

Here For Wellness Communication Campaign



FRASER HEALTH AUTHORITY

September 2016–December 2016



THE PROJECT

The Health Design Lab (HDL) at Emily Carr University collaborated with the Fraser Health Authority to develop an internal facing campaign to promote self-care. This project marked an effort to refocus attention on staff and emphasize their importance to healthcare, while humanizing them to patients. The HDL team began this project by learning about the staff experience at Fraser Health through two co-creation workshops. For inspiration, the HDL also reviewed several existing campaigns. Following this research process our team generated several ideas and concepts which were then presented to the Fraser Health Steering Committee. We explored a range of concepts as well as potential formats including print and digital outcomes. The final concept, “Here for Wellness” features paired photos of staff members at home and at work, highlighting the importance of self-care in providing quality patient care.

THE OUTCOME

The Health Design Lab team's final campaign is entitled "Here For Wellness." The message suggests that staff who care for themselves are better prepared to care for patients, while recognizing the shared humanity of patients and staff beyond their roles at the hospital. The Emily Carr team created different formats for the campaign: unit posters, campaign posters, screensavers, Fraser Health website banners, video and unit-level engagement activities. The unit-level activities included creating personalized buttons and a wellness board for patients and staff to contribute *Tips for Self-Care*.

THE PROCESS

The Emily Carr Health Design Lab hosted two co-creation workshops at the Fraser Health Authority Corporate Office. Each workshop included five activities, and approximately 25 Fraser Health staff participated by providing their thoughts, ideas and opinions. The activities gave insight as to how the ECUAD Health Design Lab should design a visual campaign that would increase staff morale and ultimately improve Fraser Health patient care.

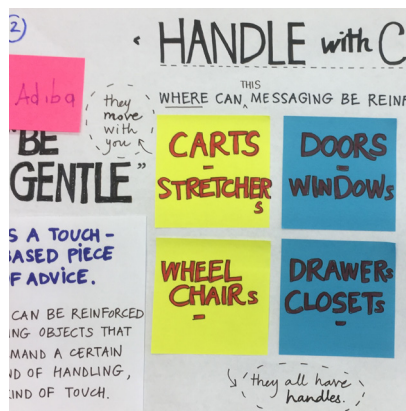
The Health Design Lab team reviewed and synthesized the information gathered from the workshop. This led to the identification of core criteria for the campaign based on what we understand the participants prefer in terms of communications. Following the workshop, we came up with a wide range of potential concepts and formats to present to the Fraser Health Team such as posters, elevator wraps, t-shirts, social media, video campaigns, wayfinding and interactive objects.

These concepts were presented to the Fraser Health Team for feedback and selection. They enjoyed concepts where individual staff units were recognized and celebrated, using images of staff in private and public spaces. They were most interested in the messaging of the "Here For Wellness" campaign as they felt it would resonate with both staff and patients and recognized the importance of self-care.



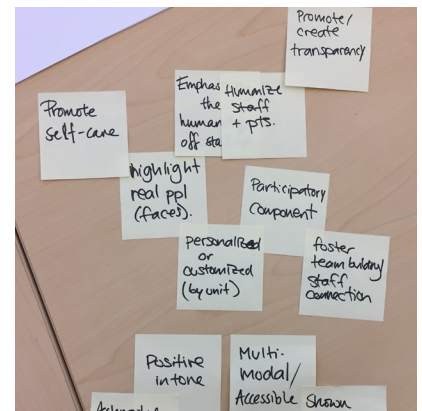
CO-CREATION WORKSHOP

Fraser Health Authority staff participated in two co-creation workshops to help inform the campaign direction.



INITIAL CONCEPTS

One of the many concepts that were developed before presenting the initial 12 to the Fraser Health Steering Team.



REFINING CONCEPTS + GUIDELINES

Our brainstorming and ideation process after the initial concept meeting with the Fraser Health Steering Team.