

SPPH 552 Elevator Pitch – Taneille Johnson

Audience: Head of the BCCH Emergency Department

*70%. That's how much visits to our ED have dropped since the pandemic. And the kids we see? They're sicker. They're being admitted to hospital. And that's because parents are staying at home longer. They fear the unknown and they're worried about the risk of coming to hospital.*

*My solution is to show parents that while a lot of things have changed, what hasn't is that our ED is open and ready to take care of their family.*

*To do this let's remove some of the unknown. Picture a short video following a parent's journey through the ED. Showing that we have PPE, we have precautions, and our staff are ready. We share the video widely on social media and on our website and provide opportunities for parents to ask questions. We have all of the resources we need in house and we can film on a weekday morning during a lull.*

*Let's show parents that they don't need to worry about whether our ED is safe. And let's show them the hard work we've been doing behind the scenes.*