

# Launching a community awareness campaign in a climate of change

## - raising awareness of acceptable behaviour

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### Be kind and respectful

TO OUR NURSES AND MIDWIVES

Behaviours like these make it hard for our nurses and midwives to focus on caring for you or your loved ones.

- Rude gestures
- Name calling
- Shouting
- Swearing
- Banging fists
- Blocking the way



### Key Message

#### Primary Key Messages

1. Be kind and respectful to our nurses and midwives.
2. Occupational violence includes physical and non-physical behaviours, which make work unsafe.
3. These behaviours make it hard for our nurses and midwives to do their job and care for you.

4. Canberrans value nurses and midwives, they are important to them and to our community. They deserve our respect and kindness and to feel safe at work.

#### Secondary Key Messages

1. If you are uneasy, there are things you can do including raising concerns with your care provider, the manager in charge and contact the feedback and complaints team. OV won't help.

### Background

Definition of OV: "any action, incident or behaviour that departs from reasonable conduct in which a person is assaulted, threatened, harmed or injured in the course of, or as a direct result of, his or her work." (International Labour Organisations Code of Practice on Workplace Violence)

- The ACT Health Directorates Chief Nursing and Midwifery Office is leading the Nurses and Midwives: Towards a Safer Culture TASC Strategy.
- The Strategy aims to support the fundamental rights of nurses and midwives working in ACT public health to be safe and protected from harm in their workplace.
- In September 2020, the ACT Minister for Health launched the "Be kind and respectful to our nurses and midwives" community awareness campaign, one key aspect of the TASC Strategy.

### Approach taken

A strong story telling approach was used across all campaign elements to create an emotional connection.

#### Radio

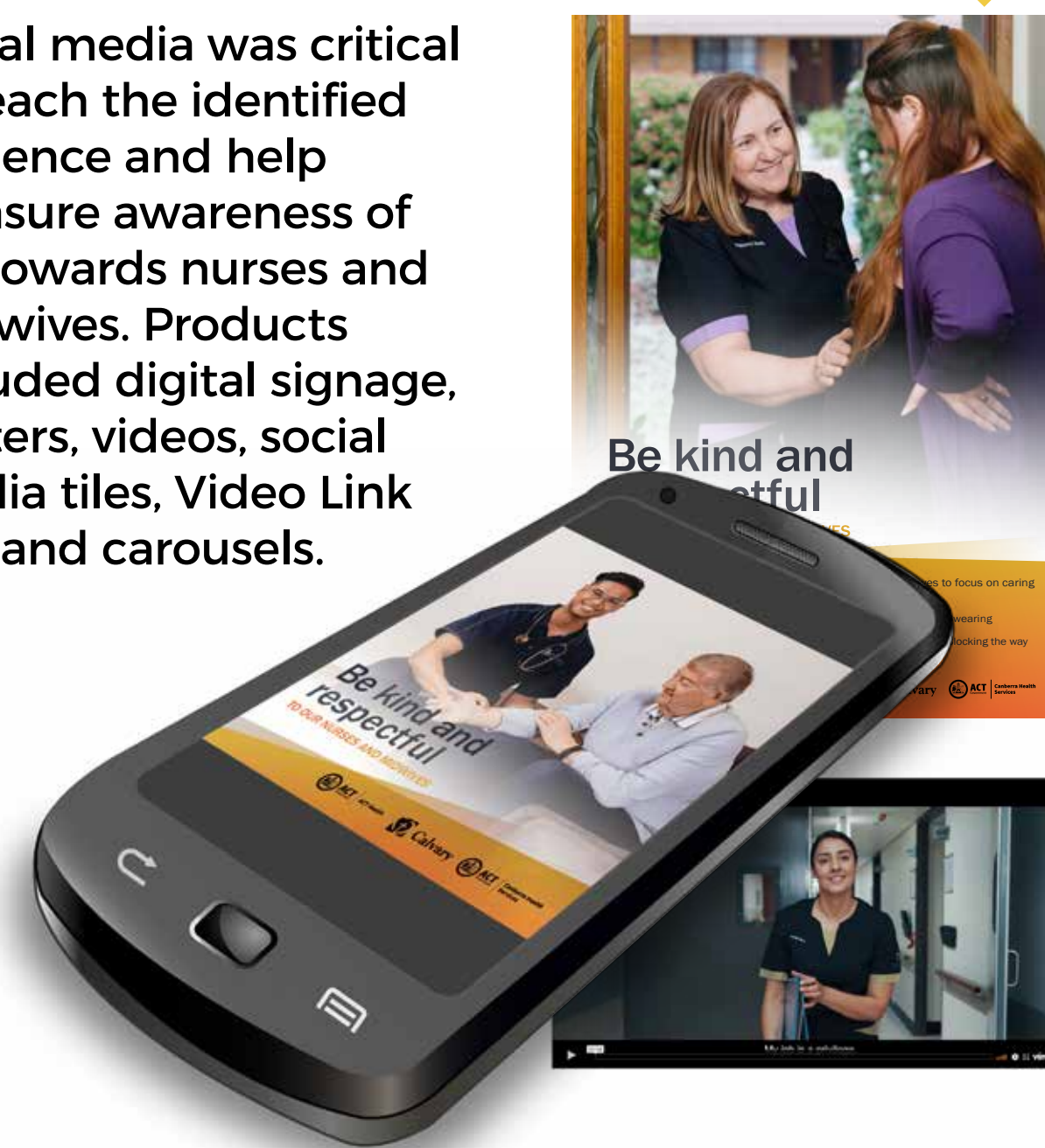


Radio drove awareness and reach to the Canberra region to reach culturally and linguistically diverse and Aboriginal and Torres Strait Islander communities in Canberra and surrounding areas. Live reads were effective by allowing tone and personality of the trusted on-air talent to come through.

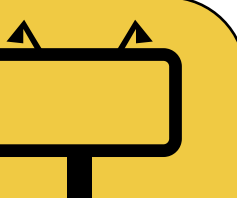
#### Social



Social media was critical to reach the identified audience and help measure awareness of OV towards nurses and midwives. Products included digital signage, posters, videos, social media tiles, Video Link Ads and carousels.



#### Outdoor



Out of home (OOH) activity ran from early June to mid-July 2021. The activity was part of an extended spend to boost the awareness of the campaign messages. Bus backs were used to amplify reach, along with the bus interiors. Bus shelters were also effective in mass awareness placement.



### Aims & Outcomes

1. Increase community awareness of acceptable behaviour and rights of ACT Health employees.
2. Encourage behaviour change towards nurses and midwives.
3. Help staff feel supported and encouraged to speak up when they experience or witness unacceptable behaviours.

### Method / Approach

#### Research and consultation

- In June 2020, the ACT CNMO commissioned qualitative research of Canberrans to identify attitudes, perceptions and understanding of violence and aggression towards nurses and midwives, and test key messages and campaign themes.
- In April 2019, 126 ACT nurses and midwives were consulted in a series of World Café consultation sessions, to inform development of a community awareness campaign.

#### Key concepts of the campaign

- Images of real nurses and midwives in a range of clinical settings is critical
- Define the problem of unacceptable behaviour towards nurses and midwives
- Explain the impact of OV, not only for nurses and midwives, but for patients and families
- Resetting boundaries of acceptable behaviour is both a community and personal responsibility
- Mention other systems reforms happening to protect nurses and midwives

### Results / Discussion

- 2021 survey of Canberrans' (n= 653) assessing their recognition and attitudes of the campaign found:



almost all agree this is a worthwhile campaign and the message should continue to be promoted

70%

of survey participants think the campaign has the potential to reduce OV towards nurses and midwives

73%

said it made them think differently about OV faced by nurses and midwives

35%

said it made them feel differently, had a personal impact on them personally, and would make them behave differently in a healthcare setting.

- Internal 2021 staff survey (n=290) of ACT nurses and midwives found 73% knew about the *Be Kind* campaign and they "felt heard" showing a positive outcome of the TASC work across the ACT public health system.

### Conclusion & Next Steps

- The communication campaign was well received, but it is not the sole driver of behaviour change and reduction of OV instances.
- Ongoing work requires a combined systemic, policy and communication approach. Hence this campaign is one aspect of the TASC Strategy, as a multifaceted approach to reducing OV.

#### Proposed Next Steps

- A campaign refresh of existing assets and media buy across radio, social media and outdoor platforms
- Establish a Communications Officer to lead the development of the 'next steps' communication strategy.

"Much more to the point that violence towards health workers is unacceptable. I like that it spells a range of offending behaviours to educate offenders... Might prevent a frustrating situation escalating into a violent one." [Female, Empty Nester, CAMPAIGNE 3]