



National Patient Safety Board Advocacy Coalition Communication Tips

House Bill Reintroduction, 2024

As a member of the National Patient Safety Board (NPSB) Advocacy Coalition, your support for the (NPSB legislation is critical. The following tips can help you shape your messaging when discussing the NPSB legislation with colleagues, the media, and other stakeholders.

- **When discussing NPSB:** Highlight the problem of medical error and the impact that the workforce crisis is having on patient safety.
 - Medical errors were already widespread before the pandemic
 - Patient safety has worsened over the past three years
 - Workforce strains and burnout are worsening patient safety
- Emphasize that the NPSB will use existing data sources to identify patterns and precursors to harm to ensure no additional burden or data entry on the workforce.
- Stress that the NPSB will complement the work of the many federal agencies already involved in various aspects of patient safety and that no government entity is tasked with looking at patient safety nationwide; NPSB would fill this gap.
- Describe the NPSB as being prevention-focused through its use of a public-private partnership team to develop solutions to prevent injuries and harm
- Discuss the potential for advanced analytics, AI, and ML to alleviate the burden on the already-strained healthcare workforce while dramatically increasing safety for patients and providers. The NPSB will also utilize the expertise of human factor engineers to take the burden off the healthcare workforce.
- Describe the NPSB Advocacy Coalition as a coalition of more than 90 healthcare organizations, provider associations, businesses, nonprofit organizations, and consumer advocacy groups committed to federal action on patient safety who have reached consensus around this solution
- Visit <https://npsb.org/resources> for relevant publications related to patient safety and the NPSB.

Avoid the following:

- Language such as “investigation,” “oversight,” “regulation,” or “enforcement” when discussing the actions of the NPSB
- Referring to the NPSB as an independent “agency”
- Stating or implying that the NPSB will require “reporting”

How You Can Promote the NPSB Legislation

1. Share your support via social media.

- Mention the NPSB and House Bill on the following social media channels:

- LinkedIn: National Patient Safety Board Advocacy Coalition
- X: @NPatientSafetyB
- Facebook: @NationalPatientSafetyBoard
- Tag the House bill sponsor in your messages:
 - Rep. Nanette Barragán: @RepBarragan
- Rep. Michael Burgess: @michaelburgess
Tag your state's representatives to personalize your posts.
- Include hashtags in your social media posts to increase discoverability by other users interested in topics related to patient safety:
 - #MakeHealthCareSafer
 - #NationalPatientSafety Board
 - #patientsafety
 - #medicalerror

Sample Posts:

- We proudly support The National Patient Safety Board Act, introduced by @RepBarragan and @michaelburgess. This bipartisan legislation will make #healthcare safer for all. Contact your legislator and show your support! npsb.org/housebill
- Join us in thanking @RepBarragan and @michaelburgess for introducing legislation to create a National Patient Safety Board. It's time to make #patientsafety a priority. Learn how you can help at npsb.org/housebill
- We are part of a growing coalition of leading healthcare organizations and experts supporting a National Patient Safety Board. Join us in urging Congress to act now to prevent harms in #healthcare. Learn more at npsb.org/housebill

2. Contact your legislator using the handy email tool at <https://npsb.org/housebill>

- The online form makes it easy to reach your representative.
- Customized messages can have an even greater impact.
 - If you have a relationship with your representative, please reference it.
 - If you have a story about a patient safety issue you or someone you know experienced, please consider including it.

3. Distribute a press release announcing your organization's support for the NPSB legislation.

- Customize the press release template, [available here](#), with your organization's reasons for supporting the bill.
- Add a quote from a leader within your organization.

4. Include information on the NPSB House Bill at your next member meeting.

- Download sample PowerPoint slides [here](#).