



Choosing Wisely
Australia

An initiative of NPS MedicineWise

Choosing Wisely Week 2021

Engagement toolkit

1000 Likes

Monash Health Choosing Wisely Week!
#choosingwisely #ChooseWiselyAU #OKtoAsk2019
#choosingwiselyMonashHealth

5 Questions

to ask your doctor or healthcare provider to make sure your care is right for you

About this toolkit

This toolkit is a resource to support your health service during **Choosing Wisely Week: 22-28 March 2021**. While this toolkit has been developed for health services, other Choosing Wisely stakeholders, including health professional colleges and consumer health organisations, are encouraged to adapt and use the toolkit to promote Choosing Wisely.

During the week we are encouraging Choosing Wisely champion health services to host engagement activities promoting Choosing Wisely and encouraging further Choosing Wisely projects more broadly.

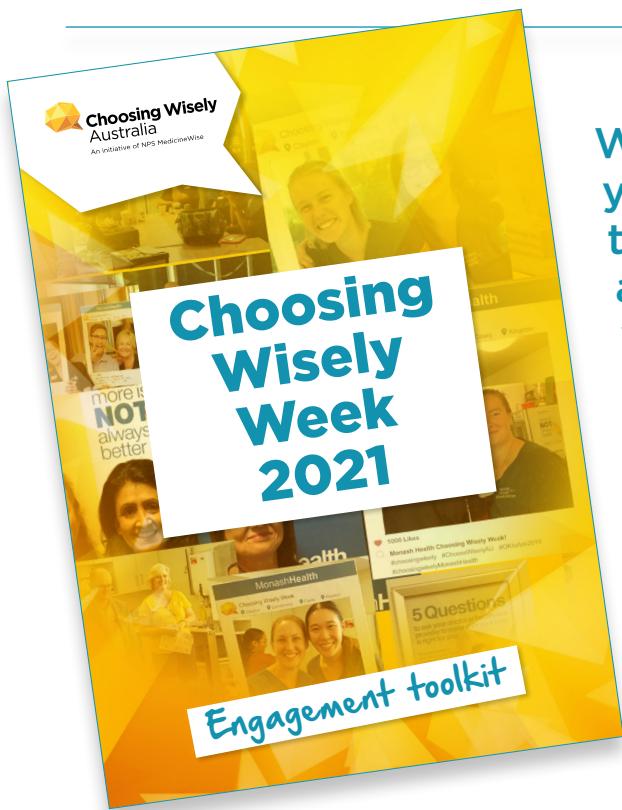
Choosing Wisely Week promotional activities include:

- 💡 showcasing projects that reduce unnecessary tests, treatments and procedures for the benefit of consumers
- 💡 recognising those individuals and teams who are leading the way in improved conversations about unnecessary care
- 💡 empowering consumers to ask questions, and/or encouraging health professionals to initiate conversations about a consumer's medicines and medical procedures.
- 💡 showcasing projects that have engaged consumers in the design. A good example of how you may engage consumers is demonstrated by Sunshine Coast Hospital and Health Service's [Choose Wisely Choose Co-Design](#) story.



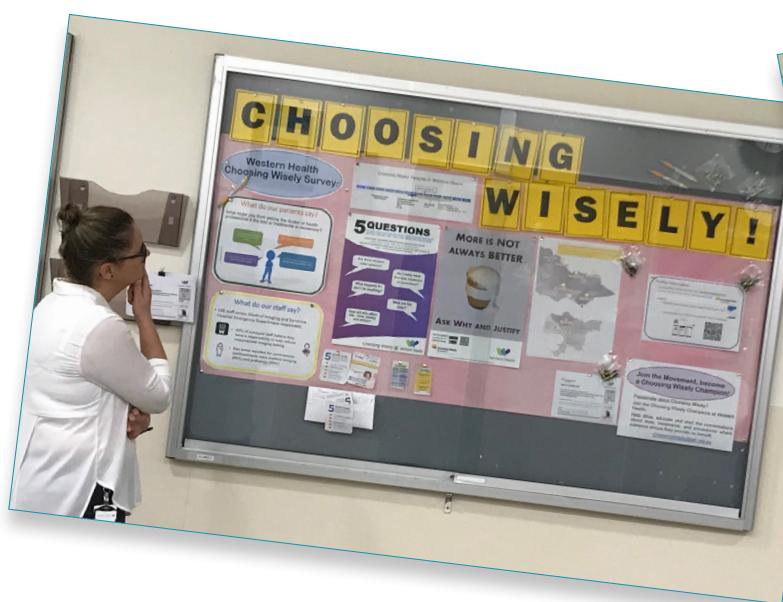
This Choosing Wisely Week toolkit offers a range of items health services can use as part of their promotional and engagement activities, including:

- 💡 the 5 Questions to ask your doctor or other healthcare provider resource
- 💡 key messages
- 💡 videos to share on screens or on your website and social media channels
- 💡 a media template to support you promoting your activities to the media
- 💡 a toolkit to support you hosting your own Choosing Wisely Champion Recognition awards.



We recommend sharing this toolkit with your communications or public relations team and consider developing a plan of activities and events that will showcase your health service's participation in the Choosing Wisely Australia initiative, and encourage more staff to become involved in the Choosing Wisely conversation to reduce unnecessary tests, treatments and procedures.

Please capture your Choosing Wisely Week activities with high-res photos of your teams in action and stories to share in the Choosing Wisely network and in the Choosing Wisely annual report and newsletters. Keep the Choosing Wisely network updated with your projects and how the week went via email at choosingwisely@nps.org.au, uploading your projects and resources to your health service's channel on the Champion Health Services' Microsoft Teams and/or tagging on social media. You might even get featured on the Choosing Wisely website.



Ideas for engaging staff

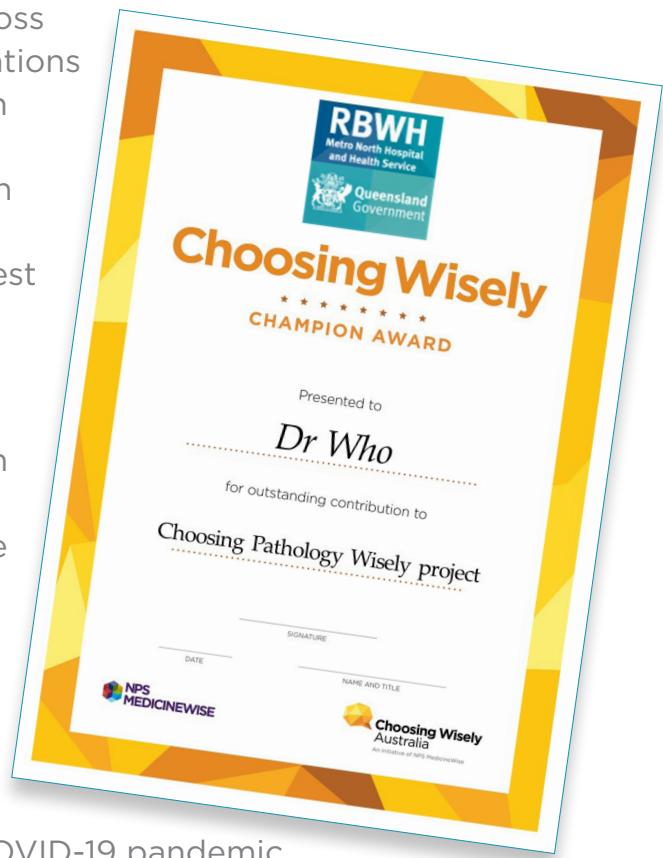
The key to success will be early engagement of your own health service's communications team.

Use the next few weeks to plan your activities, starting with identifying key people to get on board – for example the person or team who manages your internal communications channels and social media channels such as Facebook, Twitter or LinkedIn.

Here are some suggestions – but don't forget to engage with other health services in the Choosing Wisely network to get other ideas of what you could do. There is a Microsoft Teams channel set up for the health services to connect. If you do not already have access to it, email choosingwisely@nps.org.au.

Host an event to celebrate your organisation's participation in Choosing Wisely

- 💡 organise a dedicated Grand Round presentation or hospital-wide meeting to showcase the different Choosing Wisely projects and raise awareness of Choosing Wisely across your organisation. This encourages conversations across different clinical areas and generation of ideas for new Choosing Wisely projects.
For example, The Royal Children's Hospital in Melbourne held a Grand Round about their [bronchiolitis project](#) and had an external guest speaker from Choosing Wisely.
- 💡 encourage your local departments to hold a morning tea or afternoon tea in their area
- 💡 launch the “Choicies Awards”, our Champion Recognition Program, at your health service (email choosingwisely@nps.org.au to get the Choicies Awards Kit)
- 💡 organise a Choosing Wisely launch event for new Champion Health Services. This can also take place as a virtual event so that team members across different sites may attend. The Prince Charles Hospital held a successful virtual launch event during the COVID-19 pandemic.



Promote activities on your organisation's intranet

- 💡 consider an announcement email well before the week. There is some example text for this at the end of this toolkit.

Run a competition

- 💡 this may be to name a new project title eg “Give The Routine Test a Rest”, or to come up with a project mascot.

Tools to capture your projects

Focus on engaging your junior workforce

- junior medical staff as well as other junior clinicians are the future of the hospital workforce and a key group to engage. Consider promoting activities on any dedicated Facebook groups they may manage
- distribute resources specific to this group. Royal Perth Bentley Group has developed a Junior Medical Officer Toolkit and Austin Health have a Choosing Wisely MD Student Guide, which are available on the Champion Health Services Microsoft Teams or via emailing choosingwisely@nps.org.au
- host dedicated education sessions with morning or afternoon tea.

Collaborate with other hospital clinical areas

- hospital clinical groups may have project(s) related to Choosing Wisely or you may wish to work on your next project with them.

Engage with your consumer community groups.

Explore partnerships

- Choosing Wisely presents a great opportunity to showcase a potential partnership with key stakeholders within your health service e.g. pharmacy, allied health, library. These groups may also have their own newsletters or dedicated social media pages in which you can announce Choosing Wisely activities. For example, Austin Health's librarians established, "Ask an Informationist", a Choosing Wisely service for their clinicians to question the evidence base behind different tests, treatments and procedures.

Branding

- you can use the Choosing Wisely Australia resources in this toolkit to promote the initiative.
- other approved resources provided can be adapted for individual sites.

Note: Any new use of the Choosing Wisely Australia logo, for example on merchandise, would be subject to approval by Choosing Wisely Australia.

Email choosingwisely@nps.org.au for project templates

Choosing Wisely key messages

You can use these messages as the basis of any internal communications materials you are preparing to promote Choosing Wisely Australia.

 Choosing Wisely Australia is bringing together health professionals and consumers in a national conversation about unnecessary healthcare.

 it's important patients and their families and carers can feel comfortable asking questions of their healthcare providers.

 you can use the Choosing Wisely Australia resources in this toolkit to promote the initiative.

 Choosing Wisely encourages people to use these 5 questions to ask their doctor or other healthcare provider to make sure they end up with the right amount of care — not too much and not too little.

Do I really need this test, treatment or procedure?

Tests may help you and your doctor or other health care provider determine the problem. Treatments, such as medicines, and procedures may help to treat it.

What are the risks?

Will there be side effects to the test or treatment? What are the chances of getting results that aren't accurate? Could that lead to more testing, additional treatments or another procedure?

Are there simpler, safer options?

Are there alternative options to treatment that could work. Lifestyle changes, such as eating healthier foods or exercising more, can be safe and effective options.

What happens if I don't do anything?

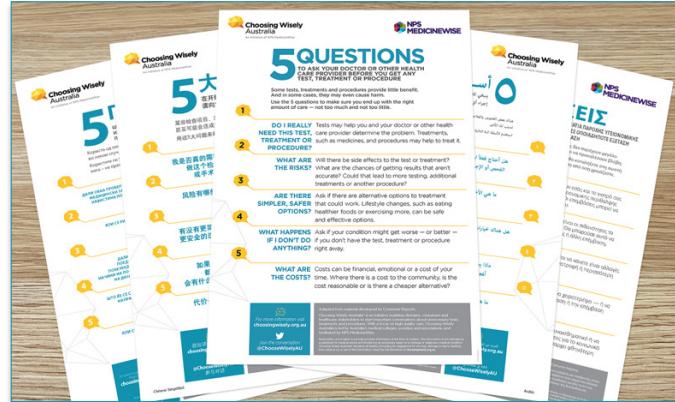
Ask if your condition might get worse — or better — if you don't have the test, treatment or procedure right away.

What are the costs?

Costs can be financial, emotional or a cost of your time. Where there is a cost to the community, is the cost reasonable or is there a cheaper alternative?

Available printed and online resources

- 5 questions to ask your doctor or other healthcare provider before you get any test, treatment, or procedure – available *online* in English and *12 other languages*. Printed posters and wallet cards in English are available to order – email choosingwisely@nps.org.au



- Choosing Wisely banner artwork for you to use to print your own physical banners. We have two generic banners with a finished size of 850 x 2170 mm, suitable for display using the Banner Bug 850 retractable banner stand. Email choosingwisely@nps.org.au

- pandemic guidance for *health professionals* and *consumers*. – also in *video format*
- Choosing Wisely *recommendations*
- Choosing Wisely *featured stories*
- conversation starter toolkit*
- hospital implementation toolkit*
- stewardship toolkit for clinical educators*





the “Choicie” awards kit – to launch the ‘Choicie Awards’ – our Champion Recognition Program.

Email choosingwisely@nps.org.au

Choosing Wisely slide deck to assist you when you are presenting on Choosing Wisely

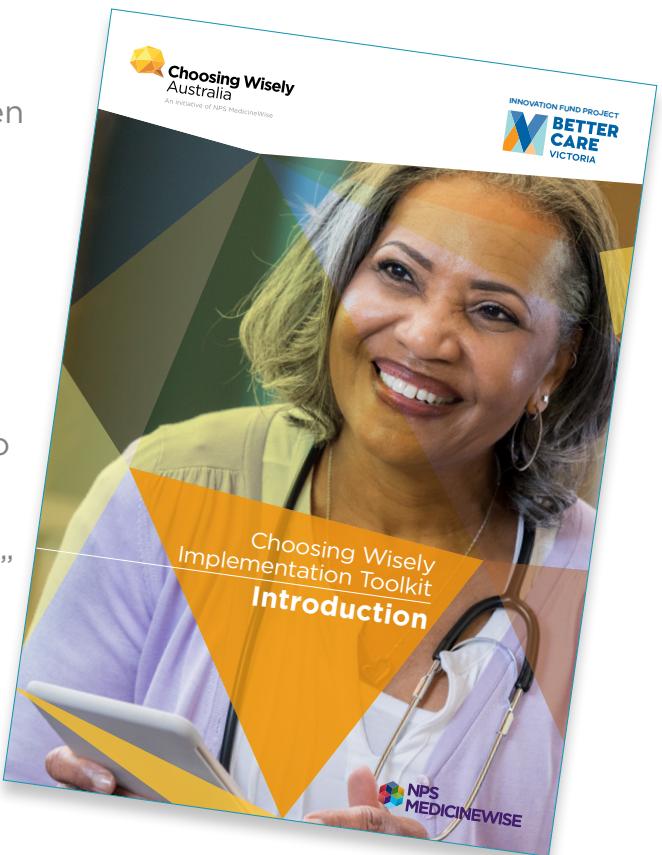
Choosing Wisely project template

Choosing Wisely videos to be played on screens throughout your organisation or promoted on social media.

Email choosingwisely@nps.org.au if the video files are required.

Customised “Got Questions? We’re Listening” posters where health services can add photos of their teams. Email choosingwisely@nps.org.au for further information.

Templates for Choosing Wisely badges for your staff to wear and increase awareness of the initiative. Email choosingwisely@nps.org.au



Social media guide

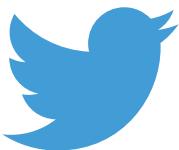


Below are some suggestions for promoting your organisation's participation in Choosing Wisely Week 2021 on your social media channels.

On **Twitter**, please mention **@ChooseWiselyAU** and use the hashtag **#ChoosingWiselyWeek**.

On **Facebook**, please mention **@ChoosingWiselyAustralia**.

 This **#ChoosingWiselyWeek**, we are proud to be part of **@ChooseWiselyAU**, an important initiative promoting better conversations about the appropriateness of tests, treatments and procedures



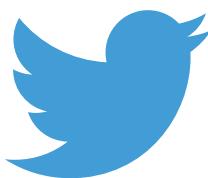
 It's **#ChoosingWiselyWeek**. **@ChooseWiselyAU** and our healthcare teams are raising awareness about the importance of frank discussions with patients about what care is truly needed.

 Unnecessary practices are a diversion from high quality care. Our hospital is **#choosingwisely** **#ChoosingWiselyWeek** **@ChooseWiselyAU**



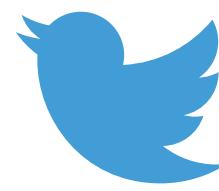
 More is not always better when it comes to healthcare. **#ChoosingWiselyWeek** **@ChooseWiselyAU**

 This week we are celebrating our involvement in **@ChooseWiselyAU** – working towards better health outcomes for our patients **#ChoosingWiselyWeek**



 5 questions to make sure you end up with the right amount of care — not too much and not too little. See them at: <http://bit.ly/steth1> **#ChoosingWiselyWeek** **@ChooseWiselyAU**

 Times really have changed. It's OK to ask questions when you visit your doctor. Do you know the 5 questions you should ask? <http://bit.ly/oldnewdoc> **#ChoosingWiselyWeek** **@ChooseWiselyAU**



 You could also share some of the **Choosing Wisely videos** on your social media channels. You can also share the videos on digital screens around your health service. Email choosingwisely@nps.org.au if you require the video files.

 To see all our Choosing Wisely social media assets that you can use on Twitter, Facebook, Instagram or LinkedIn, go to choosingwisely.org.au/socialmedia.

Media release tips

You could send out a media release to media outlets, for example to your local newspaper, newsletter, Facebook group, or radio or television station to promote Choosing Wisely and your initiative to your wider community. Your organisation's communication team can support you with this.

You can use the Choosing Wisely media release template below to prepare the media release. There are some things to keep in mind when writing the media release.

- 👉 decide who is the audience of the media release. Are you focussing on trade media that writes for health professionals? If so, which health professionals? Are you focussing on consumer media that writes for the general public? If so, what segment of the general public, and what is the angle of your story that will appeal specifically to this audience?
- 👉 write the media release with the target audience in mind.
- 👉 start with a catchy sentence divulging what is new and cool with your initiative. You can go into more detail later in the media release.
- 👉 include personal stories and insights to bring the story to life. Even better if you have a nice clear, high resolution photo and caption to attach to the media release.
- 👉 include quotes from a person working on the initiative or a spokesperson from your organisation.



start with a
catchy sentence
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new and cool with
your initiative

Media release template

Below is a template for a media release you can use. To give you an idea on how a finished media release might look, take a look at a [Choosing Wisely media release](#).

<<INSERT YOUR LOGO HERE>>

MEDIA RELEASE

xx MARCH 2021

Put your catchy heading here

<<Start your media release with a 2-3 sentence description of the initiative and the benefits it brings. Mention this is a Choosing Wisely initiative, and that it's being promoted as part of Choosing Wisely Week, 22-28 March 2021.>>

Choosing Wisely Australia is part of a global campaign encouraging clinicians, consumers and healthcare stakeholders to have conversations about tests, treatments and procedures where evidence shows they provide no benefit or in some cases cause harm.

<<More detail about the initiative – what issue was addressed, what was done, what were the results – what was the impact on health professionals and consumers?>>

<<Include quotes from leaders in the initiative and/or spokespeople from your organisation. Is there a consumer who benefited from the initiative? Perhaps you could include a quote from them too.

Make sure you have the spokespeople check the quote before you send this out to media.>>

<<If you have a web page with more information, say 'Find out more about this initiative at xxxx'>>

ENDS

Spokespeople are available for media interviews.

Media enquiries: <<Name>>, <<Job title>>; <<Phone number – Make sure this person is going to be available to answer calls from journalists and put them in touch with your designated spokesperson>>, <<email>>

Internal communications example text

Consider announcing the week through your organisation's intranet and other communication channels. Here is an example of text you could use.

The screenshot shows the Microsoft Outlook inbox interface. The title bar reads "Inbox - AGunn@nps.org.au - Outlook". The ribbon menu is visible with "View" selected. The main content area contains the following text:

Starting conversations about tests, treatments and procedures during Choosing Wisely Week

<<Your organisation>>, as a Choosing Wisely champion health service, will be promoting conversations about tests, treatments and procedures during Choosing Wisely Week, 22-28 March 2021.

Choosing Wisely Australia is part of a global campaign encouraging clinicians, consumers and healthcare stakeholders to have conversations about tests, treatments and procedures where evidence shows they provide no benefit or in some cases cause harm.

During the week, <<your organisation>> will be holding a number of activities.

<<list the activities>>

We encourage everyone to take part in the week, raising awareness about Choosing Wisely and stimulating discussions about how to ensure people get the right amount of health care – not too much and not little.

At the bottom of the window, status bars show "Items: 16,761 Unread: 2", "All folders are up to date. Connected to: Microsoft Exchange", and zoom controls.



Choosing Wisely Australia

An initiative of NPS MedicineWise



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