

**Interprofessional Education Initiative
Summary of Communications Sub committee
November 2013**

Goal: Continued focus on primary activities to ground IPE in common branding and nomenclature, provide educational and marketing coverage for the foundations of Interprofessional practice curriculum for 2013-14, and to develop website materials to house IPE materials and provide portal for common use for IPE events/news, branding, and enhanced showcasing of IPE

Activities:

- 1. Formalized Tool Kit at Creative Communications for editing**
 - a. Cover page describing IPE simply with 6 schools
 - b. IPE vision & mission
 - c. IPE FAQs
 - d. Introductory IPE presentation
- 2. Ways to communicate IPE**
 - a. Grid of all contacts + key communications streams completed for future distribution channels
 - b. Aligning HS communications professionals with events
 - i. Foundational Curriculum Series
 - ii. Advanced Series
 - iii. Common Book
 - iv. Hogness Symposium
 - c. Reconfiguring website to provide portal for common information on IPE that is inclusive of all IPE campus wide efforts but is distinct to the Board of Health Sciences Dean's Initiative (attached)

Deliverables to Date:

- 1. Work Done to Date**
 - a. Initial rollout of IPE foundational event:
<http://www.washington.edu/news/2013/10/15/initiative-draws-faculty-students-into-collaborative-health-care/> (UW News 10/15 + UW Medicine online 10/18)
 - b. 10/10 foundational series event:
http://www.washington.edu/news/2013/10/25/patient-case-takes-health-care-students-on-an-interprofessional-learning-journey/?utm_source=rss&utm_medium=rss&utm_campaign=patient-case-takes-health-care-students-on-an-interprofessional-learning-journey (UW News 10/25)
 - c. Hogness Lecture on 10/14 (UWTV: still in editing should be out shortly for distribution)
- 2. Communications in process:**
 - a. 10/16 Advanced Series write up (in process with SON communications)
 - b. Website mock up (attached)
 - c. Flyer for IPE Foundational event (attached)
 - d. Flyer for HS Common Book (attached)
- 3. Communications on deck:**
 - a. Common Book discussion: Social Determinants of Health 11/13; Student focus group (6 HS rep students attending focus group after event)

- b. 11/12 Foundational Curriculum Event: Engaging Different Views of Health (SON to represent IPE Communications)

4. Future events/deliverables:

- a. Activities of events
 - i. January 2014 – Outbreak Analysis
 - 1. Lead unit – School of Public Health
 - ii. February 2014 – Error Disclosure
 - 1. Lead unit – School of Pharmacy & School of Nursing
 - 2. Pharmacy major lead
 - iii. March 2014 – Dental Emergencies
 - 1. Lead unit – School of Dentistry
 - iv. April 2014 – Integrated Care Post-deployment
 - 1. Lead unit – School of Social Work
- b. Signature pieces of communications:
 - i. Possible national speaker to interview to champion IPE
 - ii. Serial article about IPE specific topic of health

5. Moving forward

- a. Continue to push out IPE communications to reach masses
- b. Enhance website so IPE is understood and both academic and non-academic audiences can understand
- c. Integrate current strategies for service learning and creating 2014-15 schedule