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**National Health Ethics Week**

***Tips for Getting Involved***

**Planning and Publicizing Your Activity**

Whether you are part of a large organization planning a region-wide workshop or a small community group planning an informal discussion at your local coffee shop, the questions below will help your planning process!

* What would you like to achieve by organizing your activity?
* Who will be involved in planning your activity?
* Who would you like to participate in your activity?
* What form of activity is best suited for your audience?
* How will you reach the target audience?
* What costs will be associated with your activity?
* What resources (experts, speakers, books, ethics committees) are available in your community?

Publicizing your event in a way that is readily accessible to all members of the community is the key to ensuring wide participation and making the event a success. Any publicity materials should answer the following questions:

* What is the event?
* What topic will be addressed?
* Who is sponsoring it?
* When and where will it take place?
* Who is participating and what will they do?
* Why is this activity important?
* What action is expected to come from this event?
* Who should be contacted for more information?

Be creative with your advertising. Some ideas include:

* Announcement on your website
* Calendars with the events’ dates, times and location placed on lunch tables
* Emails announcing the function
* Press release
* Posters within your organization or throughout the community
* Facebook events and announcements and Twitter posts

**Suggested Activities**

*Organizations, Community Groups and the General Public*

* Write a column/editorial for your organization’s or community’s newsletter
* Host a panel discussion on a particular topic involving various stakeholders (professionals, ethicists or ethics committee members, patients and families or community members)
* Host brown bag lunches on an ethics topic
* Initiate quarterly forums (regular get togethers) for your staff or neighbours to discuss ethics issues
* Initiate a regular article club in which participants read an article on a ethics topic and meet to discuss it
* Sponsor a joint meeting of various staff members, departments or stakeholder groups to discuss each other’s needs and perspectives and the potential for cooperative action around an ethics issue
* Conduct a survey of your staff or community to assess awareness of and collect feedback about an ethics issue
* Invite experts to lead a workshop on conflict resolution, communication and group dynamics
* Survey patients, clients or members about their experiences with your organization - whether they faced any ethical issues or knew of resources available to support their decision-making related to ethics issues
* Host a retreat to discuss the values of your department, organization or community

*Ethics Committees and Groups*

* All of the ideas outlined in the above section!
* Organize a lunchtime speaker series
* Invite members from a nearby ethics committee for discussion about collaboration or to share ideas and best practices
* Develop a brochure or presentation for patients and families about the ethics committee’s role in the institution
* Survey patients and families about their experiences with your ethics committee
* Create a formal orientation program for new ethics committee members and/ or staff members
* Design a workshop or short presentation for hospital staff and committee members on a particular ethics topic
* Develop a bulletin board in the lobby of your facility that features contact information for ethics committee members
* Contact local community organizations and offer to present to them during Ethics Week. Topics might include helping the community to understand ethics issues or the role of ethics committees in the community
* Summarize important articles in the ethics literature for distribution to staff
* Perform an audit of policies that have been recommended/reviewed by the committee, including whether they are well-known and being followed