



Planning a National Nursing Quality and Safety Alliance (NQSA) Launch Update

Background

In anticipation the Nursing Quality and Safety Alliance's (NQSA) official launch, GW project staff have engaged the expertise of Medical Center Communications and Marketing (MCCM) to plan and implement a strategy to bring visibility to NQSA and GW including the execution of a launch event.

Considerations

As part of these early discussions, the following issues are critical in planning and delivering on this promise:

- Involvement of the eight convener organizations in the planning and execution. To that end, project staff have identified a key press/media contact at each of these organizations. MCCM will work collaboratively with these contacts.
- A February/March timeline is anticipated for the event at which NQSA's agenda will be announced.
- It is anticipated that GW dignitaries will be invited including President Knapp.
- Other leaders in health care, nursing, policy/government will be invited as key participants and potential speakers. Early brainstorms include: Mark McClellan, Dennis O'Leary, Carolyn Clancy, Janet Corrigan, Peggy O'Kane, Dennis O'Leary, Bruce Siegel.
- In considering potential locations, the Jack Morton Auditorium should be considered as well as other, appropriate campus venues.
- A suggestion was made to work with Government Relations within the main University to identify and invite a keynote or marquis speaker who will outline the importance of this group. Initial brainstorms on this include: Secretary Sebelius, Mary Wakefield, Lois Capps, Barbara Mikulski, Tom Daschle, Donna Shalala.
- The possibility of using the launch to share important NQSA directions and their specification on companion materials (e.g., position paper, web site, etc.) was discussed. Any such materials would be developed by project staff, vetted through the convener organizations, and reviewed by MCCM for issues related to communications standards.

Next Steps

The following were identified as next steps:

- Identify key contacts at each convener and begin dialogue about event (project staff/MCCM);
- Identify and finalize a date for the event (project staff);
- Draft an plan for the event including an agenda (MCCM);

- Initiate conversations with Government Relations (MCCM);
- Finalize brand message and key identifiers (e.g., logo) for use at/in conjunction with launch (project staff in collaboration with Widmeyer Communications); and
- Schedule regular meetings (project staff, MCCM, press contacts at convener organizations) to plan and execute strategy as needed.