

# World Patient Safety Day 2025

## Campaign Toolkit



World  
Patients  
Alliance



World  
Patient Safety  
Day 17 September 2025



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

*Patient Safety From the Start!*



World  
Patients  
Alliance



World  
Patient Safety  
Day 17 September 2025

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# World Patient Safety Day 2025 WPA Campaign Toolkit

**Theme:** *Safe care for every newborn and every child*

**Slogan:** *Patient safety from the start!*

## 1. About the World Patients Alliance (WPA)

The World Patients Alliance is the global voice for patients, working to promote patient-centred healthcare policies and practices worldwide. We engage patients, families, health professionals, policymakers, and advocates in collaborative initiatives that improve safety, quality, and equity in healthcare.

## 2. About World Patient Safety Day (WPSD)

WPSD, established by the World Health Organization (WHO) in 2019, is observed every year on 17 September to raise global awareness about patient safety and to promote actions to reduce avoidable harm.

### Why WPSD 2025 is important

- WHO estimates that 1 in every 10 patients is harmed while receiving hospital care, and 4 out of 10 patients are harmed in primary and ambulatory care settings with the highest rates among newborns and children in low-resource settings.
- Many harms are preventable through safe practices, early education, and active engagement of families.

## 3. WPA's Campaign Objectives for WPSD 2025

- **Raise global awareness** about the specific safety needs of newborns and children.
- **Equip families and caregivers** with practical tools to prevent harm.
- **Engage children directly** as active participants in their own safety.
- **Support member organizations** in running local awareness activities.



## 4. WPA Campaign Materials Overview

Material	Purpose	Format	Key Strength
<b>Patient Safety Books for Children</b>	Introduce safety concepts to children through storytelling.	Printable & downloadable storybooks.	Builds awareness from an early age in an engaging way.
<b>Patient Safety Flipbooks for Children</b>	Make safety education interactive and accessible.	Audio & video digital flipbooks.	Perfect for screenings and interactive sessions.
<b>Campaign Visuals</b>	Eye-catching daily visuals for online awareness.	Social media graphics for 10-day countdown.	Drives engagement across digital platforms.
<b>Social Media Cards</b>	Ready-to-use themed graphics for daily posting.	Square-format static images.	Easy to share with consistent branding.
<b>Awareness Posters</b>	Extend visibility beyond digital spaces.	High-resolution printable posters.	Ideal for physical display in healthcare and community spaces.

## 5. Patient Safety Books for Children

The World Patients Alliance and Elsevier Foundation's Patient Safety Books for Children are creative, story-driven resources designed to introduce children to the concepts of health, safety, and communication in clinical settings. These books align closely with the 2025 theme "Safe care for every newborn and every child" by fostering early understanding of patient rights, respectful care, and harm prevention. Through age-appropriate storytelling, the books promote child engagement, reduce fear of healthcare environments, and encourage safe behaviours from the start of life. They also offer a practical tool for families, educators, and health workers to open conversations about safety with young audiences.

### Purpose:

Creative, story-driven resources introducing children to health, safety, and communication in clinical settings. Align with WPSD 2025 theme by promoting early understanding of patient rights, respectful care, and harm prevention.

### Patient Safety Flipbooks for Children

World Patients Alliance and Elsevier Foundation have developed Patient Safety Flipbooks for Children a unique, interactive resource designed to engage children and families through dynamic storytelling. Presented in accessible audio and video (Flipbook) formats, these flip books offer vibrant, animated narratives that bring patient safety messages to life. The flip books are ideal for younger audiences or group settings where visual and auditory learning can enhance understanding and retention.

### Purpose:

Digital audio-visual versions of the patient safety books, making them interactive, inclusive, and engaging. Ideal for group screenings.



By aligning with the 2025 theme, “Safe care for every newborn and every child,” World Patients Alliance and Elsevier Foundation’s Patient Safety Books for Children and Patient Safety Flipbooks for Children empower children to recognize safe behaviours, understand their rights in healthcare settings, and participate more confidently in their care. These resources help reduce anxiety, encourage dialogue between children and caregivers, and promote key safety messages in a memorable, age-appropriate way.

## Books vs Flipbooks, At a Glance

Feature	Books	Flipbooks
Format	Printable PDFs	Audio-visual
Best For	Reading sessions, individual learning	Group screenings, interactive sessions
Accessibility	Requires literacy	Accessible to pre-literate children
Engagement Style	Passive reading with illustrations	Active listening/viewing

## Recommended Uses of WPA’s Patient Safety Books and Flip Books During WPSD 2025 Activities

To help member organizations meaningfully incorporate the **WPA’s Patient Safety Books for Children** and Flipbooks into their World Patient Safety Day 2025 initiatives, the following combined approaches are recommended. These resources are available in print, audio, and video formats enable child-friendly education, engagement, and advocacy aligned with this year’s theme: “**Safe care for every newborn and every child.**”

### Educational and Community-Based Activities

- Book Reading Sessions:** Organize public or classroom-based readings in schools, libraries, or community centres to introduce basic safety concepts.
- Interactive Storytelling:** Use flipbooks audio/video formats during lessons or in hospital playrooms, followed by Q&A or creative activities (e.g., drawing, reenactments).
- Live Screening Events:** Host in-person or virtual viewings of flipbooks for children and families, followed by group discussion or guided learning.
- Family Engagement:** Encourage parents to read or watch the books with their children at home to foster conversations around safety and respectful care.

### Campaign Distribution and Awareness

- Distribution Campaigns:** Display printed or digital copies of the books at hospitals, maternal and child health centres, immunization clinics, and WPSD events.
- Inclusion in Toolkits:** Provide links, files, and facilitator guides for both books and flipbooks within national or local campaign toolkits shared with partners.



## Messaging and Advocacy Use

**Policy Engagement:** Feature the books in advocacy meetings, include excerpts in presentations or grant proposals, and showcase child voices in campaigns.

**Creative Integration:** Use illustrations, quotes, or scenes from the books in WPSD posters, videos, or awareness booths to amplify the campaign message visually.

**Together, these engaging books and flipbooks make patient safety education inclusive, participatory, and memorable helping children, families, and communities worldwide embrace safer care from the very start.**

## Access

[Download Patient Safety Books for Children](#)

[Download Patient Safety FlipBooks for Children](#)

## 6. Social Media Campaign WPSD 2025

To amplify the message of World Patient Safety Day 2025 and mobilize a diverse global audience, the World Patients Alliance (WPA) has developed a dynamic 10-day social media campaign anchored in this year's theme:

**“Patient safety from the start!”**

This campaign aims to raise public awareness, spark meaningful dialogue, and promote local and global action by spotlighting urgent safety concerns in paediatric and newborn care. Through daily themes, visually engaging content, and real-world storytelling, WPA invites member organizations, partners, caregivers, and child health advocates to become digital champions for patient safety starting from birth.

### Daily Post Themes:

Each day features a focused sub-theme to guide content creation and public engagement. **(See the full 10-day calendar in the Social Media Campaign table on Page 6)**

### Hashtags

**Primary Hashtag:** #PatientSafetyFromTheStart

**Supporting Hashtags:** #WPSD2025,

#WorldPatientSafetyDay

**(Use these hashtags in every post to connect with the global conversation and increase visibility.)**

## What's Included:

- Daily themes with pre-written post templates.
- Matching campaign visuals.

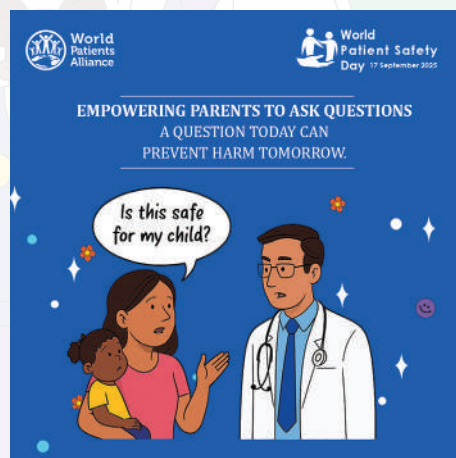
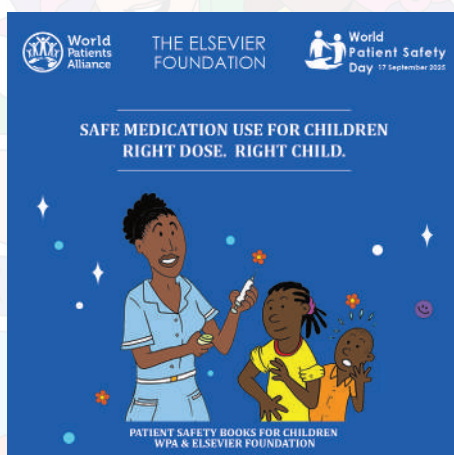
## How to Use:

- Post daily content using official hashtags.
- Encourage members and partners to share locally.

## Where to Use:

- Facebook, Instagram, LinkedIn, X (Twitter), WhatsApp.

## Social Media Campaign Visuals Glimpse





## Social Media Campaign Calendar

Date	Theme	Caption for X Post	Caption for Facebook/LinkedIn Post	Visual Text
8 Sep	Why Child Safety Matters	Every child deserves safe, respectful care, right from the start. Let's spotlight why child safety matters. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b>	Every child deserves safety, respect, and nurturing care, right from the start. Unsafe care puts millions of children at risk every year. Let's spotlight why child safety matters and commit to change. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#WorldPatientSafetyDay</b>	Why Child Safety Matters Children deserve safe care, everywhere, every time.
9 Sep	Campaign Launch: Theme & Slogan	Launching #WPSD2025 Theme: "Safe care for every newborn and every child"   Slogan: "Patient safety from the start!" <b>#PatientSafetyFromTheStart</b>	We're launching #WPSD2025! Theme: "Safe care for every newborn and every child" Slogan: "Patient safety from the start!" Let's make health systems safer for every child, everywhere. <b>#PatientSafetyFromTheStart</b> <b>#WorldPatientSafetyDay</b>	Campaign Launch! Safe care for every newborn and every child Patient safety from the start!
10 Sep	Safe Births and Neonatal Care	A safe start begins with a safe birth. Let's protect newborns from preventable harm through safer maternity and neonatal care. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#SafeBirths</b>	A safe start begins with a safe birth. From skilled support during labor to neonatal care in the first hours and days, every step matters. Let's work together to reduce preventable harm in maternal and newborn care settings. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#SafeBirths</b> <b>#WorldPatientSafetyDay</b>	Safe Births & Neonatal Care Every delivery should be safe, for mother and child.
11 Sep	Safe Medication Use for Children	WPA & Elsevier Foundation's <i>Patient Safety Books for Children</i> Educate Children about Medication Safety. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#MedicationSafety</b>	The WPA & Elsevier Foundation's <i>Patient Safety Books for Children</i> share this important message with families through engaging illustrations and relatable stories helping children and caregivers understand the "right dose, right child" principle. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#MedicationSafety</b> <b>#WorldPatientSafetyDay</b>	Safe Medication Use for Children Right dose. Right drug. Right child.
12 Sep	Preventing Infections in Early Life	Clean hands save lives. Simple hygiene can prevent deadly infections in newborns and children. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#InfectionPrevention</b>	Infection prevention is one of the simplest and most powerful tools in pediatric care. From hospitals to homes, clean environments and proper hygiene protect young lives. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#InfectionPrevention</b> <b>#CleanCare</b>	Preventing Infections in Early Life Clean care. Safe care. Healthy start.



Date	Theme	Caption for X Post	Caption for Facebook/LinkedIn Post	Visual Text
13 Sep	The Role of Families in Patient Safety	Parents and caregivers aren't just visitors; they're vital safety partners. Let's recognize their role in every child's care. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b>	Families know their children best. When caregivers are empowered and included in care decisions, outcomes improve. Let's make sure they have the tools and respect they need to safeguard their children. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#FamilyEngagement</b> <b>#WorldPatientSafetyDay</b>	Families: Partners in Patient Safety When families are involved, care becomes safer.
14 Sep	Children as Safety Ambassadors	Children can be safety champions too! Explore the WPA & Elsevier Foundation's <i>Patient Safety Books for Children</i> and inspire young minds to speak up for their care. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#ChildEngagement</b>	Children are not passive recipients of care they can be active safety ambassadors. Through the WPA & Elsevier Foundation's <i>Patient Safety Books for Children</i> and engaging flipbooks, we can help children understand their rights, feel confident to speak up, and participate in their own safety. Let's raise safety ambassadors from the start. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#ChildRights</b> <b>#PatientEmpowerment</b>	Children as Safety Ambassadors Educate. Empower. Engage. <i>Patient Safety Books for Children</i> WPA & Elsevier Foundation
15 Sep	Empowering Parents to Ask Questions	"Is this safe for my child?" Every parent has the right to ask questions and get answers. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b>	Parents and caregivers must feel empowered to ask about care plans, medications, procedures, and more. Questions aren't a challenge they're a critical safety check. Let's create a healthcare culture that welcomes inquiry. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#Empowerment</b> <b>#SpeakUpForSafety</b>	Empowering Parents to Ask Questions A question today can prevent harm tomorrow.
16 Sep	Preventable Harm: Facts and Figures	Did you know? Up to 97% of adverse events in newborn ICUs are preventable. Every number is a child. Let's act. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b>	The numbers are staggering, and unacceptable. Over 2.3 million newborn deaths in 2022. Adverse events in up to 91% of pediatric ICU patients. 3 in 4 sepsis-related neonatal deaths occur in LMICs. We need urgent, sustained action. Because these numbers are real children. <b>#PatientSafetyFromTheStart</b> <b>#WPSD2025</b> <b>#EndPreventableHarm</b> <b>#PatientSafety</b>	Preventable Harm: Facts & Figures Behind every statistic is a child.

Date	Theme	Caption for X Post	Caption for Facebook/LinkedIn Post	Visual Text
17 Sep	Global Orange Wave + Call to Action	Light it up! Join the global orange wave for #WorldPatientSafetyDay. Show your support for safe care for every newborn and every child. #PatientSafetyFromTheStart #WPSD2025	Today, the world shines orange for World Patient Safety Day 2025! Join the global call for safe care for every newborn and every child. Wear orange. Light up landmarks. Share your story. Use #PatientSafetyFromTheStart and show your action. Together, we can make safety a reality right from the start. #WPSD2025 #WorldPatientSafetyDay	Global Orange Wave Show your support. Light it up for patient safety!

## Access

[Download Social Media Campaign Visuals](#)

## 7. Social Media Cards

### What Are They:

A set of visually engaging digital graphics developed by WPA, each aligned with one of the ten daily campaign themes. These cards present powerful, accessible messages on key patient safety.

### Purpose:

Square-format graphics aligned with the 10 daily themes for quick, consistent posting.

### How to Use:

- Share one card per day in sync with campaign themes.
- Use with pre-written captions or adapt for local context.

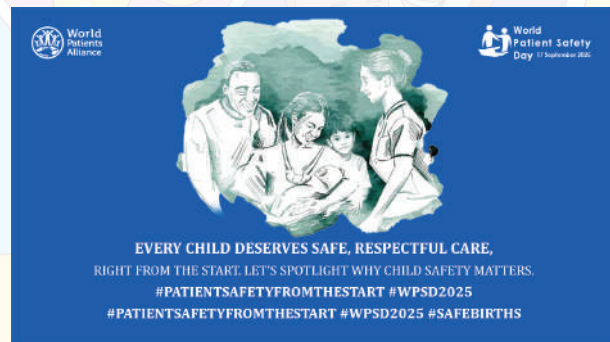
### Where to Use:

- All major social media platforms, newsletters, blogs, WhatsApp groups.

## Campaign Visuals vs Social Media Cards At a Glance

Feature	Campaign Visuals	Social Media Cards
Purpose	Storytelling + engagement	Quick awareness
Format	Varied size visuals with more detail	Square static image
Posting Style	Paired with daily captions and context	Standalone image with short caption

## Social Media Cards Glimpse



## Access

### [Download Social Media Cards](#)

## 8. Awareness Posters

### What Are They:

A set of visually engaging digital graphics developed by WPA, each aligned with one of the ten daily campaign themes. These posters present powerful, accessible messages on key patient safety topics such as:

#### Poster 1

Safe Births & Respectful Maternal Care

#### Poster 2

Medication Safety for Newborns & Children

#### Poster 3

Infection Prevention in Early Life

#### Poster 4

The Role of Families in Preventing Harm

#### Poster 5

Children as Safety Advocates



## Purpose:

To extend campaign presence into physical spaces. These posters are ideal for physical display in healthcare and community settings to help raise awareness, reinforce key safety messages, and visually support the campaign's call to action. Each design focuses on a core area of paediatric and newborn patient safety and is suitable for diverse environments, including clinics, hospitals, schools, pharmacies, and event spaces.

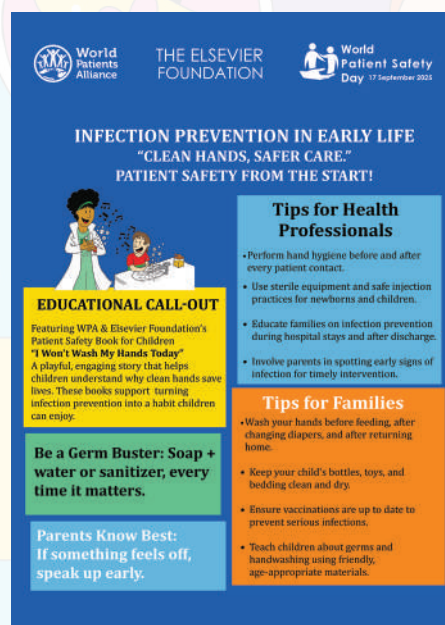
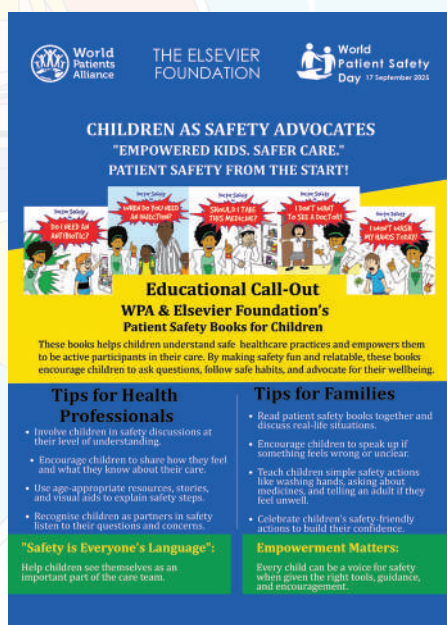
## How to Use:

Display these posters at the following places

- Hospitals and maternity wards
- Community health centres and pharmacies
- Schools and childcare centres
- Event venues and public health outreach stalls

## Awareness Posters Glimpse





## Access

[Download WPSD Awareness Posters](#)

## 9. Customizable WPSD 2025 Event Banner

To support our members in organizing their own World Patient Safety Day 2025 events, WPA is providing customizable event banner. This banner is designed in line with this year's theme "Safe care for every newborn and every child" and slogan "Patient Safety from the Start!"

### What it is

A ready-to-use banner template featuring the official WPSD 2025 branding, slogan, and artwork.

Space provided to add your organization's logo, event name, and event details (date, time, venue).

### How to use it

Download the editable banner file from the WPA WPSD 2025 webpage.

Insert your event name, date, time, and venue in the designated box.

Add your organization's logo in the marked placeholder.

Print for use at physical events, or adapt for digital promotion on websites, social media, and invitations.



## Where to use it

At local, regional, or national events to ensure consistent campaign identity.

By using this banner, all member organizations can showcase their events under a unified global identity, reinforcing the shared commitment to patient safety for every newborn and every child.

## Access

[Download Customizable WPSD 2025 Event Banner](#)

## 10. Quick Access to All Materials

Material	Access Link
Patient Safety Books	<a href="#">Click here to Download Patient Safety Books for Children</a>
Patient Safety Flipbooks	<a href="#">Click here to Download Patient Safety flip Books for Children</a>
Campaign Visuals	<a href="#">Click here to Download Social Media Campaign Visuals</a>
Social Media Cards	<a href="#">Click here to Download Social media Cards</a>
Awareness Posters	<a href="#">Click here to Download WPSD Awareness Posters</a>
Customizable WPSD 2025 Event Banner	<a href="#">Click here to Download Customizable WPSD 2025 Event Banner</a>

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