

Messaging and Communications Working Group

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Action Collaborative on
Clinician Well-Being and Resilience

Working Group Participants

Co-leads	Participants
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Goals and Products

- Collaborative description
- Key messages
- Principles for messaging
- Audience table
- Design for Knowledge Hub



Key Messages

- When clinicians are at their best, everyone wins.
- US health professionals report **below-average levels of well-being** relative to other industries.
- Ensuring clinician well-being is a **patient safety imperative**
- If we act proactively, we have a **golden opportunity** to promote clinician well-being and improve patient care.
- Clinician well-being is a challenge for **every member of the care team and every medical specialty.**
- Solutions are needed at the **macro level** to support clinician well-being.



Messaging Principles

- Use a **proactive** tone focused on **prevention**
- Be **positive** by promoting well-being and engagement
- Consider **nuances** of well-being
- Produce messages that consider the **whole care team** and **differences** within it
- Adopt a **continuous learning** model
- Use **evidence-based** approaches
- Consider **socioeconomic** factors
- Use **concise, compelling,** and **actionable** messages
- Consider **audience**



Audience Table

- **Public**
 - Patients, family caregivers, taxpayers
- **Health Professionals**
 - All members of the care team, all specialties, incl. students and educators
- **Learning Environment**
 - Students, residents/fellows, teachers/faculty
- **Influencers**
 - Policymakers, payers, c-suite, administrators/managers, health IT vendors, media

Knowledge Hub

