal message you send is communicated through your body – and it turns out your body is pretty honest about how you are feeling! What is interesting is that if you change your body language what you are feeling will often shift to align with what your body is doing! Try it now...smile sincerely to yourself and you may find your mood a little brighter!



Jennifer Alexander @imjenniferalex · Nov 4

Integrated Home Care is proud to celebrate Patient & Family Centred Care week! Throughout the week, we will highlight valued practices & achievements by IHC staff/teams to advance PFCC. [#pfccweekAB](#)  
[@AlbertaPFCC](#) [@NicholasThain](#)

**Patient & Family Centred Care Week**  
November 4 to 9, 2019

**PFCC Practice Tip:**  
N Say your Name  
O Say your Occupation

**Saying your Name, Occupation and Duty (NOD) Helps Clients Understand**  
It can be difficult for clients and families to navigate care conversations when they don't



# PFCC Week Ideas



**A to Z Activity Guide 2022—PFCC Week October 3-7, 2022**

## Information Booths and Displays

Do you have information you want to get out there? Try a display/information booth with different volunteers and different experts from field bringing to the booth and sharing resources. Some of the booths for PFCC Week have included supporting diversity and inclusion, Indigenous Health, Patient and Family Advisor recruitment, and CoACT practice promotion. Have buttons and cards distributed to the staff.



**Paul Wright RN** @paulwrightpfcc · Nov 7

Congratulations to Alberta Children's hospital on a wonderful display of "Human Connection" to celebrate patient family centred care week.

@MFullertonACH @AlbertaPFCC



14



### PFCC Week Displays

Our displays provided opportunities to create heart crafts, sign up for as an advisor, nominate a compassion moment champion, and add a heart to our Compassion Tree.



### Bonnyville Community Cancer Centre



JULY 2022

Page 9

# PFCC Week Ideas



**A to Z Activity Guide 2022—PFCC Week October 3-7, 2022**

## Lived Experience

Run a lived experience event where staff try to maneuver a day in the life of someone with ability, language and/or movement challenges. Nutrition food services has run these to show staff how hard it is for some patients to access their food. PLC is going to run a Lived Experience event using interpretation services. Carrying an oxygen tank, using a wheelchair, having to use non dominant hand for a day – all possible ideas.



***Nurses try opening food containers with injured hand.***

### *What's it like to...* **Live the Patient Experience**

At AHS, what matters to patients and families drives everything we do. As leaders, connecting with the experience of the people we serve is vital to informing decisions and supporting staff in providing excellent care.

#### *Join Us!*

**WHAT:** Members of the health care team will participate in scenarios to experience real barriers that patients face at mealtimes.

**WHEN:**

**WHERE:**

The Calgary Zone Patient and Family Centred Care committee challenges you to take the plunge.



**#PFCCWeekAB**  
November 5 - 9, 2018



# PFCC Week Ideas



A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

## Posters - Create Your Own or Select from our templates Celebrate

PFCC with a poster - create your own. Canva is a good free program to help with your design. <https://www.canva.com/>. Or modify an existing AHS poster by going to the PFCC in action page on Together 4 Health. [Patient and Family Centred Care in Action | Together 4 Health \(albertahealthservices.ca\)](https://albertahealthservices.ca/patient-and-family-centred-care-in-action-together-4-health)

Keys for Person and Family Centred Care in the North Zone




Photo by Denise van der Nest

**We do things with people - not to and for.**

**We provide a warm welcome.**

**We care about YOU.**

**We respect you.**

**We have excellent person centred communication.**

**We take care of ourselves and each other so we can take care of you.**

**We look for ways to hear your ideas and opinions.**

Alberta Health Services

North Zone Person and Family Centred Care Vision:  
"Partnering with Patients and Families - Together we're Better"

For more information contact: NZPFCC@ahs.ca

IHC eBlast

Patient & Family Centred Care Week  
November 4 to 9, 2019

**PFCC Practice Tip:**

**N** Say your Name  
**O** Say your Occupation  
**D** Say your Duty

**Saying your Name, Occupation and Duty (NOD) Helps Clients Understand**

It can be difficult for clients and families to navigate care conversations when they don't know who and why someone is in their home to provide service.

Adoption of NOD helps to ensure every client is aware of who is providing care, what their role on the care team is and what care will be provided.

NOD can help clients and families to feel more relaxed and can lead to more efficient and effective interactions with providers/requests more clearly linked to the right profession and care being provided.

**Practice NOD**


- Wear an AHS-approved name tag
- NOD with each unique patient and family encounter
- Consider introducing yourself with your pronouns like "Hi, my name is Janice, I am your Care Manager, I wear my/their pronouns".

For more information, refer to the Calgary Zone NOD & Naming Practice Support resource.

Riley

Alberta Health Services

#pfccweekAB @AlbertaPFCC



**Patient and Family Centred Care Week**

November 2-6, 2020

When everyone works together we accomplish amazing things. PFCC week is a time to celebrate the successes of partnering with patients and families.

newRegister for  
[Together4Health](#)

Visit [PFCC Week](#)

Alberta Health Services

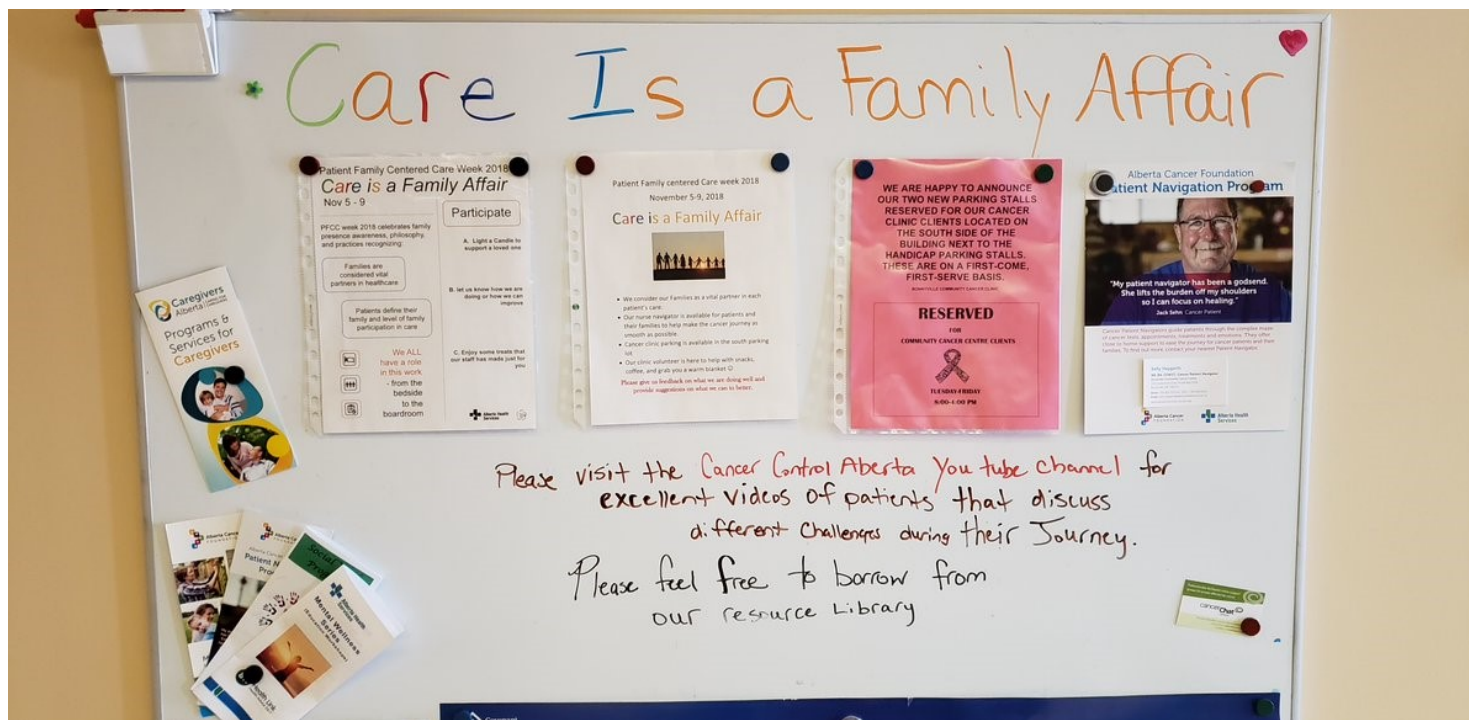


# PFCC Week Ideas

A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

## Quality Boards

Use your quality boards to highlight PFCC week - ideas, activities, initiatives, improvements, leading practices, staff champions, etc. Challenge your quality council to come up with a quality board that celebrates patient and family centred care.





# PFCC Week Ideas



A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

---

## Staff Champions

Have a staff champions award with staff/patients nominating those who exemplify PFCC. Find a way to highlight staff champions in newsletters, twitter, photos, stories.

### Compassion Moment Champions

- 102 ACH Staff Nominated by Patients and Families
- Each person received a button that said "Compassion Moment Champion" along with a card with the reason they were nominated.



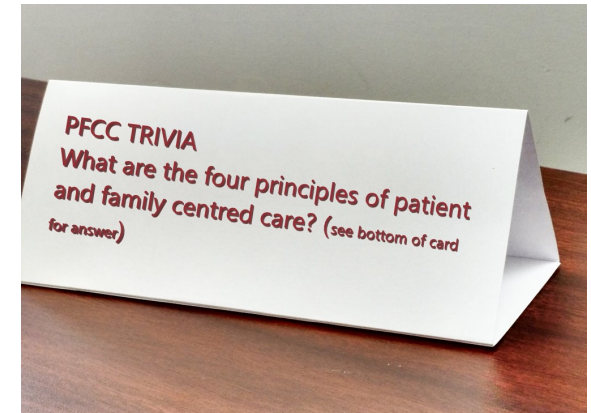
# PFCC Week Ideas



**A to Z Activity Guide 2022—PFCC Week October 3-7, 2022**

## Table top cards, Posters or Banners

On tables in the cafeteria you can place cards which have a PFCC quote, fact or trivia questions and answers. Create PFCC banner or posters for your site/area.



**PFCC Week - Care is a Family Affair**  
Celebrating family presence awareness, philosophy, and practices!

## Team Building Art Project

Based on the theme of PFCC Week, design an art project for teams to work on together, include patients and families. Have it up for display.



# PFCC Week Ideas



## A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

---

### Thank You Cards

PFCC Week is an opportune time to thank patients, family and staff:

- ♦ Send an AHS e-card to a colleague – Appreciation services has a selection [here](#) on Insite.
- ♦ Advisor designed Thank You Cards with handwritten message can be personally delivered to staff who exemplified PFCC.
- ♦ Send a card to advisors to share appreciation for all patient and family advisors do.
- ♦ Anyone can send messages of thanks via the AHS Thanks for Caring program [here](#) or Thank a Paramedic [here](#).



### Therapy Dogs

Book Therapy dogs through your local Volunteer Resources person. They need at least 2 months' notice and can come for 1.5hrs. Always a hit.



# PFCC Week Ideas

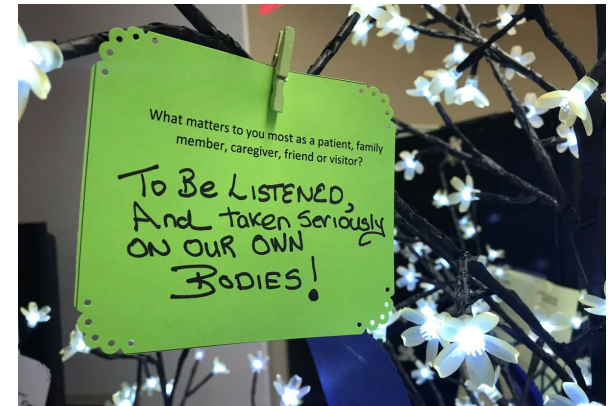


**A to Z Activity Guide 2022—PFCC Week October 3-7, 2022**

---

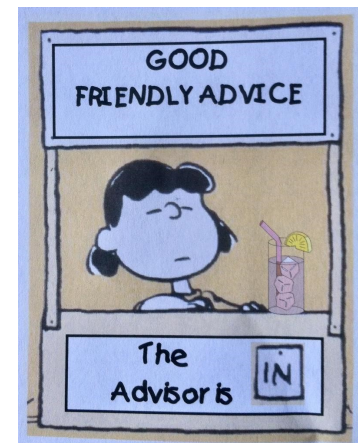
## Tree of Hope and Connection

Invited patients and staff to put pieces of paper – put words of encouragement and hang on the tree located in a central area for everyone to see. Proved to be uplifting.



## The Advisor Is In

Set up a booth for folks to come and speak with a Patient and Family Advisor. Like the Lucy from Charlie Brown advice booth.





# PFCC Week Ideas

## A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

---

### Wayfinding & Walkabouts

- ◆ Pair a program leader with a patient and go out to round with staff, patients and family. Ask what could be done to improve care. Pass out tokens of appreciation. Take a walk with a patient for #endPJparalysis
- ◆ Work with patient and family advisors and volunteer resources to do a wayfinding exercise to see what might help make the site more accessible and user friendly. Make it like a treasure hunt to find certain locations.



# PFCC Week Ideas



## A to Z Activity Guide 2022—PFCC Week October 3-7, 2022

### Webinars

Attend a provincial webinar or host your own webinar on a PFCC theme.

Check out the Together4Health PFCC in action page for PFCC week webinars and events. [Patient and Family Centred Care in Action | Together 4 Health \(albertahealthservices.ca\)](https://albertahealthservices.ca/pfcca2022)

#### Patient and Family Centred Care Week 2022

October 3 - 7

Patient and family-centered care (PFCC) is not a new concept and has been practiced by staff for many years. It was not until the early 2000s that it really took off and became recognized as a key dimension in safe, high-quality health care.

Jump forward 20 years, PFCC has become one of many approaches to improving patient experience, but it is still at the heart of our health care delivery. We are going back to our roots this year to invite you to share your favorite practice.

[AHS.ca](#)[Resources for AHS Staff](#)[Projects](#)[Sign](#)

[Home](#) » [Patient and Family Centred Care in Action](#)

### Patient and Family Centred Care in Action



#### PFCC Week

- PFCC Week
  - ☐ PFCC Week A to Z Guide.pdf (5.47 MB) (pdf)

# PFCC Week Ideas



**A to Z Activity Guide 2022—PFCC Week October 3-7, 2022**

---

## Video

Create a video to share with your team.

<https://www.youtube.com/watch?v=-pceJ413A24>



ACH Compassion Video created for the week  
over 1600 views on YouTube



**Patient First** @AlbertaPFCC · Nov 8

Check out this great video from Alberta Childrens Hospital to celebrate #PFCCweekAB. [youtu.be/-pceJ413A24](https://youtu.be/-pceJ413A24) via @YouTube



November 4 – 8 2019 is Patient and Family Centred C...  
PFCC week is from November 4 – 8, 2019. This year's  
theme is "The Human Connection in Healthcare." Her...  
[youtube.com](https://youtu.be/-pceJ413A24)

1

2

3

4

5



# PFCC Week Ideas



**A to Z Activity Guide 2022—PFCC Week October 3-7, 2022**

---

## World Ideas

PFCC week is celebrated around the world. It is called different things i.e. Patient Experience Week. But we share the desire to talk about, share and celebrate excellence in person centred care.

Here are examples from a few leading organizations and some ideas about their celebrations for PFCC week.

**Patient Experience Week - The Beryl Institute - Improving the Patient Experience**

**> Patient Experience Trivia (Stanford Health Care)**

**> PX Week Compassion Challenge (Stanford Health Care)**

**> Story Time Template (Hanford HealthCare) > PX Week Crossword Puzzles (Bayhealth)**

**> Human Connection Challenge (UC Health Memorial Hospital)**

**> Sunshine Letter Template (Heritage Biologics)**