

The #QiComms Charter

1 We will use #QiComms to accelerate our improvement work for the benefit of patients and everyone we serve

We believe that everyone should benefit from improvements in treatment and care, as quickly as possible. We will use #QiComms to make sure everyone across our organisation is inspired and motivated to engage in quality and safety improvement work and deliver better and safer treatment and care.

2 We will plan our #QiComms from the start

We build communications into our planning process from the beginning and review our communications against measurable goals at the end, so that it supports us in achieving our quality and safety improvement goals every step of the way.

3 We will give #QiComms support at the highest level

Our leaders and senior managers recognise the value of #QiComms and ensure improvement teams have the expertise, skills and resources they need to integrate #QiComms into their work effectively.

4 We will take a strategic approach to #QiComms

We understand our audiences, so we can design strategies and tactics to reach them with a clear and consistent set of messages to meet our improvement goals.

5 We will make our #QiComms evidence-based

We support our #QiComms work with sound theory and evidence, contributing to what we know about the impact and effectiveness of communications methods, tools and approaches by undertaking research and sharing our work.

6 We will continuously improve our #QiComms

We will develop indicators, collect data and monitor and evaluate our communications work so we can continuously improve, increase our impact and deliver greater value to our organisation's quality improvement efforts.

7 We will put people at the centre of our #QiComms work

We will speak to the hearts, as well as minds, of all those delivering and supporting quality and safety improvement. We focus on people and find ways to engage with them to motivate and inspire them to work with us to achieve our improvement goals.

Signed _____

Role _____

Organisation _____

Date _____

The #QiComms Charter has been developed by the International #QiComms Group, which includes the following organisations:

