

COMMUNICATIONS TOOLKIT FOR INTERPROFESSIONAL EDUCATION ADVOCATES

Interprofessional Education

UW Health Sciences Initiative

Transforming learning for tomorrow's health professional

SCHOOL OF DENTISTRY
SCHOOL OF MEDICINE
SCHOOL OF NURSING
SCHOOL OF PHARMACY
SCHOOL OF PUBLIC HEALTH
SCHOOL OF SOCIAL WORK



UNIVERSITY *of* WASHINGTON

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INTRODUCTION

The UW Health Sciences Interprofessional Education Initiative is an effort spearheaded by the University of Washington Board of Health Sciences Deans, who represent the six schools that make up UW Health Sciences—Dentistry, Medicine, Nursing, Pharmacy, Public Health and Social Work.

The IPE initiative supports a cross-discipline, team-based learning experience for health sciences students.

Interprofessional education is not a stand-alone program with dedicated staff; consequently, the communication strategy for the IPE initiative is to provide UW Health Sciences communication professionals and IPE advocates with a set of tools they can customize—in a consistent and effective way—to communicate the fundamental value of interprofessional education in preparing health professionals to serve in a rapidly changing health services environment.

CUSTOMIZING YOUR IPE COMMUNICATIONS

As an IPE advocate, you may select and customize communication tools from this kit so that your communication plan is appropriate for the level of IPE involvement in your school. Below is a sample rollout.

GETTING STARTED

- Understand the IPE vision and mission.
 - ▶ *IPE Vision and Mission Statements*
- Identify key resources and partners, on and off campus.
 - ▶ *IPE Partners List*
 - ▶ *UW Health Sciences Communicators List*
- Create an outreach plan.

SPREADING THE WORD

- Build your IPE events calendar.
 - ▶ [*IPE Events Online Calendar*](#)
- Articulate the Health Sciences IPE vision and mission.
 - ▶ *IPE Elevator Speeches (short, medium and long versions)*
- Share stories about IPE with students and faculty.
 - ▶ *Examples of IPE Communications Appendix A*

BUILDING MOMENTUM

- Hold IPE briefings.
 - ▶ *IPE PowerPoint Presentation Appendix B*
 - ▶ *IPE FAQ*
- Measure results.
 - ▶ *E-survey*
- Share data with your school's leadership.

UW HEALTH SCIENCES IPE VISION, MISSION AND KEY MESSAGES

VISION

To be a world leader in training health professionals to address tomorrow's health challenges and needs.

MISSION

To advance the health of individuals and communities by integrating and transforming the learning experience across the University of Washington's health sciences schools—Dentistry, Medicine, Nursing, Pharmacy, Public Health and Social Work.

KEY MESSAGES THAT SUPPORT OUR VISION AND MISSION

- The health issues of the 21st century span all the health sciences. To address them, health sciences students, teachers and researchers must adopt a team-based, cross-discipline, integrative approach to the education and training of health professionals at the University.
- By restructuring the curriculum, facilities and approaches to training, education and research among the six health sciences schools, the University of Washington will better equip its health sciences graduates to meet the challenge of ensuring the well-being of individuals and communities locally and globally.

IPE ELEVATOR SPEECHES

The elevator speeches below are short summaries that IPE advocates can use to quickly communicate the value of interprofessional education to the UW health sciences schools and their students as well as the people and communities with whom they work.

The term *elevator speech* comes from the idea that the summary can be communicated in the time span of an elevator ride. If the conversation is interesting to the person to whom the advocate is speaking, the conversation will continue or end in an exchange of the participants' contact information or the scheduling of a meeting for further discussion.

Advocates may rehearse the IPE elevator pitches so that they are ready to quickly and coherently communicate the IPE initiative.

IPE SINGLE-SENTENCE SUMMARY

Interprofessional education will improve the health and well-being of individuals and communities by transforming and integrating what and how we teach and learn across the six UW health sciences schools.

IPE BRIEF SUMMARY

Interprofessional education will improve the health and well-being of individuals and communities by transforming and integrating what and how we teach and learn across the six UW health sciences schools.

UW health sciences students will learn across health disciplines so that they can take a collaborative, team-based approach to addressing the health issues of the 21st century.

IPE LONGER SUMMARY

Interprofessional education will improve the health and well-being of individuals and communities by transforming and integrating what and how we teach and learn across the six UW health sciences schools.

UW health sciences students will learn across health disciplines so that they can take a collaborative, team-based approach to addressing the health issues of the 21st century.

By applying an integrated curriculum and training across the schools of dentistry, medicine, nursing, pharmacy, public health and social work, UW health sciences graduates will be prepared to meet the challenges of creating—locally and globally—communities that can sustain well-being, ensure access to quality health care, and develop policies that foster the efficient and cost-effective delivery of health services.

IPE PARTNERS

As an IPE advocate, you may enlist partners inside and outside of the University to work on collaborative projects.

POTENTIAL PARTNERS:

- Practice and research partners
- Federal grantees
- Global-health training sites
- Regional, national and international academic partners
- Professional and health organizations
- Government agencies
- Regional simulation group
- Student groups
- National TeamSTEPPS master training site
- Donors and alumni
- Patient advocacy groups
- IPE teaching scholars
- UW Medicine's medical centers and neighborhood clinics
- IPE, pain, palliative care and patient safety centers
- Other partners such as Boeing and the UW Foster School of Business

UW HEALTH SCIENCES COMMUNICATORS

Each school in UW Health Sciences has a professional communicator committed to supporting the IPE initiative. Please share key IPE events, profiles, milestones and relevant research with the following communicators, who can use existing communication vehicles in their units to spread the word.

Bruce Betz <i>Communications Director</i>	School of Social Work	brubetz@uw.edu 206-685-9845
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Steve Steinberg <i>Communications Director</i>	School of Dentistry	ss55@uw.edu 206-616-0827
Ashley Wiggin <i>Communications & Marketing Officer</i>	School of Nursing	aaw4@uw.edu 206-221-2456
<i>Communications Director</i> (Vacant Position)	School of Pharmacy	

IPE FREQUENTLY ASKED QUESTIONS

What is University of Washington Health Sciences?

University of Washington Health Sciences comprises six schools: Dentistry, Medicine, Nursing, Pharmacy, Public Health and Social Work. Each is nationally recognized for excellence in teaching, research and professional training. Together, the schools are committed to training health professionals who will work collaboratively to improve the health and well-being of individuals and communities.

What is interprofessional education at UW Health Sciences?

Interprofessional education (IPE) emphasizes health professionals learning with, from and about each other so that they are skilled in working collaboratively to improve the health and well-being of individuals and communities.

The University of Washington Board of Health Sciences, made up of the deans of UW's six health sciences schools, has put forward the UW Health Sciences Interprofessional Education Initiative, which promotes a collaborative approach to teaching and training health professionals. That approach includes a coordinated curriculum, shared classroom experience, team-based practice and cooperative research among the University's health sciences schools.

The goal of the initiative is to prepare graduates of UW Health Sciences to work in concert with professionals from diverse disciplines dedicated to improving the health and well-being of individuals and communities locally and globally.

What is UW Health Sciences' IPE vision?

To be a world leader in training health professionals to address tomorrow's health challenges and needs.

What is the mission of UW Health Sciences' IPE initiative?

To advance the health of individuals and communities by integrating and transforming the learning experience across the University's six health sciences schools—Dentistry, Medicine, Nursing, Pharmacy, Public Health and Social Work.

What are the key messages that support the vision and mission?

- The health issues of the 21st century span all the health sciences. To address them, UW health sciences students, teachers and researchers must adopt a team-based, cross-discipline, integrative approach to the education and training of health professionals at the University.

- By restructuring the curriculum, facilities and approaches to training and education among the health sciences schools, the University will better equip the schools' graduates to meet the challenge of ensuring the well-being of individuals and communities locally and globally.

What does “transforming learning for tomorrow’s health professional” mean?

Transforming learning for tomorrow’s health professional is the objective of the UW Health Sciences Interprofessional Education Initiative. Sponsored by the deans of the six health sciences schools, the multiyear effort seeks to transform health sciences education at UW and advance health and well-being by focusing on cross-discipline teamwork to benefit the people served.

The initiative’s objectives:

- Better integrate the curricula and training opportunities for faculty, staff, students and other trainees across the University’s health sciences schools.
- Enhance the training and practice programs—such as rotations, mentorships and field work—that focus on collaboration.
- Create built environments—including a new health sciences building—that encourage formal and informal interaction among students and faculty of the University’s health sciences schools.
- Provide an educational environment that keeps the University’s health sciences schools and students ahead of the knowledge curve in the health services environment and its complex local, regional, national and global health challenges.
- Ultimately, UW health sciences students will learn across health disciplines, drawing upon multiple skill sets, research and training. When they graduate, they will have a collaborative, integrated, team-based foundation to help them solve the health issues of the 21st century.

How will the IPE initiative benefit individuals, families and communities?

When health professionals work only in their respective areas of expertise, they miss opportunities to share knowledge and context. In addition, a noncollaborative approach is often less efficient and more expensive and can adversely affect health. The interprofessional education initiative is committed to changing that culture so that the focus among health professionals is on working together for the benefit of the people served.

Effective team-based education serves not only individuals but the community as well. The goal of the Health Sciences IPE initiative is to ensure that collaborative practice with a focus on teamwork is the norm. That will entail creating systems and policies that lead to improved health outcomes, a more efficient and better health care system, communities that better sustain well-being, and a better patient experience.

How does interprofessional education support the goals of the federal Affordable Care Act?

As more citizens become insured and gain access to the health care system through the Affordable Care Act, there will be a need for different professions to work together to improve the delivery of care. New reimbursement models will affect how care is organized. Accountable Care Organizations and patient-centered medical homes will require team-based care. The IPE initiative addresses the ACA by training UW health sciences students in team-based care and providing opportunities for them to learn from, with and about each other to deliver better care more efficiently.

How will interprofessional education in UW Health Sciences be implemented?

Implementation will occur in two- to three-year phases over the next decade. We are now in the planning stage.

Phase 1 began September 2013 with expansion of existing integrative education events into an integrated curriculum that involves the six health sciences schools.

Phase 2 will start in September 2015 with expanded implementation of piloted IPE projects such as field education and community service learning.

In addition, governance, facilities and financing are in close coordination to meet the needs of current and emerging outcomes of interprofessional education and will scale accordingly.

Why undertake this initiative now?

Since the 1990s, faculty members from various health sciences schools at the University have advanced initiatives that promote practical education opportunities that combine the respective skill sets required in each field. In 1997, UW established the Center for Health Sciences Interprofessional Education, Research and Practice with funds from the University of Washington Initiative Fund. The center was expanded in 2002 with funding from The Josiah Macy Jr. Foundation. As a result, UW Health Sciences has been a national leader in health sciences interprofessional education. Until now, however, we have not had a formal IPE effort supported by the deans of all six health sciences schools.

Based on the public's needs and the implementation of the Affordable Care Act, now is the time to align UW health professions education with the national priority of improving access to health care and improving the quality, safety, efficiency and cost-effectiveness of health care.

Transforming learning for tomorrow's health professionals will allow UW Health Sciences to better respond to the rapidly changing and increasingly complex global health environment and evolving consumer needs, and ensure that UW Health Sciences remains a national leader in team-based education and able to attract the most forward-thinking students and faculty.

Full implementation of interprofessional education in the health sciences schools requires new and refined teaching and learning skills, curriculum transformation, teachers and practitioners who think and act interprofessionally, and an innovative approach to new and existing learning spaces. It also requires engaging our campus and community partners.

How can I help?

The interprofessional education initiative requires commitment from UW students and faculty, community leaders, the mentors of our students and trainees, and those who employ our graduates.

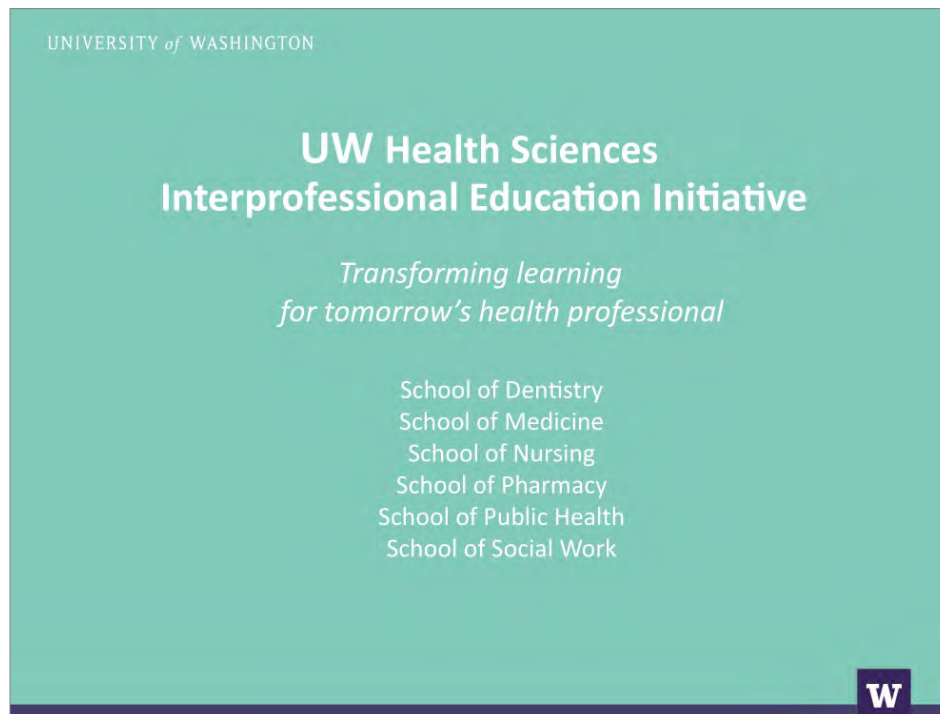
Please consider helping to improve the education of health sciences professionals, the delivery of health services, and the well-being of communities by becoming involved in one or more ways:

- Participate in the monthly curricular workshops being offered by IPE.
- Become an IPE faculty advocate.
- Connect with your academic councils on teaching and learning.
- Join a student group committed to IPE.

For more information, contact Dionne Foster at dionnesfoster@gmail.com.

IPE POWERPOINT SLIDES

The IPE PowerPoint presentation serves as a primer for the Health Sciences IPE initiative at the University of Washington. Use this presentation to kick off student events, orient faculty, inform leaders and build awareness about the benefits of interprofessional education.



What is interprofessional education?

Interprofessional education (IPE) emphasizes health professionals learning with, from and about each other so that they are skilled in working collaboratively to improve the health and well-being of individuals and communities.

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What is the IPE vision for the University of Washington?

*To be a world leader
in training health professionals to
address tomorrow's health challenges and needs.*



What is the IPE mission?

*To advance the health of individuals and communities by
integrating and transforming the learning experience across
the University of Washington's six health sciences schools.*



Why is IPE important for the health sciences?

- The health issues of the 21st century span all the health sciences. To address those issues, UW health sciences students, teachers and researchers must adopt a team-based, cross-discipline, integrative approach to the education and training of health professionals.
- By restructuring the curriculum, facilities and approaches to training, education and research among the six health sciences schools, the University of Washington will better equip its health sciences graduates to meet the challenge of ensuring the well-being of individuals and communities, locally and globally.



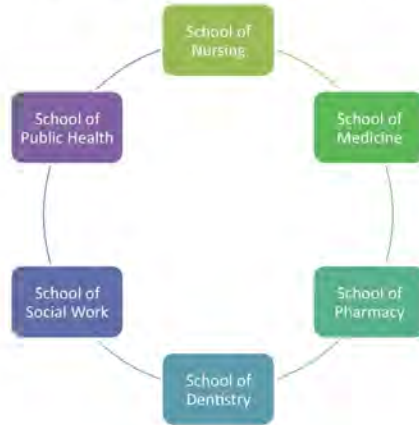
What is the charge from UW Health Sciences?

To develop a “bold but realistic” approach to IPE that:

- Mobilizes the six health sciences schools to work together in a way that reflects the following:
 - Public mission at the University of Washington.
 - Collaborative interdisciplinary culture.
 - Local-to-global interests and impact.
 - Unique competitive advantages, including Seattle’s reputation as a world leader in health innovation.
- Reinforces the University as a leader in interprofessional education.
- Offers flexibility to respond to a changing health care landscape.
- Links curricular innovation, facilities development and administrative support.



UW health sciences schools working collaboratively on IPE



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How does IPE work broadly?



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What is at the heart of the IPE curricular model?

Continuous Education, Training and Research



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What traits will health sciences professionals need to meet tomorrow's challenges?

- Collaborative, adaptable and creative
- Individual- and community-focused
- Having a "big picture" that links prevention and care
- Sensitive to context, cultures and community
- Attentive to the environment's impact on wellness
- Skilled, socially committed and accountable



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Why interprofessional education *now*?

The deans representing the UW health sciences schools believe the IPE initiative presents an exciting opportunity to:

- Transform learning at UW and beyond.
- Leverage skills and create new collaborations.
- Build on the UW's historical leadership in IPE.
- Link curriculum innovation and teaching facilities.
- Engage the imagination and support of those interested in collaborative learning.



What is the timeline for IPE?



Who are the key IPE partners?

- Practice and research partners
- Federal grantees
- Global-health training sites
- Regional, national and international academic partners
- Professional and health organizations
- Government agencies
- Regional simulation group
- Student groups
- National TeamSTEPPS master training site
- Donors and alumni
- Patient advocacy groups
- IPE teaching scholars
- UW Medicine's medical centers and neighborhood clinics
- IPE, pain, palliative care and patient safety centers
- Other partners such as Boeing and the UW Foster School of Business



Thank you for your interest
in the future of
interprofessional education at the
University of Washington.



IPE INITIATIVE SAMPLE SURVEY

The IPE communications toolkit is designed to help build awareness about the objectives and goal of interprofessional education and to strengthen support for the IPE initiative. This short survey should help measure the effectiveness of IPE outreach efforts and evaluate the overall impact of the IPE communications. This survey can be distributed electronically using Catalyst at your health sciences school.

1. Do you think that collaborative learning across UW health sciences schools provides valuable skills to UW health sciences students?
 Disagree Somewhat Disagree Somewhat Agree Strongly Agree
2. Do you think that the leadership at your health sciences school supports the IPE goal of increased collaborative learning among the health sciences schools?
 Disagree Somewhat Disagree Somewhat Agree Strongly Agree
3. Would you participate in an IPE event at your health sciences school?
 Disagree Somewhat Disagree Somewhat Agree Strongly Agree
4. Would you recommend to colleagues or classmates that they attend an IPE event at your health sciences school?
 Unlikely Somewhat Unlikely Somewhat Likely Definitely
5. Would you personally advocate for more collaborative learning opportunities at your health sciences school?
 Unlikely Somewhat Unlikely Somewhat Likely Definitely
6. Would the IPE event you attended motivate you to pursue IPE learning opportunities in the future?
 Unlikely Somewhat Unlikely Somewhat Likely Definitely