

WHAT IF...



AWARENESS CAMPAIGN OVERVIEW

Are you looking for a fun way to improve emergency preparedness and patient engagement in your facility? Joining the *KCER WHAT IF... Awareness Campaign* encourages dialysis patients to assess their level of preparedness, take steps to improve their ability to remain safe in an emergency, and engage with their care team to learn more about disaster preparedness in their facility. Participation is easy, and your facility can select the best way to share campaign resources and provide education to patients.

To be a part of the *KCER WHAT IF... Awareness Campaign*, follow these simple steps:

Step 1	<p>Now is the time for patients to pledge to be better prepared!</p> <ul style="list-style-type: none">• Have patients sign the Pledge Form and complete the Pre-Campaign Survey.• Complete the Facility Registration Form and fax it to KCER at 813.354.1514, along with the pre-campaign surveys.
Step 2	<p>Over a four-week period, engage patients in discussion about emergency preparedness using the campaign resources on the KCER website at www.kcercoalition.com. Provide education in the way that works best for your patients and facility. Campaign materials can be reviewed online and/or printed for distribution.</p> <p>Below are some best practices from facilities that have successfully implemented the campaign:</p> <ul style="list-style-type: none">• Have a drawing for a prize for patients who pledge.• Post a bulletin board with campaign educational resources in an area visible to patients.• Display emergency supply storage kits at your facility (suitcases, duffle bags, laundry baskets).• Share ideas for ways to affordably gather supplies (such as dollar stores and food pantries).
Step 3	<p>At the end of your four-week campaign, re-assess and evaluate!</p> <ul style="list-style-type: none">• Have patients complete the post-campaign survey.• Complete the Facility Evaluation Form and fax it to KCER at 813.354.1514, along with the post-campaign surveys.

Please encourage your patients to visit the KCER website at www.kcercoalition.com/WhatIf to access and review campaign materials and additional emergency preparedness resources.