# **Communications Strategy for Safe Management Measures** during the Period of COVID-19 SMM Enforcement in SGH

#### Singapore Healthcare Management 2022



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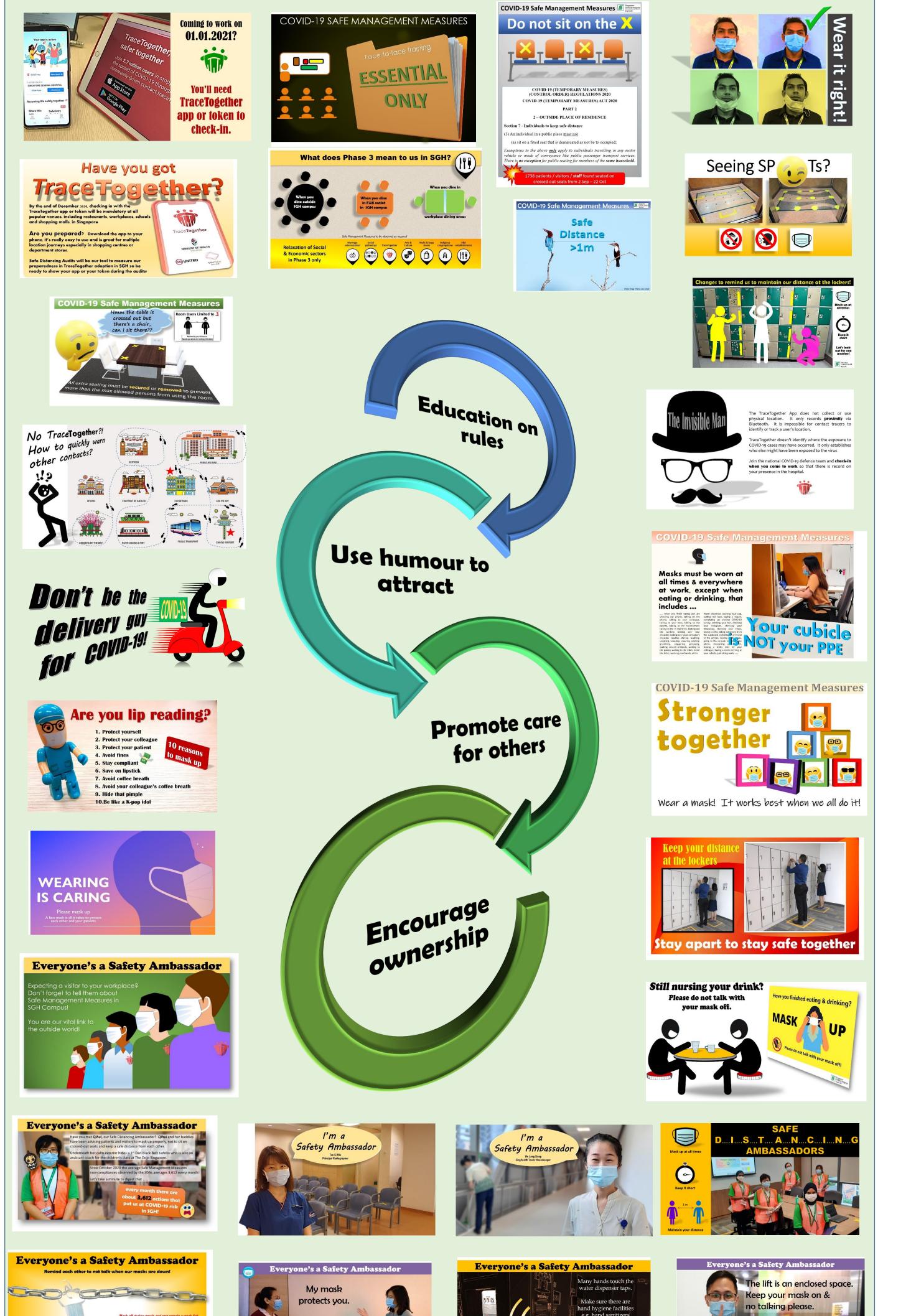
# **BACKGROUND & AIM**

During the period of COVID-19 SMM enforcement, it was vital to reach out to staff on SMM using various platforms and methods in order to keep staff safe and prevent workplace transmission of COVID-19 infections.

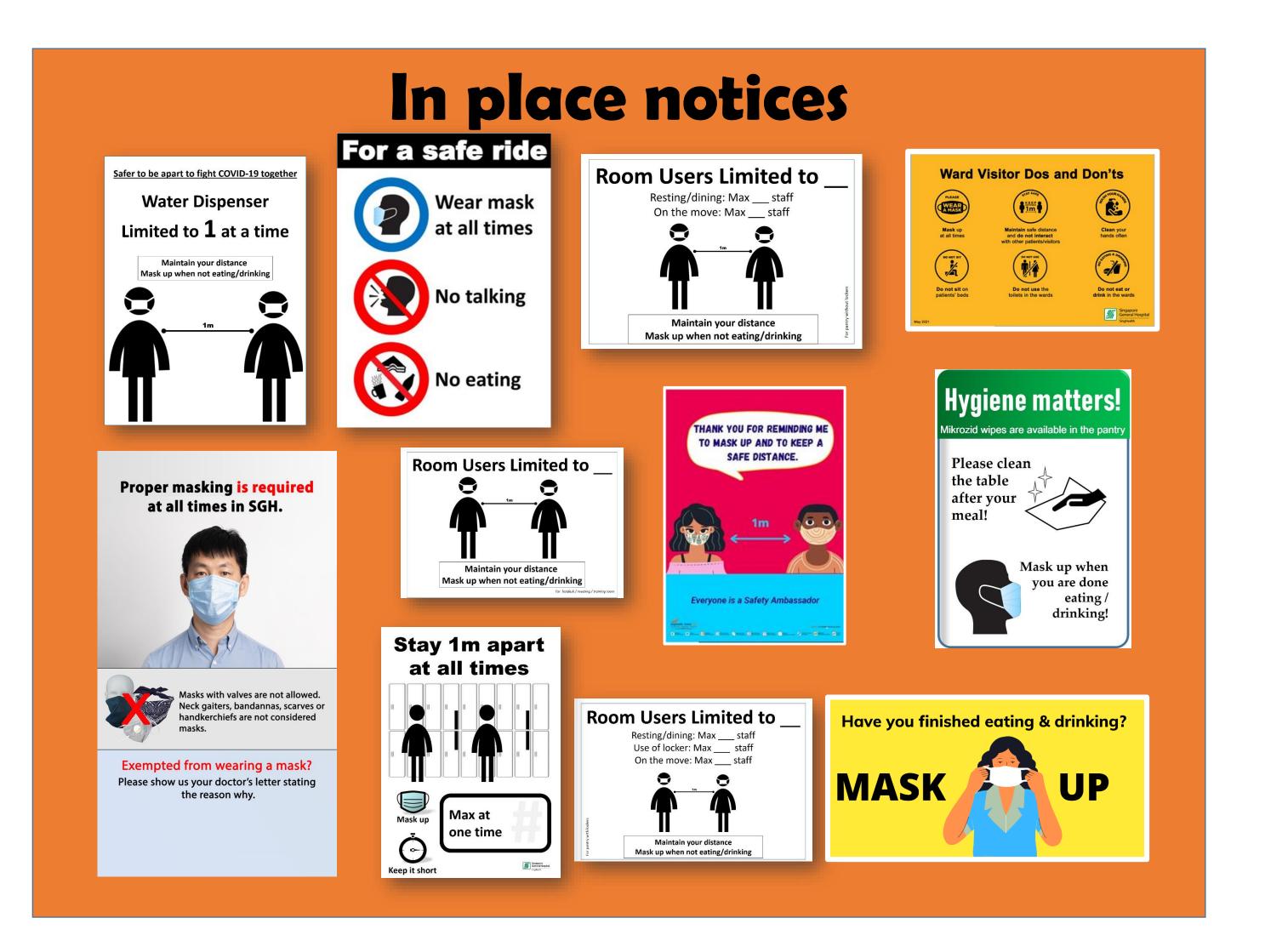
# **METHODOLOGY**

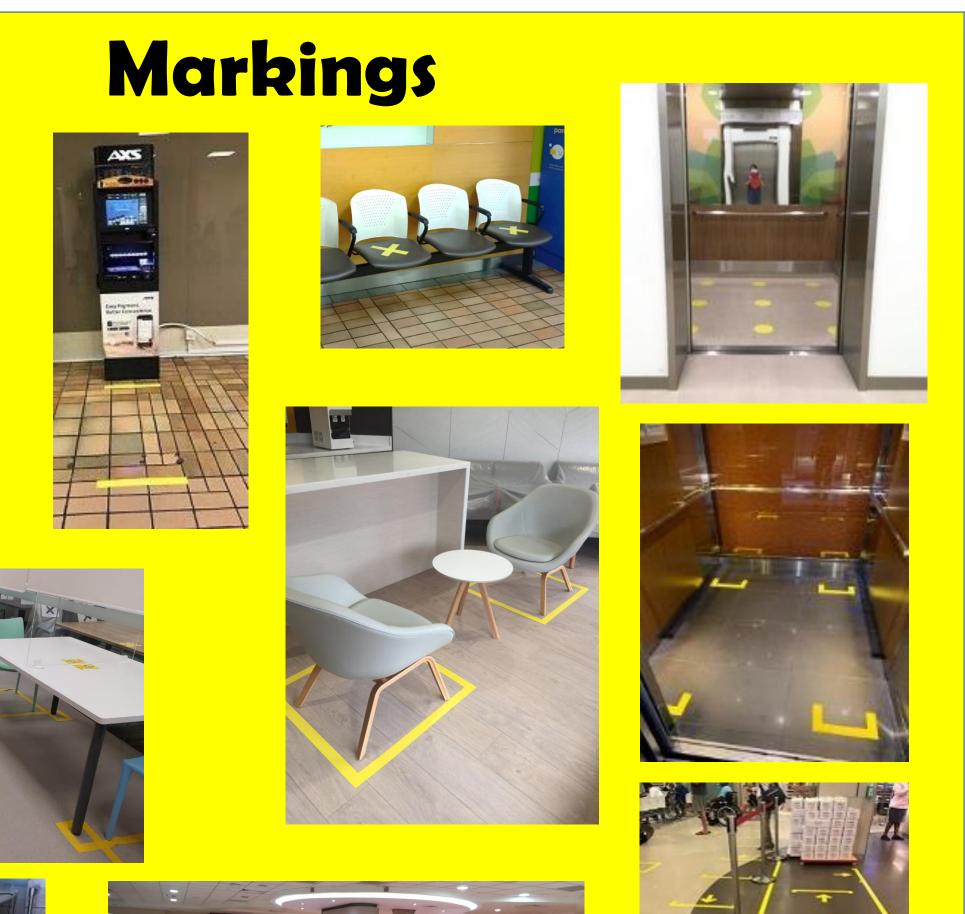
- 1. All SMM requirements were categorised and a themed look was designed to communicate each category.
- 2. The communications took into account
  - a) Workplace SMM required by the authorities, Ministry of Manpower and Ministry of Health; and

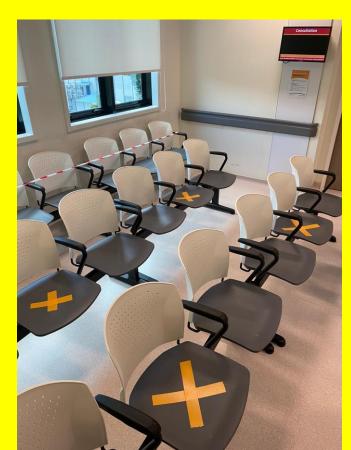
#### Internal social media Workplace@FB



- the hospital concerns that were revealed through SMM audits. b)
- Multi-prong approach included bite-sized communications through Workplace@FB and in-place notices and markings.











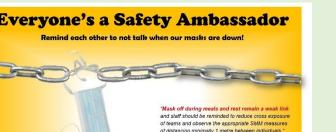
















#### RESULTS

- 1. 85 SMM postings on the internal Workplace@FB platform that was accessible on staff's mobile devices. Each post acquired at least 300 views with shares.
- 10 basic SMM notices with variations 2. to reflect evolving measures.
- Uncountable distancing markers for 3. public, work and dining areas.

## CONCLUSION

- 1. Communications material had to **evolve** over time to **refresh** the outreach and to address the changing SMMs in the community and hospital.
- 2. The **postings** through the Workplace@FB had limited reach of only about direct 300 views out of the 10,000 staff strength but nevertheless was a useful platform. Shares could not be tracked.
- **3.** In-place distancing notices and markings are critical for targeting safe behaviour for user's immediate note.

### **SPECIAL THANKS**

For guidance, expert advice, support and encouragement -

- SGH Senior Management
- SGH Safe Management Council
- SingHealth Institute for Patient Safety & Quality
- SGH Workplace Safety & Health team