

Project Title

Communications Strategy for Safe Management Measures during the Period of COVID 19 SMM Enforcement in SGH

Project Lead and Members

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Organisation(s) Involved

Singapore General Hospital

Healthcare Family Group(s) Involved in this Project

Healthcare Administration

Applicable Specialty or Discipline

Workplace Safety and Health

Aim(s)

To reach out to staff on SMM using various platforms and methods in order to keep staff safe and prevent workplace transmission of COVID 19 infections.

Background

See poster appended/ below

Methods

See poster appended/ below

Results

See poster appended/ below

Conclusion

See poster appended/ below

Project Category

Organisational Leadership

Change Management

Keywords

International Patient Safety Goals, Effective Communications

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BACKGROUND & AIM

During the period of COVID-19 SMM enforcement, it was vital to reach out to staff on SMM using various platforms and methods in order to keep staff safe and prevent workplace transmission of COVID-19 infections.

METHODOLOGY

- All SMM requirements were categorised and a themed look was designed to communicate each category.
- The communications took into account
 - Workplace SMM required by the authorities, Ministry of Manpower and Ministry of Health; and
 - the hospital concerns that were revealed through SMM audits.
- Multi-prong approach included bite-sized communications through Workplace@FB and in-place notices and markings.

Internal social media Workplace@FB

Education on rules

Use humour to attract

Promote care for others

Encourage ownership

In place notices

Markings

RESULTS

- 85 SMM postings on the internal Workplace@FB platform that was accessible on staff's mobile devices. Each post acquired at least 300 views with shares.
- 10 basic SMM notices with variations to reflect evolving measures.
- Uncountable distancing markers for public, work and dining areas.

CONCLUSION

- Communications material had to **evolve** over time to **refresh** the outreach and to address the changing SMMs in the community and hospital.
- The **postings** through the Workplace@FB had limited reach of only about direct 300 views out of the 10,000 staff strength but nevertheless was a useful platform. Shares could not be tracked.
- In-place** distancing notices and markings are critical for targeting safe behaviour for user's immediate note.

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 - SGH Workplace Safety & Health team