

**Circular graphics, then, inside the circles, scenes of Health Care Professionals at work.**

After years focused primarily on physical harm, improvements to patient safety have not come as fast or as fully as hoped.

But change is possible.

**Colourful rounded graphic shapes, then, words appear: Change is possible.**

To make care safer, we must start by thinking and talking about it differently.

**Various interactions are shown between Health Care Professionals and patients. Words appear: To make care safer, we must start by thinking and talking about it differently.**

Healthcare Excellence Canada is championing a new approach to patient safety.

**Words appear: Introducing a new approach to patient safety.**

One that recognizes a broader view of safety beyond harm. One that recognizes that the absence of harm does not mean care is safe.

**A Health Care Professional consults with a patient. Words appear: The absence of harm does not mean care is safe. All forms of harm matter. Physical and Psychological.**

That all forms of harm matter — both physical and psychological — including those caused by culturally unsafe care.

And that everyone involved in giving or receiving care can contribute to safety.

**Scenes of interactions depicting diversity among patients and caregivers. Words appear: Everyone can contribute to safety.**

By adopting a curious mindset.

**Icons appear, representing Curiosity, Inquisitiveness, Open Communication, Inclusion, Collaboration and Proactivity.**

By asking questions like what makes you feel safe? How safe is our care? Or what can you do right now to make care safer?

By changing how we communicate and who we include.

By collaborating and taking more proactive action...

We can build a positive safety culture.

**Over a brightly coloured background, words appear: We can build a positive safety culture.**

We can make care safer. In every way. For everyone.

**Words appear inside colourful circles: We can make care safer. In every way. For everyone.**

And we can start right now.

Together.

**Inside a mosaic of rounded graphic shapes, scenes of positive interactions between Health Care Professionals and patients. Words appear: And we can start right now. Together.**

**A mosaic of colourful graphic shapes forms the logo for Healthcare Excellence Canada. Underneath, words appear: Learn more and access resources at [ExploreSaferCare.ca](https://www.exploresafercare.ca)**

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