

LESS IS MORE.

**Clear and concise
messaging in health care**

Tai Huynh | Dec 6



Our communications goals



build awareness

Educate clinician and public audiences on the harms of overuse in health care.



mobilize

Develop tools and resources to help clinicians take deliberate action on overuse.




showcase

Highlight our community working on Choosing Wisely in their own settings.

Our communications style

- Simple/minimalist
- Clear/to the point messages
- Visual and colourful
- Fun, when possible



An illustration of a hand holding a pill container. The hand is dark red, and the pill container is orange and white. A stream of black and white capsules is falling from the container. The background is a solid red color.

**Sorry,
but no
amount of
antibiotics
will get
rid of your
cold.**

ANTIBIOTICS CAMPAIGN

Using Antibiotics Wisely

A national effort to encourage conversations between clinicians and patients about unnecessary antibiotic use.

www.choosingwiselycanada.org/antibiotics

Posters



**Sorry,
but no
amount of
antibiotics
will get
rid of your
cold.**

The best way to treat most colds, coughs or sore throats is with plenty of fluids and rest. Talk to your health care provider.

Choosing Wisely Canada
THE COLLEGE OF FAMILY PHYSICIANS OF CANADA
LE COLLÈGE DES MÉDECINS DE FAMILLE DU CANADA

To learn more, visit: www.choosingwiselycanada.org/antibiotics

ANTIBIOTICS: THREE QUESTIONS TO ASK YOUR HEALTH CARE PROVIDER

1) Do I really need antibiotics?

Antibiotics fight bacterial infections, like strep throat, whooping cough and bladder infections. But they don't fight viruses – like common colds, flu, or most sore throats and sinus infections. Ask if you have a bacterial infection.

2) What are the risks?

Antibiotics can cause unwanted side effects such as diarrhea and vomiting. They can also lead to “antibiotic resistance” – if you use antibiotics when you don't need them, they may not work when you do need them in the future.

3) Are there simpler, safer options?

The best way to treat most colds, coughs or sore throats is with plenty of fluids and rest. Talk to your health care provider about the options.

Talk about what you need, and what you don't.

To learn more, visit www.choosingwiselycanada.org/antibiotics



Using Labs Wisely.

LABS PROGRAM

Using Labs Wisely

A national consortium that's changing the lab utilization landscape in Canada.

www.choosingwiselycanada.org/labs

01

ADOPT CHANGE.

Implement interventions to reduce lab utilization and measure change.

02

SHARE DATA.

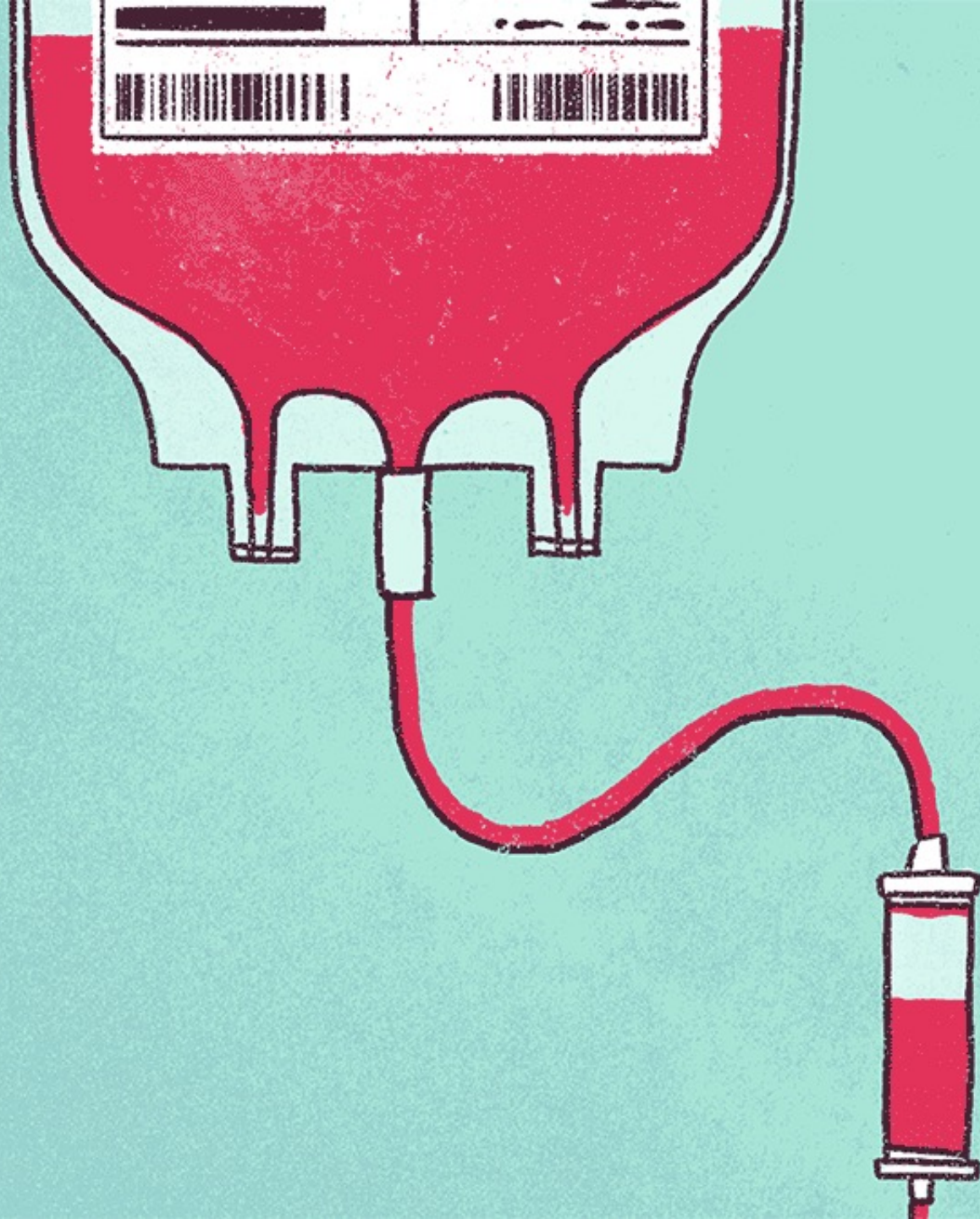
Submit data and receive comparative reports on your performance compared to peers in the program.

03

LEARN WITH OTHERS.

Be part of a Canada-wide network of lab experts and practitioners sharing best practices and tools.

Using Labs Wisely.



Make every drop count.

Is your hospital using blood wisely?
Take the challenge.

**Using
Blood
Wisely.**

An initiative of:
Choosing Wisely Canada
Canadian Blood Services

BLOOD PROGRAM

Using Blood Wisely

A concerted effort to strengthen
Canada's blood supply.

www.usingbloodwisely.ca

**CHOOSING
WISELY
CANADA**

**CANADIAN
BLOOD
SERVICES**

Choosing Wisely Canada and Canadian Blood Services are pleased to recognize:

NAME

as a designated Using Blood Wisely Hospital.

Hospitals that have achieved this designation have met benchmarks in red blood cell stewardship and have demonstrated their commitment to reducing unnecessary red blood cell transfusions at their hospital.



DECEMBER 1 2020

DATE

**Using
Blood
Wisely.**



CHOOSING WISELY CANADA

CANADIAN BLOOD SERVICES

Choosing Wisely Canada and Canadian Blood Services are pleased to recognize

HEALTH SCIENCES CENTRE

As a designated Using Blood Wisely Hospital

Hospitals that have achieved this designation have met benchmarks in red blood cell stewardship and have demonstrated their commitment to reducing unnecessary red blood cell transfusions at their hospital.

Wendy Levinson
DR. WENDY LEVINSON, CHAIR
CHOOSING WISELY CANADA

Graham D. Shea
DR. GRAHAM D. SHEA, CEO
CANADIAN BLOOD SERVICES

OCTOBER 27, 2020

DATE

 USING BLOOD WISELY

**Using
Blood
Wisely.**

Tips and tricks

a few best practices we live by...

Clear & concise messaging

Find your voice

- Are you conversational or formal?

Avoid jargon

- Don't confuse your audience with complex words/acronyms

Break up your text

- Use headings/subheadings, and bullet points to break up text or for emphasis (this also helps with SEO)

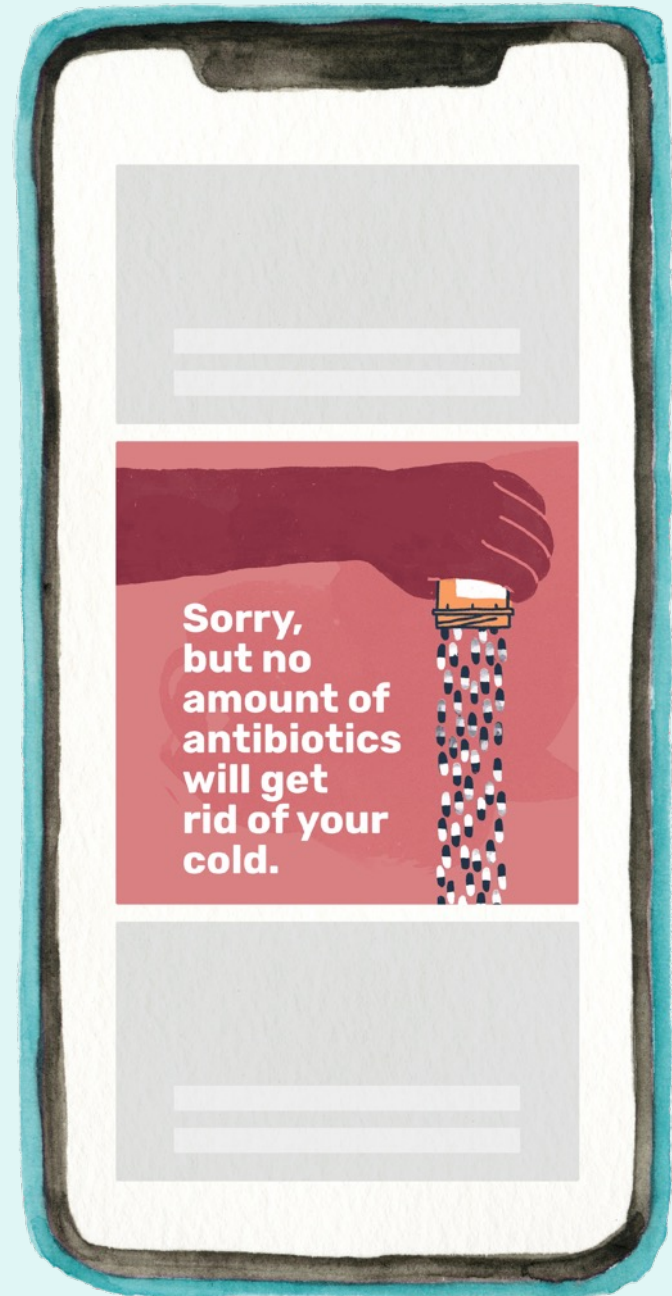
Design

- Keep it simple. White space, font, and high-quality images are not only more appealing, but better for accessibility

cut ~~unnecessary~~ words

we don't read, we scan.

**Think about how you will stop
someone from scrolling on a
social media feed or website.**



**—
Questions?**



www.ChoosingWiselyCanada.org



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