



**SOCIETY FOR
SIMULATION IN HEALTHCARE
MARKETING & COMMUNICATIONS
HEALTHCARE SIMWEEK TOOL KIT
2019**



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**Celebrating healthcare
sim professionals!
#HcSimWeek19**

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Twitter	Click to Tweet
Save the date! Healthcare Simulation Week 2019 takes place September 16- 20. Check out the toolkit for celebration ideas! #HcSimWeek19, @SSHorg, @HcSimWeek, #healthcaresimulation	https://ctt.ec/G1aRS
Celebrate your #healthcaresimulation team during Healthcare Simulation Week 2019, Sept. 16-20. Join @SSHorg for virtual sim center tours, FB Live sessions and more! @HcSimWeek, #HcSimWeek19.	https://ctt.ec/vQ0ew
Join us for Healthcare Simulation Week, Sept. 16-20, 2019, a global celebration of our dynamic community. #HcSimWeek18, @HcSimWeek, #healthcaresimulation.	https://ctt.ec/fkh26
It's a worldwide celebration for #HcSimWeek19, Sept. 16-20, 2019! How will YOU celebrate?! #healthcaresimulation, @HcSimWeek	https://ctt.ec/GeZ6N
Join the global simulation community on SSH's Facebook page as we GO LIVE during #HcSimWeek19 with sim center tours & discussions led by the world's leading experts.	https://ctt.ec/7e7m8
The #HcSimWeek19 Video Contest is open! Share your insights on the benefit of #healthcare #simulation for the public and your peers! @HcSimWeek @sshorg	https://ctt.ec/4J0fj
Simulation professionals and organizations from all over the world will show themselves on the #HcSimWeek19 Global Participation Map. Add your name and center!	https://ctt.ec/1o6Ec

PRINTABLE FLIER

8.5x11 inches (full - no
cropmarks)

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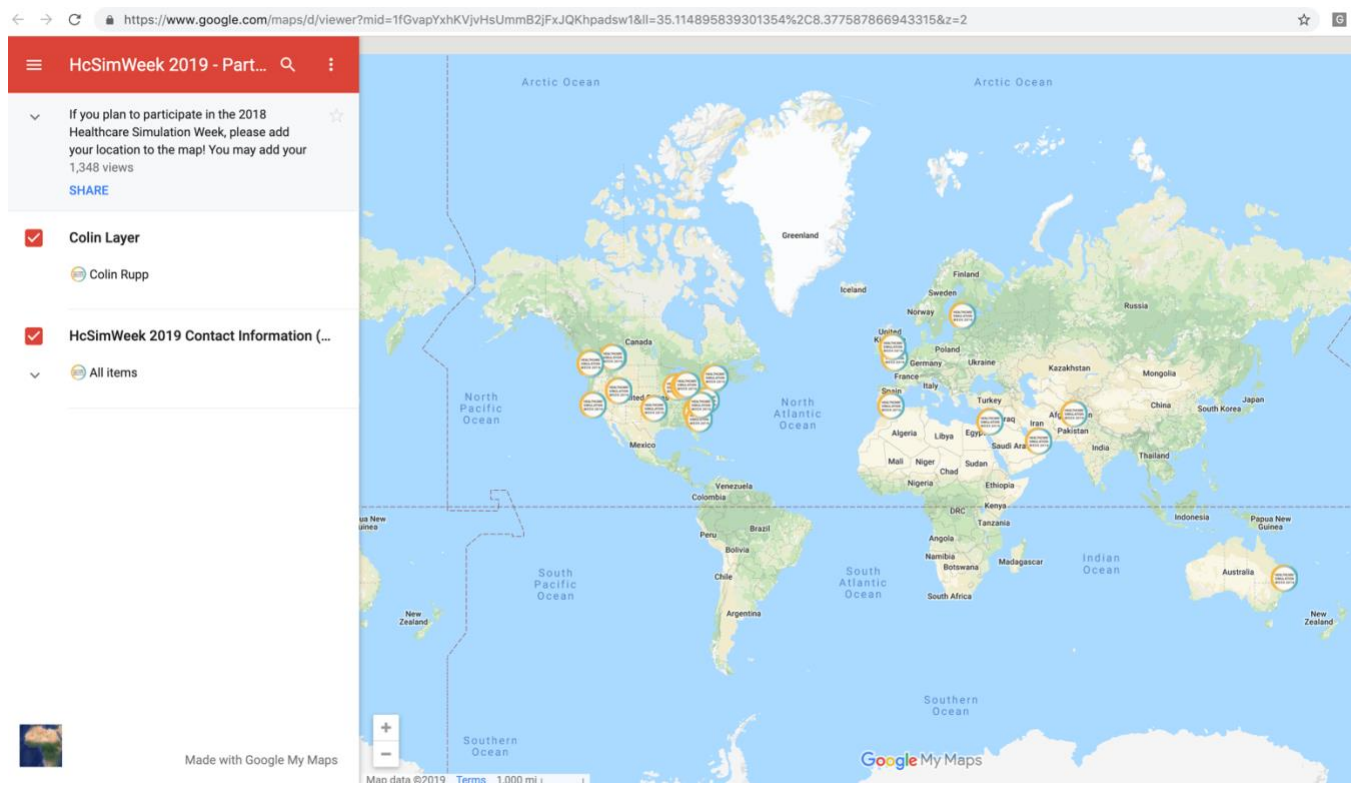


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SSH GLOBAL PARTICIPATION MAP



Show everyone where you're participating from!

Click here: <https://www.ssih.org/Professional-Development/Healthcare-Simulation-Week-2019>.

Then, be sure to scroll to the bottom of the page and click the “Map Submission” button. Help us show the world just how far Healthcare Simulation Week travels!

You can also share the map on your social media feeds and embed it on your own website! Click the small logo above the map (the one that looks like an unfinished triangle) to share. It's that easy!

HOW-TO IDEAS & PARTICIPATION STEPS

FOR HEALTHCARE SIM WEEK

With attention focused on healthcare simulation professionals during Healthcare Simulation Week, it's an ideal time to plan an event, conduct media outreach, advocate for the profession, and promote the value of simulation. The ideas below can be implemented during the week and can also be used throughout the year.

Showcase & Celebrate Your Team

- Set-up a special Healthcare Simulation Week display in your facility that draws attention to work your team does.
- Hold a special reception, breakfast or lunch to recognize your healthcare simulation team. Raffle gift cards, Healthcare Simulation Week shirts/bags/etc., ask your team to share their simulation stories, post photos on social media and more.
- Post photos and videos on social media of your staff working in simulation. Tag @HcSimWeek and #HcSimWeek18.
- Order Healthcare Simulation Week [promotional items](#) for staff; take pictures and share on social media.
- Ask staff to wear a Healthcare Simulation Week pin throughout the week, which is available for purchase [online](#).

Events

- Schedule an Open House and invite politicians (local, state, or federal) and media to visit your facility. Showcase what your staff is doing every day to advance the delivery of healthcare and improve patient outcomes.
- Invite local high school students or members of STEM clubs to visit your facility and share information on choosing simulation as a profession.
- Organize seminars with experts who can speak on key topics in healthcare simulation; invite staff to listen or record as a webinar.
- Using Facebook Live, conduct an online tour of your facility. Inform SSH when it's taking place so it can be promoted to members, non-members and the media.

Media Outreach

- Write and distribute a news release announcing how your organization will celebrate Healthcare Simulation Week.
- Build a list of healthcare/science/technology/business reporters in your area that may be interested in your organization and contact them with a story angle.
- Invite media to visit your simulation center for a private tour.
- If you host a special simulation or visit from area students, invite media to attend.

Samples of past celebrations



HEALTHCARE SIMULATION WEEK FAQs

What is Healthcare Simulation Week?

Healthcare Simulation Week raises awareness about the profession and celebrates those that work in it. The Week:

- Raises awareness about the importance of healthcare simulation in improving the safety, effectiveness, and efficiency of healthcare delivery.
- Celebrates the professionals who work in simulation--- physicians, nurses, technologists, researchers, educators and other specialists advocating for healthcare simulation in education, practice and research.
- Fosters collaboration across the global healthcare simulation community.
- Provides a dedicated time for organizations to celebrate their teams and the work they do to advance patient care.
- Raises awareness, amongst media and consumers, about how healthcare professionals are using simulation to improve the safety, effectiveness, and efficiency of healthcare delivery.
- Generates interest in SSH membership from a recruitment, retention and renewal perspective.

What activities are planned?

Planning is underway right now, and events will include Facebook live discussions, virtual tours of simulation centers, articles of the day and Twitter chats. The full schedule will be announced soon. Visit the [website](#) for details.

How can we get involved in Healthcare Simulation Week?

- Promote the Week using branded graphics, logos, social media posts, and more available through this toolkit.**
- Follow us on social media: @HcSimWeek, #HcSimWeek19, @ssh.org and on Facebook, and LinkedIn.
- Become a social media ambassador:** Share the excitement of Sim Week with your colleagues through your own social media channels; we'll provide the content, you just share the information. Email HcSimWeek@ssih.org if you are interested.
- Plan a celebration for your team; see the "Celebrating Simulation Week" document on page 10.
- Participate in the "The Benefit of Healthcare Simulation" video contest. See page 14 for rules.

Is there Healthcare Simulation Week merchandise available?

Yes! There is Healthcare Simulation Week merchandise available [online](#).

VIDEO CONTEST

Theme: The benefit of healthcare simulation

The Society for Simulation in Healthcare invites you to create and submit a video sharing insight on what healthcare simulation means to you, your organization and/or your team. Your video will help us raise awareness about the profession, while providing your insights to colleagues and the public about the benefit of healthcare simulation.

In a one-minute, original video, tell or show us:

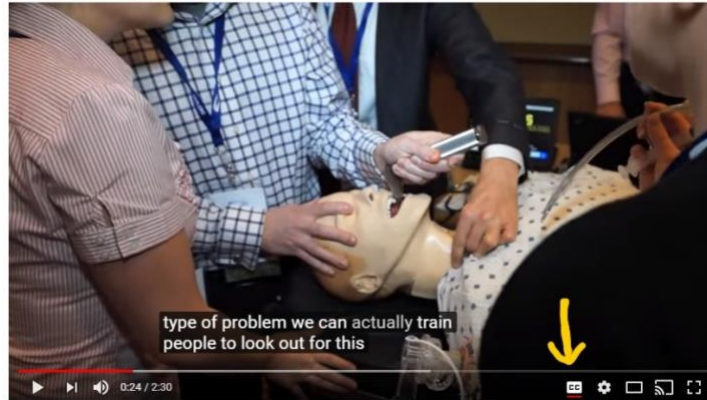
1. The benefit of healthcare simulation
2. How you use healthcare simulation every day
3. Why and how healthcare simulation enhances the quality of patient care
4. What everyday care would look like without healthcare simulation

Contest

This is a popularity contest! Creators of the videos with the most votes will win Healthcare Simulation Week merchandise. The contest will be open for voting throughout Healthcare Simulation Week, Sept. 16-20, 2019. SSH will encourage individuals to cast their votes throughout the week.

Details:

- Upload your video(s) to your organization's YouTube page
- Send the YouTube URL to SSH via [this form](#) no later than 5:00 pm EST on Thursday, Sept. 12.
- Your video will be added to SSH's YouTube page under a special Playlist for Healthcare Simulation Week. It will also be added to the [SSH Healthcare Simulation Week page](#).
- Voting opens the first day of Healthcare Simulation Week, Sept. 16, 9:00 am EST and closes Friday, Sept. 20, 5:00 pm EST USA.
- Videos may be featured on or in SSH marketing materials, including Facebook, Twitter, Instagram and LinkedIn pages, and on the SSH [website](#) during and after Healthcare Simulation Week.
- Multiple entries from the same organization are permitted.
- Your video should include subtitles in your video if possible. Information about adding captioning to your videos is available [here](#); or select the CC button on your video.



- Videos may be submitted in any language, however, same closed captioning suggestions apply. See the bullet point above!

Storytelling tips

- Find a common experience with your audience and use it to connect (e.g., what inspires you to do your work, for example)
- Keep it simple: focus on a single idea and explain in very simple terms
- Communicate your motivation: Why are you excited about this work? What do you want your audience to know about it? What kind of mood do you want to set?
- Tell your story as a story, with a beginning, middle, and an end

[Quick Tips for Creating Social Videos](#)

TIPS FOR MEDIA OUTREACH

- Research the media outlets you wish to reach and build a “media list” of contacts with email addresses, phone numbers and social media handles (if possible)
- Begin with an email that is extremely brief and that includes the key messages you want the reporter to understand. Include an explanation of why this should matter to the reporter, and to the readers.
- If sending the email to a television outlet, be sure to include the visuals that they would have for the segment.

Sample email to reporter inviting to tour a simulation center

Dear (use their personal name and customize each email):

Healthcare Simulation Week, September 16-20, 2019, sponsored by the Society for Simulation in Healthcare, celebrates professionals who use simulation to improve the safety, effectiveness, and efficiency of healthcare delivery.

Simulation in healthcare encompasses a broad range of modalities including manikins on which students learn surgical procedures and childbirth, standardized patients (actors) who role-play dynamic scenarios such as emergency department visits and fully staged scenarios that prepare students for mass casualty events such as a natural disaster, terrorism or active shooter.

Name of simulation center demonstrates how all this works and why it is so important for patient safety. Viewers/Readers will learn about simulation in ways that will be interesting to see and understand.

Please contact [redacted] to schedule a tour of our center, meet our leadership and to learn more about Healthcare Simulation Week.

Thank you!

- After the email, follow up with the reporter by phone, engaging in conversation if you can, leaving a voicemail otherwise.
- Do not leave more than one voice mail, trust that by this point, they have the information and will call you if they are interested.
- Before approaching a reporter, think about what the story would mean to the reader or viewer of the publication; in other words, form a clear idea in your mind of the “news value” of what you are suggesting.
- If the news is a calendar item, or meeting announcement, be sure that you are sending it to the correct editor or reporter. If you want the outlet to post to the calendar section and send a reporter to attend, you may want to send it to two contacts.

Press release template for centers

insert center's contact

SIMULATION CHANGING THE WAY HEALTHCARE PROFESSIONALS LEARN AND IMPROVING PATIENT CARE

Healthcare Simulation Week is set for Sept. 16-20, 2019.

**NAME OF CENTER to provide [insert events] during the global
event's week.**

CITY, STATE – AUGUST _____, 2019 – To increase awareness among the public of the importance of simulation to healthcare, the third annual global **Healthcare Simulation Week** will be held September 16-20, 2019.

Healthcare Simulation is a learning tool that recreates a clinical environment to allow persons to experience a realistic healthcare event. The purpose of healthcare simulation is to teach new skills, refresh old ones and improve the delivery of safe and effective patient care.

Healthcare Simulation Week, sponsored by the [Society for Simulation in Healthcare](#), celebrates professionals who use healthcare simulation to improve the safety, effectiveness, and efficiency of healthcare delivery. New methods and technologies are emerging that present enhanced opportunities to improve patient care; as a result, it is an important field in which many healthcare professionals are finding a lifelong career.

Insert Simulation Center's activities here

"Healthcare simulation continues to grow at an extraordinary rate," said SSH President KT Waxman, DNP, MBA, RN, CNL, CENP, CHSE, FAAN, FSSH. "An increasing number of professionals in the healthcare industry are waking up to simulation's ability to help individuals and organizations improve patient care, which is so great to witness. We want to celebrate both that increased role and all healthcare simulation professionals this week."

To sign up for a tour of a Sim Center near you, contact CONTACT PERSON AT YOUR SIM CENTER. Details are available at www.ssih.org/HcSimWeek and @HcSimWeek, and #HcSimWeek19

###

About Simulation Center

Your center's boilerplate information here.

About SSH

The purpose of the [Society for Simulation in Healthcare](#) is to serve a global community of practice enhancing the quality of healthcare. SSH seeks to improve performance and reduce errors in patient care through the use of simulation. Established in 2004, SSH membership is 4,000+ strong—an international community of physicians, nurses, technologists, professors and other specialists advocating and implementing healthcare simulation in education, practice and research. SSH fosters the improvement and application of simulation-based modalities such as human patient simulators, virtual reality, standardized patients and task trainers for all healthcare disciplines.

Other media and public relations questions

Contact: Curtis Kitchen, SSH Marketing Director
ckitchen@ssih.org

