



New York State Partnership for Patients



Progressive Mobility Toolkit Social Media Shareables

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What are Social Marketing Shareables?

Social marketing shareables are videos, images, and text that help hospitals educate patients, staff, and the community about your organization's progressive mobility program via platforms such as Twitter, Instagram, Facebook, LinkedIn, hospital-specific homepages, and discussion forums.

How are Shareables Used?

Video

You can embed a link to a video on your hospital's homepage or other educational platform and share via social media as desired.

Images

NYSFPF encourages hospitals to use these images on any social media or internal educational platform. You can modify the images by inserting your hospital logo, if desired.

Text

NYSFPF text details the benefits of progressive mobility; your hospital's public relations or education teams can copy and paste it into any social media platform. Also provided are suggested hashtags for use on social media.

NYSFPF Shareables

Video

- Leadership facing: <https://www.youtube.com/watch?v=9mddhKAEQTQ>
- Clinician facing: <https://www.youtube.com/watch?v=1xKAP4qCKVQ>
- Patient facing: <https://www.youtube.com/watch?v=Y9vh19mOmOM>

Images: Screensaver



Images: Infographics and Social Media Posts

All infographics are 1200 x 628 pixels, an ideal size for most social media platforms. Two versions of each are available: one with only the NYSFPF logo and a second with space for your hospital's logo. Text to accompany each graphic, and a copy of the related graphic is available on the following pages (numbered accordingly).

To access native files, please visit: <https://www.nysfpf.org/Members/Initiatives/SafetyAcrossBoard/Progressive-Mobility/ToolsandResources.aspx>

Text

Key messages for staff:

- Patients spend on average 83% of their hospital stay in bed—and that's way too much! Mobility offers patients their best chance to stay independent and avoid a nursing home stay or hospital readmission, research says, and stimulates greater patient satisfaction and a better hospital experience.
- Patient mobility is not a job for just one discipline; it's a joint effort! Involve the whole care team in efforts to help patients get moving, get healthy, and get home!
- When patients get up and move, many harmful hospital-acquired conditions can be reduced, research says. Learn more about [your hospital's] progressive mobility initiative at [insert web address].

Text (<280 characters)	Graphic
<p>#1 FYI: The sooner a hospital patient is mobilized, the better their outcomes, studies say. #mobilitymatters</p>	<p>PROGRESSIVE MOBILITY IMPROVES</p> <ul style="list-style-type: none"> Functional Independence Sleep Quality Muscle Strength Likelihood of Discharge Home Recovery Time Quality of Life <p>New York State Partnership for Patients Learn more about it at www.nyspfp.org</p>
<p>#2 FYI: While everyone wants to prevent falls, patient immobility can be harmful! #mobilitymatters</p>	<p>PROGRESSIVE MOBILITY REDUCES</p> <ul style="list-style-type: none"> Time on Ventilator Hospital LOS Pressure Ulcers Readmission and Death Cost of Care Staff Injury <p>New York State Partnership for Patients Learn more about it at www.nyspfp.org</p>
<p>#3 Finding time to get patients up and moving can be a challenge. Coordinate with the whole care team to lighten the load in more ways than one! #mobilitymatters</p>	<p>THE BENEFITS OF CARE COORDINATION</p> <ul style="list-style-type: none"> » Improved communication » Safer patient care handling » Easier transitions of care <p>New York State Partnership for Patients Learn more about it at www.nyspfp.org</p>
<p>#4 Set and share daily mobility goals with patients and families to get moving, get healthy, get home, and stay home! #mobilitymatters</p>	<p>Patient: SMITH, BILL</p> <p>Daily mobility goals: WALK 10 STEPS</p> <p>Notes: ALLERGIES: PENICILIN + PEANUT PRODUCTS</p> <p>Date: 01/19 Mon. Tues. Wed. Thurs. (Fri) Sat. Sun.</p> <p>Nurse: AMY HAWKINS</p> <p>Doctor: DR. FULLER</p> <p>Phone: 238 Room: 12 A</p> <p>New York State Partnership for Patients</p>
<p>#5 Help your hospital establish a culture of mobility. #mobilitymatters</p>	<p>Research shows that MOVING as much as possible HELPS YOU get better faster.</p> <p>New York State Partnership for Patients Learn more about it at www.nyspfp.org</p>

Text (<280 characters)	Graphic
<p>#6 FYI: Investing in a mobility program is good for patients and reduces hospital costs! #mobilitymatters</p>	
<p>#7 FYI: Spending too much time in bed can impact your health, safety, and long-term wellbeing. #mobilitymatters</p>	
<p>#8 FYI: Hospital patients spend more than 83% of their time in bed. #mobilitymatters</p>	
<p>#9 Follow (YOUR HOSPITAL) progressive mobility initiative at www.NYSPFP.org. #mobilitymatters</p>	

Key messages for patients:

- Hospital patients who spend too much time in bed risk loss of their strength, flexibility, and functions. By moving as much as possible, patients can preserve their independence, get better faster, and home sooner!
- Moving as much as possible during a hospital stay offers patients their best chance for an easy discharge and also preserves their independence. Discuss your

movement goals with your care team to get healthy, get home, and stay home!

- Fears about pain, falling, and lack of privacy can cause hospital patients to feel uneasy about getting up and moving. Your care team will help you meet your mobility goals while keeping you safe and comfortable.

E-mail messaging for staff:

- Hospital patients spend 83% of their stay in bed on average—way too much time! Confining patients to bed can increase risk of pressure injuries, delirium, functional decline, ventilator-acquired pneumonia, and other serious conditions, research shows. Mobility, however, offers patients their best chance to stay independent and avoid a nursing home stay or readmission, and that leads to increased patient satisfaction and a better hospital experience. And while finding the time to get patients up and moving can be a challenge, coordinating with the whole care team can lighten the load in more ways than one! Learn more about [your hospital's] progressive mobility initiative at [insert web address].