



PUBLICITY GUIDE

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Inspiring Excellence in Healthcare

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Congratulations on your accreditation!

The award of accreditation from the **Australian Council on Healthcare Standards (ACHS)** sends a clear and powerful message to the community that your organisation is committed to providing high level health care with a continuing commitment to quality improvement and safety.

ACHS congratulates your healthcare organisation on achieving accreditation through the Australian Commission on Quality and Safety in Healthcare (ACSQHC)'s National Safety and Quality Health Service (NSQHS) Standards or ACHS's EQUIP6 programs.

Achieving accreditation is a significant event for the community that your organisation serves and may be regarded as a matter of local interest to media. While we appreciate some organisations already have systems in place to promote information of interest to the wider community, the following are suggested for those who may not already have these.

The above suggestions are just some examples. Your local knowledge and contacts will add to the effectiveness of your public relations campaign.

If you require a representative of ACHS to present your certificate at a formal ceremony, please contact:

Ms Ali Tawharu

Executive Assistant to the ACHS CEO
The Australian Council on Healthcare Standards
T: +61 2 8218 2749 | E: atawharu@achs.org.au

Once again, we congratulate you on achieving ACHS accreditation, and invite you to contact your Customer Services Manager to discuss how we could assist you, further, in sharing news of your achievement within the wider community.

Suggested easy actions

Notify Board members via email or written correspondence, management and staff and auxiliary committees of your success.

Host an official ceremony and invite Board members, elected representatives of Local Government, the wider community and the media.

Prepare a **media release** to mark the achievement and send to local media. Engage with the wider community by posting on your **website** and **social media**.

Display your certificate of accreditation in a position where it will attract maximum exposure.

Add the relevant 'ACHS Accredited' logo to your Email signature, website and social media profiles, or on printed stationery.

Announcement of accreditation

Arrange a formal presentation

To celebrate your accreditation, invite Board members and elected representatives of Local Government, the wider community and the media to attend an official ceremony, hosted by your management team and employees.

When you arrange a formal presentation of the ACHS accreditation certificate, you may wish to invite a dignitary to officiate. This may include:

- ACHS representative such as:
 - ACHS Chief Executive
 - ACHS Councillor
 - President of the Board of ACHS
- Government representative such as:
 - Minister of Health
 - Local Member of Parliament
 - Local Lord Mayor/Lady Mayoress etc.

Another good idea is to organise photography of the presentation for use in your publications and online platforms. You may also wish to issue copies of appropriate photographs to the media and the wider community.

Reach out to the media

If you are hosting a presentation ceremony, invite news media to your event (local newspaper, radio and television). Be available to the media for interviews by ensuring you have nominated a media spokesperson on the day.

You may also consider preparing an appropriate media release. Go to *Suggestions for your media release* and sample on page 8.

Spread the word

- Ensure that the award of ACHS accreditation is featured in your internal and external publications, which may include:
 - staff bulletins
 - patient newsletters
 - news blogs on your website
 - Annual Report or other publications.
- Announce the award of ACHS accreditation on LinkedIn and other social media platforms, or engage with your leadership team and employees to share the news on their personal accounts. View *Online presence of your ACHS accreditation* on page 10 for more information.
- We'd like to share your story too. Please send a copy of your media release to imcmanus@achs.org.au for consideration of inclusion in our regular e-newsletter, *ACHS News*, or on ACHS's Social Media channels. You may attach photographs, along with a publication image consent form ([click here to download](#)) signed by everyone pictured in the photograph.

Ongoing promotion of ACHS accreditation

Display of the accreditation certificate

When a healthcare organisation has been accredited by the ACHS, they receive an accreditation certificate/s measuring 420 x 594mm (A2) for NSQHS Standards Second Edition or EQulP certificates.

The accreditation certificate is a testament of your organisation's commitment to quality and safety. Many of our members frame and display their accreditation certificate in a prominent location.

ACHS Accredited Logo: part of your organisation's identification

Accredited organisations have access to the 'ACHS Accredited' logo to promote their accreditation status. Here is a list of recommendations of where to include the 'ACHS Accredited' logo as your identification to being ACHS accredited:

- Letterhead
- Website
- Email signature blocks
- Social media banner
- Stationery
- Literature or other publications
- Any advertisements or promotional materials

To download, visit the link below:

<http://www.achs.org.au/members/achs-member-publicity-and-logo-usage/>

Citing your accreditation

Include your accreditation status in the organisation's profile, communications materials and online presence. The example below shows how to accurately cite your accreditation status:

[Organisation Name] has successfully achieved ACHS accreditation by meeting the requirements of the Australian Commission on Safety and Quality in Health Care's (the ACSQHC's) National Safety and Quality Health Service (NSQHS) Standards.

or

[Organisation Name] has successfully achieved ACHS accreditation by meeting the requirements of the Evaluation & Quality Improvement Program.

Background information on ACHS

The following information may be of use for the announcement or on-going promotion of your ACHS accreditation:

The Australian Council on Healthcare Standards (ACHS) is an independent, not-for-profit organisation, dedicated to improving the quality of health care in Australia through continual review of performance, assessment and accreditation, with a specific focus on safety and quality.

ACHS was formed by representatives from the Victorian Branch of the Australian Hospitals (and Healthcare) Association and the NSW branch of the Australian Medical Association in 1974. The ACHS was established because there was a need to formalise systems within hospitals, in three main areas: hospital accreditation, credentialing of medical staff and assuring improvement in the quality of care and services offered.

ACHS continues to be the leading healthcare accreditation provider to Australian health care facilities.

The Victorian public hospital system was the first to accept the accreditation program in 1974, followed in 1977 by South Australia and New South Wales, Northern Territory in 1980, Tasmania in 1983 and Western Australia in 1984. The Queensland public system joined the program in 1990. All private hospitals in all State and Territories are now required to be accredited. ACHS has more than 1,450 health care member organisations throughout Australia.

Since 2006 ACHS has developed an international part of its business (ACHSI) to represent its operations overseas in 17 countries including the South East Asia and Middle East regions. ACHS is regarded as one of the top three healthcare accreditation agencies in the world.

ACHS currently accredits the majority of its members to the Australian Commission on Safety and Quality in Health Care's (the ACSQHC's) National Safety and Quality Health Service (NSQHS) Standards.

The ACHS provides:

- The assessment of healthcare organisations to the relevant required standards,
- The development of healthcare standards through consultation with industry by which quality of care will be assessed,
- A national education program that focuses on quality improvement in health care through the Improvement Academy,
- A total of 11 different health care accreditation programs,
- Advice and consultation on health care programs,

- Electronic assessment tools to assist in recording data. Programs include Assessment Recording Tool (ART), Electronic Assessment Tool (EAT) and Performance Indicator Reporting Tool (PIRT).
- Access to the world's longest dedicated Clinical Indicator data collection and reporting services. The Clinical Indicator Program (CIP) was established in 1989 to assist healthcare organisations to identify areas for improvements through quality initiatives, and facilitate the consistent measurement of clinical care for ACHS members.

The ACHS delivers these services to a variety of members, including:

- | | |
|--------------------------------------|-------------------------------|
| ■ Public and private hospitals | ■ Other health care providers |
| ■ Community health care centres | ■ Dental care providers |
| ■ Day procedure facilities | ■ Mental Health Services |
| ■ Aerial medical and rescue services | ■ General Practices |
| ■ Rehabilitation centres | |

Governance

ACHS is governed by a Board elected by Council members and supported by a corporate management structure which oversees the process of evaluation and assessment by more than 230 assessors.

The ACHS works with healthcare professionals and consumers to support both the national accreditation system as well as developing our own accreditation programs, suitable for use in a range of countries.

The principles underpinning ACHS standards are all consumer-focused and include:

- evidence of outcomes
- strong leadership
- a strong commitment to quality improvement
- a culture encouraging best practice.

The range of ACHS products and services

The ACHS National Safety and Quality Health Service (NSQHS) Standards program that was developed by the Australian Commission on Safety and Quality in Health Care (ACSQHC) and introduced in 2013. The second edition of the NSQHS Standards was released in January 2018.

The ACHS Evaluation and Quality Improvement Program (EQuIP) is primarily for **non-acute** services members. It guides organisations seeking accreditation through a three-year program of self-assessment, organisation-wide assessment and periodic review conducted by industry peers to meet ACHS standards.

- EQuIP6
- EQuIP6 Day Procedure Centres program
- EQuIP6 Health Support Services
- The EQuIP6 Haemodialysis Centres program
- The EQuIP6 Oral Health Services program

National Standards for Mental Health Services were jointly developed by The Australian Council on Healthcare Standards (ACHS), the then Community Health Accreditation and Standards Program (CHASP) and the Area Integrated Mental Health Service Standards (AIMHS).

The ACHS Certification Program assists newly-established health care organisations to develop structures, systems, policies and procedures to prepare them for EQuIP accreditation.

ACHS Performance and Outcomes Service (POS) provides Australia-wide information to benchmark performance against clinical indicators. Participation in the Clinical Indicator Program (CIP) is included in all ACHS healthcare accreditation memberships.

ACHS Improvement Academy (IA) provides contemporary training programs that meet the needs of a dynamic and complex healthcare system. It offers training at the level of 'Lead', 'Practitioner' and 'Foundation' programs in quality improvement and patient safety.

Internationally accredited

ACHS is itself accredited internationally, and is recognised globally as one of the top healthcare accreditation providers in the world. By being accredited ourselves it confirms that as an organisation we have achieved excellence through:

- a rigorous process of external peer review to meet world class standards for patient care;
- performance outcomes that provide data for benchmarking throughout the health care system;
- striving to improve outcomes of care and respect for the individual.

ACHS is accredited to the International Society for Quality in Health Care (ISQua) program (through IEEA) to underpin its own professional improvement via accreditation.



Suggestions for your Media Release

Here are some suggestions of what to include in your media release:

- Tell the public what kind of organisation you are, how many beds, and what you specialise in:
The (name of organisation) is a ### bed hospital. There are ### beds with ### operation theatres specialising in ##.
- Thank the staff for all their work and commitment in achieving accreditation: It was a team effort.
- Type of accreditation given, to which standards (i.e. National Safety and Quality Health Care Standards and for how many years).
- Explain how many years it has continuously been accredited for, or whether this is the first time your organisation has been accredited.
- What does accreditation mean to your patients?
By gaining ACHS accreditation, we have demonstrated to our patients our commitment to continuing quality improvement and delivering high-quality care.

Sample Media Release

MEDIA RELEASE

Date, Month, Year

Attention: News editors, health writers

[Name of Organisation] awarded ACHS accreditation

The Australian Council on Healthcare Standards (ACHS), Australia's leading healthcare accreditation agency, has recognised the high quality care given to patients of [name of organisation] by awarding its accreditation through the NSQHS Standards or EQulP6 program.

The award was officially presented by name of the presenting VIP at a ceremony to mark the occasion held [where, when].

[Name and title of your organisation spokesperson] said it is important to achieve accreditation as it confirms how a healthcare organisation provides safety and quality care to patients.

"ACHS accreditation sends a clear message to the community that name of organisation, its management and staff, are committed to excellence in health care with a strong and continuous focus on safety and quality," organisation spokesperson said.

"I would like to commend all staff involved, as well as the consumers for their contribution, not only during the assessment and evaluation process, but also for their support and commitment to quality through continuing dialogue and improvement initiatives."

"By listening to the community's requirements and expectations of name of organisation we have identified and carried out valuable improvements."

"We are aware that both patients and consumers today demand high standards of health care and are pleased that name of organisation has been recognised for meeting this expectation."

Accreditation is used by health care organisations to continuously improve the quality of care they deliver to the community. Organisations must demonstrate during either a three or four-year period how they have improved their services.

"The fact that name of organisation has achieved ACHS accreditation is a strong recognition of everyone's input into the accreditation process."

The ACHS is an independent, not-for-profit organisation which has received international recognition for assessment and evaluation from the International Society for Quality in Health Care (ISQua) and accredits the majority of healthcare organisations in Australia.

For more information, please contact [name and telephone /email of designated media contact person]

Online presence of your ACHS accreditation

Promoting your accreditation online is a great way to boost exposure of your achievement and engage with your stakeholders. Here is a list of things you can do:

- Update your website, consider:
 - include the ACHS logo in the footer of your website,
 - update the About Us page or other profile pages,
 - upload media release and appropriate photographs regarding your accreditation.
- Announce the news on your organisation's LinkedIn page, here's an example.

[Name of organisation] has been awarded accreditation to the [NSQHS Standards / EQUIP Program] by @the-australian-council-on-healthcare-standards, in recognition of the high quality care we given to our patients. [Photograph]

You may also encourage your team members to like, comment and re-post.











- Don't have a page for your organisation? You can still promote this achievement by asking managers and employees to share the news on their personal LinkedIn accounts. Start with referring to the content below.

Well done to my team at [Name of organisation] for being awarded accreditation to the [NSQHS Standards / EQUIP Program] by @the-australian-council-on-healthcare-standards. A real testament to our ongoing commitment to quality and safety. [Photograph]

Stay connected with ACHS on social media

- ACHS works with healthcare professionals, consumers, and government and industry stakeholders to continually address quality and safety issues. Follow ACHS on [LinkedIn](#), [Facebook](#) and [Twitter](#) so you don't miss out on any of our updates.
- When posting about your ACHS accreditation, participation in our Improvement Academy training courses, or reference to our Clinical Indicator resources, make sure to tag ACHS so we can engage with your content.
LinkedIn: @achs-the-australian-council-on-healthcare-standards
Facebook: @ACHS40
Twitter: @ACHSaccred
- You can also join discussions around quality and safety in health care by using the following hashtags:
#personcentredcare #patientsafety #qualityimprovement

List of ACHS and EQuIP logos

ACHS Logos		
<div>Master Logo</div> <div></div>	<div>Full Logo</div> <div><div></div><div>THE AUSTRALIAN COUNCIL ON HEALTHCARE STANDARDS Inspiring Excellence in Healthcare</div></div>	
The National Safety and Quality Health Service (NSQHS) Standards		
<div>Icons for the Australian Commission on Safety and Quality in Health Care (ACSQHC)'s NSQHS Standards can be found on their website here:</div> <div>https://www.safetyandquality.gov.au/standards/nsqhs[1]standards/resources-nsqhs-standards#nsqhs-standards-logo-and-icons</div>		
Evaluation and Quality Improvement Program (EQuIP)		
<div>EQuIP6 Logo</div> <div></div>	<div>EQuIP6 <i>Working towards accreditation</i> Logo</div> <div><div></div><div>Working towards accreditation</div></div>	<div>EQuIP6 Accredited Logo</div> <div></div>
<div>EQuIP6 DPC Accredited Logo</div> <div></div>	<div>EQuIP6 Healthcare Support Accredited Logo</div> <div></div>	<div>EQuIP6 Oral Health Services Accredited Logo</div> <div></div>
<div>EQuIP6 Haemodialysis Accredited Logo</div> <div></div>		
ACHS Accreditation for General Practice (AAGP Logo)		
<div></div> <div>ACHS Accreditation for General Practices</div>		

Accredited organisations may wish to promote their accreditation status by using the logo of ACHS and its products (EQuIP), which can be downloaded at the link below:

<http://www.achs.org.au/members/achs-member-publicity-and-logo-usage/>

By using the logos, organisations agree that:

- The desired logo may be used by the accredited organisation only, not by any associated or other company that has not also undergone its own accreditation,
 - The desired logo may be used for educational, administrative or promotional material,
 - There must be no distortion of the logo,
 - The ACHS Master Logo may be reproduced in PMS 7687 C or black only,
 - The ACHS logo must be accompanied by the words: Accredited by The Australian Council on Healthcare Standards until (month / year)
-