

Canadian Patient Safety Week 2026

Canadian Patient Safety Week Communications Guide: Reflect, share, learn



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About Healthcare Excellence Canada

Healthcare Excellence Canada (HEC) works with partners across the country to shape a future where everyone in Canada has safe and high-quality healthcare. We bring together people, evidence and action to move Care Forward - spreading and scaling quality and safety improvements, strengthening capacity and collective leadership and catalyzing change in policy and practice.

At HEC, healthcare excellence means improving safety, quality and value for everyone. It means care grounded in what matters most to patients, caregivers, communities and people in the workforce. It also means care that respects and responds to First Nations, Inuit and Métis priorities and is culturally safe, equitable and supported by the appropriate use of technology. Together with our partners, we embed these foundations across the health system.

Our work also focuses on expanding access to safe, connected, high-quality care closer to home and community. This includes supporting people with primary health care needs and older adults with health and social needs.

HEC is an independent, not-for-profit charity funded primarily by Health Canada. The views expressed herein do not necessarily represent the views of Health Canada.

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Healthcare Excellence Canada honours the traditional territories upon which our staff and partners live, work and play. We recognize that the stewardship of the original inhabitants of these territories provides for the standard of living that we enjoy today. [Learn more](#)



About this toolkit

Organized by Healthcare Excellence Canada, Canadian Patient Safety Week (CPSW) is an annual campaign that brings people together around a shared goal: making healthcare safer for everyone.

This year's theme, *What Shapes Safer Care?*, invites people across health and social care to reflect on the everyday moments, relationships, decisions, environments and systems that shape safer care.

Safer care isn't built through one action alone. It is shaped every day through conversations, teamwork, learning, trust and continuous improvement. Every interaction is an opportunity to strengthen safety — and every moment counts.

We've created this toolkit to help you promote CPSW, showcase your local activities and encourage others to participate. Whether you're sharing on social media, through email, on your website or within your organization, every conversation helps strengthen awareness and engagement.

How to participate

CPSW is an opportunity for everyone to reflect on what shapes safer care and to recognize the many ways we contribute to it every day. Here are a few ways you can get involved:

- **Start a conversation:** Ask colleagues, patients, families or care partners: What shapes safer care in your experience?
- **Use the What Shapes Safer Care? activity guide:** Explore activities that encourage reflection and discussion about the people, relationships and systems that influence safety.
- **Share your story:** Highlight an everyday moment, idea or improvement that has helped shape safer care in your setting.
- **Participate in learning opportunities:** Attend HEC's Spotlight Series webinars or other events to learn from others across Canada.
- **Recognize everyday contributions:** Celebrate individuals and teams whose actions help shape safer care through collaboration, listening, innovation or continuous improvement.
- **Spread the word:** Share CPSW resources and messages through your organization's communication channels and encourage others to join the conversation using #CPSW2026.

Key messages

Core message

Safety belongs in every moment, and every moment is an opportunity to shape safer care.

Supporting messages

- Safer care is shaped every day through conversations, relationships, environments and systems.
- Everyone contributes to safer care, regardless of their role or lived experience.
- Patient safety is more than preventing harm — it is also about creating environments where patients, families, care partners and the workforce feel heard, respected, included and supported.
- Reflection, curiosity and shared learning help uncover opportunities to strengthen safety.
- Every step forward – big or small – matters. Safer care grows through continuous learning and improvement.

Social media

Copy and paste the sample posts below or adapt them for your own audiences. Be sure to tag HEC and use #CPSW2026 so we can amplify your posts.

- **LinkedIn:** [Healthcare Excellence Canada](#)
- **Bluesky:** [he-es-canada.bsky.social](#)
- **Instagram:** [@he_es_canada](#)
- **Facebook:** [Healthcare Excellence Canada](#)

Sample posts

Promote CPSW 2026

Every moment is an opportunity to shape safer care.

This Canadian Patient Safety Week, we're reflecting on the conversations, relationships, decisions and everyday moments that help prevent harm, build trust and improve care.

Join the conversation and discover how you can get involved:

<https://www.healthcareexcellence.ca/canadian-patient-safety-week/>

#CPSW2026

Sharing your organization's CPSW event

We're proud to participate in Canadian Patient Safety Week 2026!

Join us as we explore What Shapes Safer Care? through learning, conversation and shared reflection. Together, we can recognize the everyday moments that strengthen safety for patients, families, care partners, providers and the workforce.

Learn more: <https://www.healthcareexcellence.ca/canadian-patient-safety-week/>

#CPSW2026

Encourage reflection

What shapes safer care?

Sometimes it's a conversation that helps someone feel heard. Sometimes it's teamwork during a transition in care. Sometimes it's asking a question, speaking up or taking time to listen.

This Canadian Patient Safety Week, we're reflecting on the everyday moments that shape safety – and how every moment counts.

Learn more: <https://www.healthcareexcellence.ca/canadian-patient-safety-week/>

#CPSW2026

Highlight shared learning

Safer care grows through learning.

Canadian Patient Safety Week is an opportunity to share experiences, learn from one another and recognize the many ways people across health and social care help strengthen safety every day.

Explore resources and join the conversation: <https://www.healthcareexcellence.ca/canadian-patient-safety-week/>

#CPSW2026

Promote campaign resources

Looking for ways to participate in Canadian Patient Safety Week?

Explore activities, stories and resources that will help your team reflect on what shapes safer care and identify opportunities to strengthen safety together.

Find everything you need to get involved: <https://www.healthcareexcellence.ca/canadian-patient-safety-week/>

#CPSW2026

Promote the Voices Shaping Safer Care blog series

What shapes safer care looks different in every setting – and we all have something to learn from one another.

Explore stories from people across Canada who are sharing the everyday moments, relationships and ideas that help create safer care.

Read the Voices Shaping Safer Care blog series:

<https://www.healthcareexcellence.ca/updates/voices-shaping-safer-care-blog-series>

#CPSW2026

Support the people who provide care

Safer care starts with people.

When healthcare workers feel safe, supported and able to speak up, everyone benefits.

This Canadian Patient Safety Week, let's reflect on how psychological safety, teamwork and supportive workplaces help shape safer care for all.

Learn more: <https://www.healthcareexcellence.ca/canadian-patient-safety-week/>

#CPSW2026

Website copy

Short description

Canadian Patient Safety Week is an annual campaign that inspires people across health and social care to learn, reflect and take action to strengthen patient safety.

This year's theme, What Shapes Safer Care?, encourages us to recognize the everyday moments, relationships and systems that help prevent harm, build trust and improve experiences of care.

Join us October 26–30, 2026.

Longer description

Canadian Patient Safety Week is a national campaign dedicated to raising awareness and inspiring action to improve patient safety across health and social care.

This year's theme, What Shapes Safer Care?, invites everyone to explore how safety is built every day through conversations, relationships, teamwork, environments and systems.

Whether you're a patient, family member, care partner, provider, leader or volunteer, your experiences and actions help shape safer care.

Throughout the week, participants are encouraged to reflect, share stories, learn from one another and identify opportunities – big and small – to strengthen safety together.

Because every moment counts.