



# A COLLABORATIVE CAMPAIGN TO IMPROVE THE WELL-BEING OF HEALTHCARE PROFESSIONALS

HEALTH FATIGUE FORUM, Manchester, 7 November 2023

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# EUROPEAN PATIENT SAFETY FOUNDATION

Independent public interest foundation



Promote the improvement of patient safety and quality of care across Europe.

## IDENTITY (KEY WORDS)

- ✓ **Multistakeholder** representation & governance
- ✓ **Collaborative** approach
- ✓ Knowledge and best practice **exchange**
- ✓ **Sustainable** projects
- ✓ **Long-lasting** impact

## WORKING THEMES

- ✓ Safety culture
- ✓ Leadership, teamwork & organisational performance
- ✓ Patient & family involvement
- ✓ Healthcare worker well-being and safety
- ✓ Challenges of Implementation

## CORE ACTIVITIES

- ✓ Annual Patient Safety Conference



- ✓ Development of projects / campaigns  
[www.fightingfatiguetogether.eu](http://www.fightingfatiguetogether.eu)
- ✓ Participation in EU Projects & advocacy Alliances  
[www.eupsf.org/collaborations](http://www.eupsf.org/collaborations)
- ✓ Quarterly Patient Safety Newsletter  
[www.eupsf.org/news](http://www.eupsf.org/news)

# FROM NATIONAL TO EUROPEAN CAMPAIGN

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Fatigue in health care is a challenge that has to be tackled across Europe.

The European Patient Safety Foundation [backed the UK #FightFatigue campaign in 2021](#).

In close collaboration UK campaign team, developed collaborative campaign on European level - **FIGHTING FATIGUE TOGETHER** to accelerate change by sharing the experience and tools from the UK campaign across Europe.

The campaign title was chosen to emphasise the long-term and collaborative aspect of the campaign at all levels:

- **Collaboration at European level** – connecting organisations and individuals across Europe
- **Collaboration at national level** – connecting organisations across country
- **Collaboration in health care teams** – connecting individuals and encouraging teamwork

**Together, we can make a difference!**

# CAMPAIGN OBJECTIVES

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The general objective of the Fighting Fatigue Together Campaign (FFT) is to:

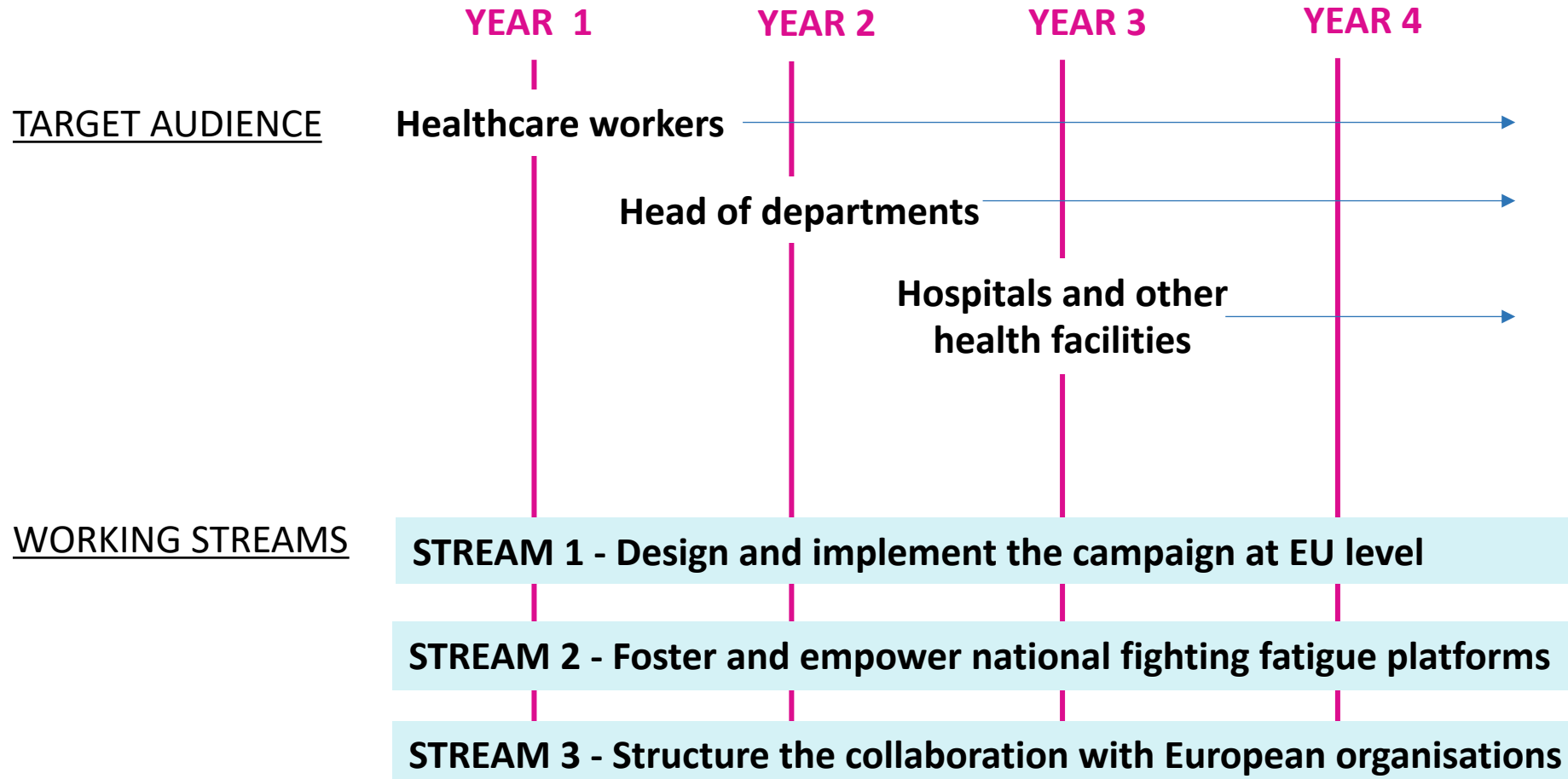
Reduce, across Europe, the negative impacts of healthcare staff fatigue on:

- the well-being and safety of the healthcare staff
- patient safety and quality of care
- the resilience of healthcare systems.

The specific objectives of the FFT Campaign are:

1. Support and reinforce **the national FF communication campaigns** led by national organisations or patient safety platforms
2. Integrate the national FF communication campaigns into a **European FF dynamics**
3. Offer visibility to the European dynamics
4. Support advocacy work in national or European organisations.

# HOW THE CAMPAIGN WORKS



# YEAR 1 - TIMELINE



Until mid-May

Phase 1  
Pre-campaign

Campaign roadmap  
Communication strategy  
Visuals (logo/name)  
Landing website  
Communication tools (design)  
Call to join supported by a video  
Communication plan  
*Funding strategy for next phases*

Until end of November

Phase 2  
Development and testing

Development of the "ready-to-use" communication tools + guidelines for a national campaigns  
Engagement of European and national organisations (consortiums)  
Strategy development and best practice exchange workshop for national teams  
FFT Workshop // 16/11 in Vienna  
Campaign launch // PS conference 17/11 in Vienna

December -> 2024

Phase 3  
Upscaling and visibility

Dissemination of tools in other countries  
Targetting new audiences (head of departments, management,...)  
High-level event (Brussels)  
Initiate the shift from fatigue to wellbeing

# FROM NATIONAL TO EUROPEAN CAMPAIGN - TEAMWORK



**Allesandra Lizioli**  
Speaker coach & trainer

*Marketing  
Communications Editor*

*UK*



**Karmen Špiljak**  
Writer  
Communication expert

*Campaign Developer*

*Slovenia-Belgium*



**Sabine Sehringer**  
Communication  
Designer

*Visual Designer*

*Germany*



**Matthieu Lietaert**  
Investigative Filmmaker

*Video production  
coordinator*

*Belgium*



**Stéphane Boulanger**  
EUPSF Policy Advisor

*Project development  
Finance management*

*Belgium*



**Mirka Čikkelová**  
EUPSF General Secretary

*External relations  
Project coordination*

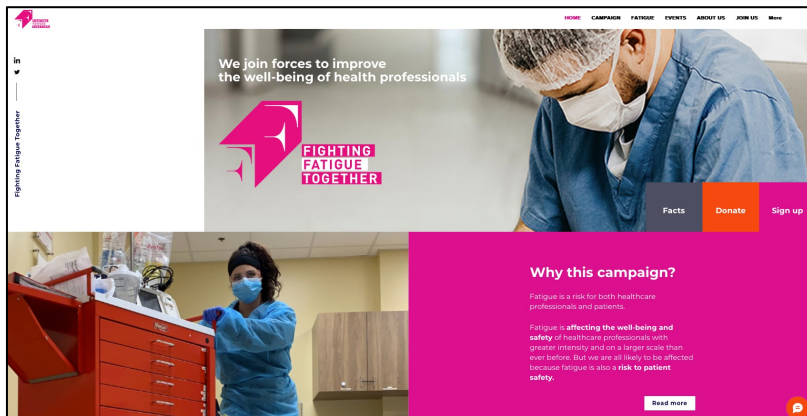
*Slovakia-Belgium*



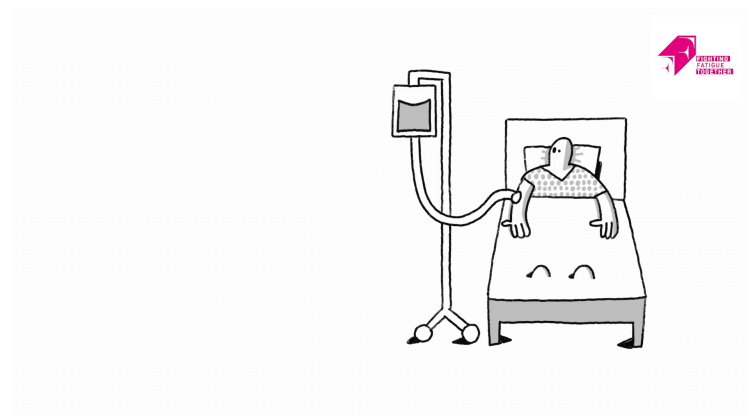
# STREAM 1 - CAMPAIGN AT EU LEVEL



## WEBSITE



## SOCIAL MEDIA POSTS



## EVENTS



## FATIGUE AMBASSADORS



Experts in fatigue and the risks associated with it, who can discuss subjects as the links between fatigue and attention deficit, fatigue and mental health, or give recommendations on fatigue prevention and its management.

<https://www.fightingfatiguetogether.eu/ambassadors>







**FIGHTING  
FATIGUE  
TOGETHER**

# FFT Campaign



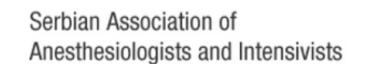
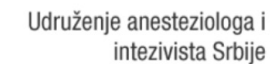
## INITIATED BY



## SPONSORED BY



## SUPPORTED BY



# STREAM 1- EUROPEAN HEALTH LEADERSHIP AWARD



EUROPEAN  
HEALTH LEADERSHIP  
AWARD



The European Health Leadership Award (EHLA) showcases and supports the achievements of organisations that display exceptional leadership in safeguarding or improving the health of people in the WHO European Region.

Fighting Fatigue Together is the winner of European Health Leadership Award 2023 from the renowned [European Health Forum Gastein](#) (EHFG).



 Federal Ministry  
Republic of Austria  
Social Affairs, Health, Care  
and Consumer Protection

# STREAM 2 - EMPOWER NATIONAL FIGHTING FATIGUE PLATFORMS

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In Europe, the local and national contexts vary:

- spoken language
- work culture
- legal frameworks
- etc

It will not be possible to reach the target audience across Europe without taking this variety into account. It's the work at **national level** that will make a difference.

Therefore, we need to:

- **work closely together with partner organisations at national level:** national PS societies, scientific societies (doctors, nurses), patient representative organisations, etc. They are the ones who can both reach the target audience of healthcare workers and refine the campaign messages and tools to make them more effective.
- **invite national actors to cooperate** by creating national teams
- **align our messages** – content / visuals
- **provide resources**
- make the work **efficient** – **strategic planning**

# STREAM 2 - EMPOWER NATIONAL FIGHTING FATIGUE PLATFORMS



## Workshop on the implementation of a national campaign on Fatigue - 16 November 2023, Vienna

This workshop is designed to:

- give national teams the keys and pre-designed tools for building a national campaign on fatigue,
- and develop an action plan using collective intelligence tools.

### Target group:

- 3 representatives from one country
- representing at least 2 different organisations
- one of the participant should be an active healthcare professional

### CONFIRMED NATIONAL TEAMS:



**Call for applications!**  
Workshop on the implementation of a national campaign on Fatigue

**Deadline: 23 October 2023**

The graphic features a light blue background with a pink and white 'Fighting Fatigue Together' logo and a megaphone icon.

### Faculty:



Dr.  
**Nancy Redfern**

United Kingdom

Co-chair of joint fatigue working group in UK

EUPSF Advisory Board Member

in



Dr.  
**Emma Plunkett**

United Kingdom

Co-chair of joint fatigue working group in UK

in



Mr.  
**Stéphane Boulanger**

Belgium

EUPSF Policy Advisor

in



Mrs.  
**Mirka Čikkelová**

Belgium

EUPSF General Secretary

in



# STREAM 3



## STRUCTURE THE COLLABORATION WITH EUROPEAN ORGANISATIONS

- Connecting with European societies and organisations
- Supporting their advocacy work on European level
- Coordinating messages and developing proposals for decision makers

## STAKEHOLDER CONSULTATION - 13 November 2023

On the occasion of the 2024 Belgian Presidency of the Council of the European Union, the BE Presidency team is delighted to invite you to a stakeholder consultation. Following a presentation of the Presidency's priorities, we invite you to share your opinions and engage in an open discussion on the themes that our country intends to bring to the table during the Presidency.

## Belgium to Put Health Workforce Crisis on EU Presidency Agenda for First Time in a Decade

Health Systems 29/09/2023 · Stefan Anderson

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# STREAM 3



## Belgium to Put Health Workforce Crisis on EU Presidency Agenda for First Time in a Decade

Health Systems 29/09/2023 · Stefan Anderson

FATIGUE RISK  
MANAGEMENT SYSTEMS

PROPOSAL DEVELOPMENT

PEER SUPPORT FOR HCW  
(second victims, mental health)

HEALTHCARE  
— FATIGUE FORUM —

- Connecting with on-going work and existing proposals withing European Healthcare
- Collecting best practices and implemented policies from other sectors



**ERNST**

The European Researchers' Network  
Working on Second Victims





THANK YOU FOR YOUR ATTENTION

[www.fightingfatiguetogether.eu](http://www.fightingfatiguetogether.eu)



[www.eupsf.org](http://www.eupsf.org)