



**SAFE CARE FOR EVERY NEWBORN  
AND EVERY CHILD**

*Patient Safety From the Start!*

# WORLD PATIENT SAFETY DAY 2025 BOOKLET

**Every child deserves the safest start in life.** From the moment they take their first breath, newborns and children rely on the care, vigilance, and compassion of those around them. Yet too many faces preventable risks in the very places meant to protect them. World Patient Safety Day 2025 is a global call to action, uniting governments, health professionals, communities, and families to ensure every child, everywhere, receives safe, high-quality care from the very start of life.

## Introduction

World Patient Safety Day (WPSD) is observed globally on 17 September each year. It was established in 2019 by the Seventy-second World Health Assembly through resolution WHA72.6 Global action on patient safety.

For 2025, the theme is “Safe care for every newborn and every child”, highlighting the urgent need for stronger measures to protect children from preventable harm in health care. This focus is reinforced by the slogan “Patient safety from the start!”, a call to action to ensure that safety is embedded in care from the very beginning of life.

Strengthening safety in paediatric and newborn care is critical to achieving universal health coverage and the Sustainable Development Goal 3.2 target of ending preventable deaths of newborns and children under the age of five. It also aligns with global initiatives such as Every Woman, Every Newborn, Everywhere Action Plan, the Child Survival Action Initiative, and the Global Strategy for Women’s, Children’s and Adolescents’ Health 2016–2030.

Addressing safety in this area requires comprehensive action across key domains, including safe childbirth and postnatal care, medication safety, diagnostic safety, immunization safety, infection prevention and control, and early recognition of clinical deterioration. WPSD 2025 aims to drive meaningful improvements in these areas and reaffirm every child’s right to safe, high-quality care.

Each year, WPSD focuses on a priority patient safety issue. The objectives for 2025 are to:

1. Raise global awareness of safety risks in paediatric and newborn care across all health care settings, highlighting the specific needs of children, families, and caregivers.
2. Mobilize governments, health care organizations, professional bodies, and civil society to implement sustainable strategies for safer care for newborns and children as part of broader patient safety and quality initiatives.
3. Empower parents, caregivers, and children by promoting education, awareness, and active participation in care.
4. Advocate for stronger research on patient safety in paediatric and newborn care.

The Global Patient Safety Action Plan 2021–2030 recognizes paediatric and newborn safety as a cross-cutting priority, calling for safe clinical processes, strengthened health workforce competencies, engaged patients and families, and effective learning systems to prevent harm. It also emphasizes the importance of patient safety education, including a dedicated curriculum for

older school-aged children to equip them with essential knowledge on safety principles and self-advocacy in health care.

## Background

Global public health days such as WPSD serve as powerful platforms to raise awareness, foster understanding of critical health issues, and mobilize support for action from local communities to the global stage.

WPSD is rooted in the fundamental principle of medicine: “First, do no harm.” Its core objectives are to increase public awareness and engagement, strengthen global understanding, and promote international solidarity and action by Member States to advance patient safety. By bringing together stakeholders across all levels, WPSD acts as a catalyst for policy change, collaboration, and sustained improvements in the safety and quality of health care worldwide. Building on this foundation, the World Patients Alliance has played a leading role in advancing the objectives of WPSD through large-scale, collaborative initiatives with its member organizations across the globe.

## WPA and World Patient Safety Day

Since the global launch of World Patient Safety Day in September 2020, the World Patients Alliance (WPA), in collaboration with its member organizations, has successfully conducted more than 2,200 events worldwide. These initiatives have brought together patients, families, health professionals, policymakers, and communities to advocate for safer health care. Collectively, these efforts have engaged participants from over 100 countries, creating a truly global movement for patient safety.

For WPSD 2025, WPA is proud to lead a global campaign aligned with the theme “Safe care for every newborn and every child” and the slogan “Patient safety from the start!”. The campaign will unite our network in organizing impactful awareness and advocacy activities, including seminars, conferences, workshops, community meetings, training sessions, sports events, theatrical performances, musical programs, awareness walks, and more.

Through these diverse activities, WPA aims to amplify the message of patient safety, inspire collective action, and drive tangible improvements in the safety and quality of care for newborns and children worldwide.

### 1. Grants to Celebrate WPSD

To support meaningful celebrations of World Patient Safety Day 2025, the World Patients Alliance is offering exclusive grants to WPA member organizations. These small-scale funding opportunities ranging from US \$300 to \$500 — are intended for in-person events that raise awareness, promote advocacy, and engage communities in patient safety.

Eligible activities include seminars, workshops, public forums, awareness walks, cultural performances, and other creative initiatives aligned with this year’s theme, “Safe care for every newborn and every child”.

Bring your World Patient Safety Day 2025 ideas to life with WPA's exclusive US \$300–\$500 grants for in-person events! Whether it's a community walk, interactive workshop, school program, or cultural performance, your initiative can help spread the message of "Safe care for every newborn and every child" to audiences that matter most. Limited grants available — apply now and be part of the global movement for patient safety!

## 2. Patient Safety Books for Children

In collaboration with the Elsevier Foundation, WPA has developed a series of five beautifully illustrated children's books designed to raise awareness and educate young readers about patient safety. Targeted at children aged six to twelve, these engaging stories present fundamental safety principles in a friendly, relatable way fostering lifelong awareness and advocacy.

The books are currently available online in English, Portuguese, Indonesian, Spanish, Khmer and Indian with plans to expand into additional languages to reach more children and families worldwide.

The theme for World Patient Safety Day 2025 — "Safe care for every newborn and every child" strongly reflects the mission of the Patient Safety Books for Children. In celebration, WPA will host a special webinar on August 28 at 8:00 AM EST showcasing this initiative. The event will highlight the creative journey behind the series and its audio versions, while underscoring the vital role of early education and empowerment in ensuring safer paediatric care globally.

Why it matters: Research shows that introducing patient safety concepts early not only helps children understand how to protect themselves but also encourages families to become active partners in care. Early education builds confidence, improves communication with health professionals, and can help prevent avoidable harm in health care settings.

[Click here to register for the webinar.](#)

## 3. WPSD Global Webinar – "Safe from the Start": Patient Safety and Quality in Infant and Child Care

The World Patients Alliance will host a special global webinar on September 9 at 8:00 AM EST to drive dialogue and action toward eliminating avoidable harm in newborn and paediatric care. Anchored in the 2025 World Patient Safety Day theme "Safe care for every newborn and every child" and the slogan "Patient safety from the start!", the session will:

- Highlight the distinct safety needs of newborns and children.
- Promote best practices in safe childbirth, medication use, and infection prevention.

- Emphasize the importance of workforce training, family engagement, and continuous system learning.

Aligned with the Global Patient Safety Action Plan 2021–2030, the event will also elevate the voices of caregivers and patients as advocates for safer care worldwide.

[Click here to register for the webinar](#)

## 4. WPA Bill of Rights

The World Patients Alliance Patient Safety Bills of Rights affirm the essential rights of children and their parents or caregivers in healthcare settings. They serve as a global guide to ensure safe, respectful, and inclusive care for every child, everywhere.

### I. Patient Safety Bill of Rights – For Parents and Caregivers of Children

Parents and caregivers have the right to:

- Expect safe, respectful, and informed care for their children.
- Be actively involved in decision-making.
- Receive clear, accurate information about treatments, medications, and any incidents.

These rights guarantee family presence, cultural respect, and the ability to seek second opinions. Read the full Bill of Rights at [www.worldpatientsalliance.org](http://www.worldpatientsalliance.org).

### II. Patient Safety Bill of Rights – For Children

Children have the right to:

- Receive safe, timely, and compassionate care.
- Be informed in age-appropriate ways and be heard in decisions affecting them.
- Be free from discrimination, unnecessary pain, and abuse.

Read the full Bill of Rights at <https://www.worldpatientsalliance.org/world-patient-safety-day-2025/patient-safety-bill-of-rights/>

## 5. Register Your WPSD Event

Join the WPA's global WPSD 2025 campaign by registering your in-person event. Help achieve this year's goals by holding activities that spread the campaign message before, during, and after 17 September.

Registration is open to all – even if you have not applied for a grant. All registered in-person events will be promoted through WPA's social media platforms, giving your work visibility to a global audience.

[Click here to register your WPSD 2025 event.](#)

## 6. WPSD Toolkit

To support your activities, WPA has created a comprehensive **WPSD 2025 Toolkit** featuring:

- Patient Safety Books and Flip Books for children.
- A dedicated **10-day social media campaign**.
- Ready-to-use social media cards and banners.

These materials are designed to help you amplify the WPSD 2025 message and promote the theme *“Safe care for every newborn and every child”*.

For questions or further information, please contact: [events@worldpatientsalliance.org](mailto:events@worldpatientsalliance.org)

## 7. Quick Links – WPSD 2025

Stay connected and act with these direct links to our key WPSD 2025 opportunities and resources:

### **Register for the webinar Patient Safety books for Children**

*Date: August 28 8:00 AM EST*

[Click here to register for the webinar](#)

### **Register for the WPSD 2025 Global Webinar**

*"Safe from the Start": Patient Safety and Quality in Infant and Child Care*

*Date: September 8:00 AM EST*

[Click here to register for the webinar](#)

### **Apply for a WPSD 2025 Grant**

Funding of **US \$300–\$500** for in-person events (limited availability)

[Click here to apply for the grant](#)

### **Register Your WPSD 2025 Event**

Get your event featured in WPA's global promotions

[Click here to register your event](#)

### **Read the WPA Patient Safety Bills of Rights**

For children, parents, and caregivers

[Visit the WPA website to read](#)

### **Access the WPSD 2025 Toolkit**

Social media campaign, banners, cards, and educational materials

[Download the toolkit](#)