



## **Workplace Violence Prevention Communications Toolkit February 2023**

CHA has developed a toolkit intended to help your hospital communicate to various audiences about workplace violence prevention and reporting. The objectives of this effort are to:

- Decrease incidents of workplace violence through improvement of external communications regarding policies and expectations of patients and visitors
- Encourage more accurate reporting of workplace violence through system enhancements and changes in attitudes/culture
- Make it clear to policymakers and other interested parties that hospitals are taking active steps to prevent workplace violence and need more support

This toolkit provides several communication tools for member hospitals and health systems in effectively messaging the purpose and goals of workplace violence prevention efforts. The following communications are included:

- Key messages
- Sample social media posts and graphics
- PSA video
- Template posters
- Template stand-up banners
- Template door cling
- Template badge buddy
- Workplace Safety Resolution
- External resources
- Other hospital examples

For questions or to discuss additional resources, contact any member of the CHA Communications Team:

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## **KEY MESSAGES**

- **External**
  - We all deserve a safe place to seek care; health care workers deserve a safe place to work.
  - We're here to care for you, so please care for us.
  - Verbal assault is still assault.
  - We have a zero-tolerance policy for aggression and assault.
  - Help us create a #CultureofCARE.
  
- **Internal**
  - Encourage reporting with clear and easy reporting guidance.
  - Demonstrate administrative support for all staff.
  
- **Statistics**
  - The healthcare and social service industries have the greatest rates of workplace violence injuries, with workers in these industries being five times more likely to be injured than other workers.<sup>1</sup>
  - According to data from Press Ganey, more than 5,200 nursing personnel were assaulted in the second quarter of 2022. On average, two nurses were assaulted every hour, which is about 57 assaults per day. The analysis found that the majority of attackers were patients.<sup>2</sup>
  - A [National Nurses United](#) survey from early 2022 found that nearly half of nurses reported an increase in workplace violence, which showed a 57% increase from September 2021, and a 119% increase from March 2021.<sup>3</sup>
  - When asked, Colorado hospitals reported an increase in violence against their workers. Hospitals were careful to state that the increase was both due to an increase in reports and the overall number of incidents.
  - In April 2022 (a one month review) Nine in ten healthcare workers have witnessed or directly experienced (or been in close proximity to) violence from a patient or a patient's caregiver in the past month. Three in four have encountered both verbal and physical assaults in the month, and nearly half of workers needed to call for security or another coworker to assist.<sup>4</sup>

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<sup>1</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9206999/>

<sup>2</sup> <https://www.ormanager.com/briefs/2022-statistics-on-healthcare-workplace-violence/#:~:text=According%20to%20data%20from%20Press,majority%20of%20attackers%20were%20patients.>

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<sup>4</sup> <https://www.securitymagazine.com/articles/97590-92-of-healthcare-workers-experienced-workplace-violence-in-april-2022>

### **SAMPLE SOCIAL MEDIA POSTS**

- Hospitals are places of comfort and healing, but violence against health care workers has increased in recent years. [HOSPITAL NAME'S] workforce is here to care for our community when we are most vulnerable. Like or share this post to show support.
- Every patient deserves to be treated with compassion, and every health care worker deserves to be treated with respect. Aggression has no place in any place in our hospital. Like or share this post to join [HOSPITAL NAME] in taking a stand against all forms of workplace violence.
- Colorado hospitals have a zero-tolerance policy when it comes to violence, yet many health care workers have been subject to increased threats and aggression. Join [HOSPITAL NAME] in sharing the reminder that health care workers deserve the same respect as the patients they care for.
- Over the past few years, health care workers have demonstrated the power of kindness and compassion in the face of significant stress. Remember that no matter how stressful a hospital experience may be, there is always room for kindness towards health care workers. Violence and aggression are never the answer.

#### **#CultureofCARE:**

- From the ER to the ICU, the OR to L&D, health care workers are here to care for you. By treating health care workers with kindness and respect, you are caring for them in return.  
#CultureofCARE
- Creating a #CultureofCARE is a team effort. By treating health care workers with the same kindness we expect as patients and visitors, we can contribute to a #CultureofCARE within our hospital that benefits us all.
- Our hospital strives to create a safe environment that promotes comfort and healing. Still, too often, our health care workers endure threats, aggression, and violence in this same environment. Choosing kindness helps create the #CultureofCARE we all deserve.
- The #CultureofCARE that exists within each hospital is a result of kindness, compassion, and understanding. When you come to our hospital, please bring us your best.

**PSA VIDEO**



**GRAPHICS**

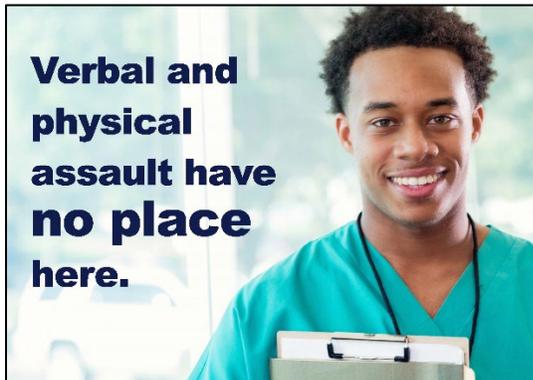
InDesign files for all the graphics are [available here](#).

**Social Media Images**



**Posters**

- [Available here](#)
- All designs are built in 8.5x11 and 11x17 sizes.
- All have three versions – with the CHA logo, no logo (but space to add your hospital logo), and one that would have room for a hospital logo with the CHA logo.



**Verbal and physical assault have no place here.**

Thank you for creating a **#CULTUREOFCARE** in our hospital.



**This is a place of comfort and healing.**

Thank you for creating a **#CULTUREOFCARE** in our hospital.



**You deserve a safe place to get care. We deserve a safe place to provide it.**

Thank you for creating a **#CULTUREOFCARE** in our hospital.



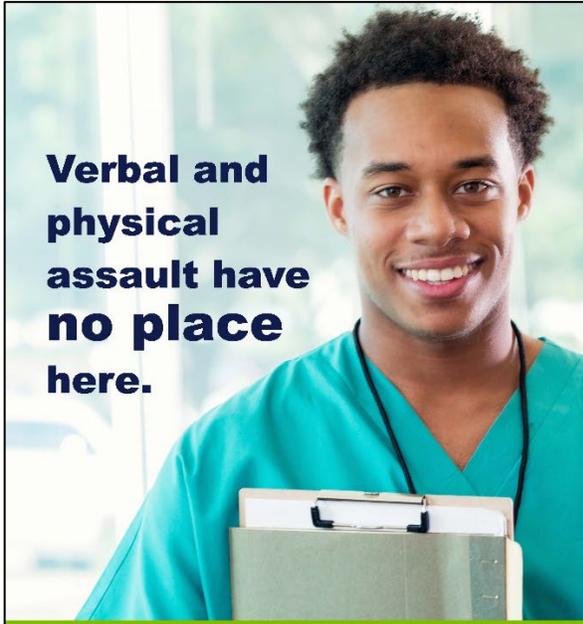
**Bring your best to our hospital – treat everyone with kindness and respect.**

Thank you for creating a **#CULTUREOFCARE** in our hospital.



**Stand-Up Banners**

- [Available here](#)
- All have three versions – with the CHA logo, no logo (but space to add your hospital logo), and one that would have room for a hospital logo with the CHA logo.

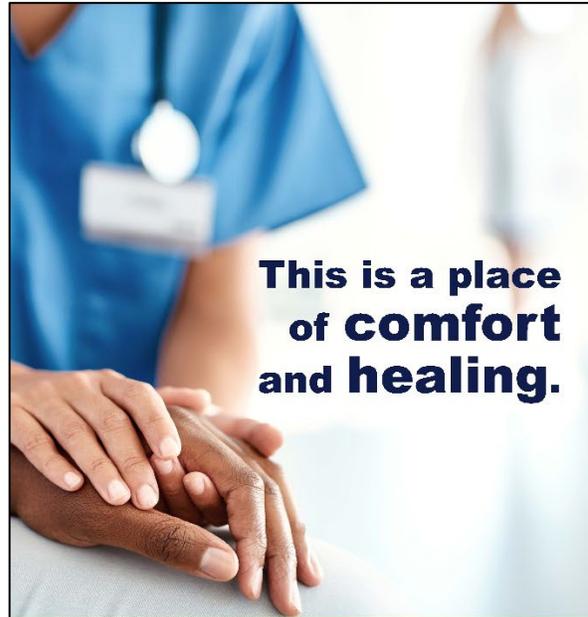


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**We deserve a safe place to provide it.**

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**in our hospital.**



**Bring your best to our hospital – treat everyone with kindness and respect.**

**Thank you for creating a**  
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**in our hospital.**



## Window Cling

- [Available here](#)



## Badge Buddy

- *Available here*
- *With space to add reporting information specific to your hospital – either below the logo or on the back.*



## WORKPLACE SAFETY RESOLUTION



### Workplace Safety Resolution

With incidents of violence and disrespect toward health care workers continuing to rise, Colorado hospitals have come together in their response to continue to foster safe, respectful workplaces for staff and healing environments for patients.

The [HOSPITAL NAME] Board of Directors approved a **united set of common principles that are being adopted as part of our Patient and Visitor Code of Conduct.**

#### **Promotion of a Safe and Respectful Environment**

- I. Our hospital is committed to uphold a Code of Conduct to maintain a safe, inclusive, equitable, and respectful environment for patients, staff, and visitors.
- II. Our hospital commits to the creation of policies and practices that promote the protection of staff, patients, and visitors.
- III. A safe environment promotes patient, visitor, and staff safety.
- IV. Offensive, abusive, or discriminatory language or behavior undermines the safety of patients and staff and will not be tolerated.

#### **[Name of hospital] does not permit:**

- I. Disrespectful, aggressive, abusive, or violent behaviors or actions towards staff, patients, and visitors.
- II. Threatening, discriminatory, bullying, disrespectful, or offensive language towards staff, patients, and visitors.
- III. Possession of weapons or firearms.
- IV. Disruption of other patients' care or experience.
- V. Taking photos or videos of patients, visitors, and/or staff without permission.

#### **Potential Consequences**

*All violations will be addressed by hospital staff per the organization's policies and procedures.*

- I. Patients violating the code of conduct may be asked to continue their care plan elsewhere and their future ability to obtain non-emergent care at the facility may require further review.
- II. Anyone found violating the code of conduct may be asked to leave, and future visits may be restricted.
- III. The hospital may report violations of personal conduct to appropriate authorities.

#### **Maintenance of Code of Conduct**

- I. Alert members of your care team if you witness or are a victim of behaviors or actions that violate the Code of Conduct.
- II. Retaliation for reporting a violation is prohibited.
- III. Staff will report all observed or experienced violations of the Code of Conduct to the appropriate individual or offices per the organization's violence prevention policy.

## EXTERNAL RESOURCES

- [American Hospital Association Workforce and Workplace Violence Prevention](#)
  - AONL and ENA guiding principles/toolkit for mitigating violence
  - Presentations and recorded webinars
  - Blog posts
  - Podcasts
  - [Hospitals Against Violence campaign](#)
  
- [The Centers for Medicare and Medicaid Services workplace violence prevention standards](#) (updated Nov. 28, 2022)
  
- [Occupation Safety and Health Administration Worker Safety in Hospitals](#)
  
- Institute for Healthcare Improvement – [Preventing Verbal and Physical Violence across the Health Care Workforce](#)
  
- [The Joint Commission Workplace Violence Prevention Resources](#)
  - [Overview of new standards](#) that began Jan. 1, 2022
  - Blog posts
  - Podcasts
  - Presentations

**OTHER HOSPITAL EXAMPLES**

**THINK BEFORE YOU ACT**

Spanish Peaks  
Behavioral Health Center

Any form of aggressive or threatening behavior against our staff or others will not be tolerated!

**PLEASE CARE FOR US, WHILE WE CARE FOR YOU!**

**Creating Safety Together**

Your health is our #1 priority.

Let's work together to care for you:

- Please know your care is important to us. Tell us if you are having problems with the care you are receiving.
- Work with team members to follow the health instructions designed just for you.
- Be mindful of other patients and staff by keeping noise levels down.

**We have a ZERO TOLERANCE policy for:**

- Disruptive behavior or violent actions, which include:
  - Yelling
  - Swearing
  - Insults against someone's: race, ethnicity, religion, gender identity or expression
  - Threatening others
  - Physical attacks
- Tampering with or destruction of any property.
- Using or having:
  - Illegal drugs
  - Alcohol
  - Marijuana
  - Tobacco
  - E-cigarettes
- Words, actions or behaviors with sexual meaning.

**If any of these safety concerns are violated:**

- The security team and local police may be called.
- You may be asked to leave the facility.
- We may need to restrict your guests.

For more information, please read your Patient Rights, Responsibilities and Complaints brochure or contact a team member.

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Ask your care team about our ZERO TOLERANCE policy.

**uchealth**

Health ONE The Medical Center of Aurora  
Spaulding Rehabilitation Hospital  
Behavioral Health & Wellness Center  
Centennial Hospital

**NOTICE**

We believe our employees, physicians, staff, and patients should have a safe environment in which to provide and seek care without fear of being abused or assaulted. We care for and aim to protect our staff from any kind of verbal or physical abuse – real or threatened.

In the event of abuse or assault, we will initiate appropriate action up to and including criminal prosecution. The law provides for penalties which may, upon conviction, include imprisonment.

**Creating Safety Together**

**Please do your part to keep everyone safe. We have a ZERO TOLERANCE policy for:**

- Disruptive behavior or violent actions, which include:
  - Yelling
  - Swearing
  - Insults against someone's: race, ethnicity, religion, gender identity or expression
  - Threatening others
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**uchealth**

**Aggression and Violence is Never Okay**

Providing outstanding care is why we exist but we need your help to provide the best possible experience.

Should anyone:

- Be verbally or physically abusive
- Steal and/or damage hospital property

We may:

- Call security or law enforcement
- Pursue criminal charges to the fullest extent of the law

**We believe that every patient deserves the best healing environment and no one should ever fear for their safety at work. With that in mind, our leadership supports team members in involving security/law enforcement to address aggressive behavior encountered while caring for patients.**

*Ryan Simpson*  
Ryan Simpson  
President & CEO

Health ONE The Medical Center of Aurora  
Spaulding Rehabilitation Hospital  
Behavioral Health & Wellness Center  
Centennial Hospital