



World Confederation
for Physical Therapy

SAMPLE PRESS RELEASE

The sample press release to media can be customised to meet your specific needs. You may also want to tailor it to announce future campaign activities.

[Organisation logo]

Positive Practice Environments for Health Care Quality Workplaces for Quality Care

[City, country, date] – [Organisations] have joined forces in a global campaign to ensure high-quality health care workplaces worldwide. The campaign, **Quality Workplaces for Quality Care**, is spearheaded by the health professions (International Council of Nurses, International Pharmaceutical Federation, World Confederation for Physical Therapy, World Dental Federation and World Medical Association), together with the International Hospital Federation. The multiyear, multi-stakeholder campaign promotes safe, cost-effective and healthy workplaces, thereby strengthening health systems and improving patient safety.

Poor quality workplaces are a feature of many health systems around the world. Such environments weaken an employer's ability to meet the organisation's performance targets and make it more difficult to attract, motivate and retain staff. Unrealistic workloads, poorly equipped facilities, unsafe working conditions and unfair compensation feature among the many factors affecting the work life and performance of today's health care workers. They contribute to imbalances in labour supply between and within countries. In some countries, the impact of these conditions has led to dramatic consequences whereby health facilities have ceased to function, leaving communities with little or no access to much needed health services.

Positive practice environments, on the other hand, strengthen the performance and cost-effectiveness of the health workforce and improve patient outcomes. Simply defined, positive practice environments are settings that enable and encourage health care professionals to stay in their jobs, in their profession and in their countries while fully utilizing their wide range of competencies for the service of patients. Commissioned by the Campaign sponsors, a recent survey of health professionals highlights the importance of positive practice environments and indicates the effective use of incentive packages to retain the qualified staff in the caring professions.

Such environments can only be developed through the collaborative and sustained efforts of employers, professional organisations, governments, managers, policy makers, and health professionals themselves. Working conditions and the workplace must be on the political agenda if the health workforce shortage is to be properly addressed, growing service demands met and patient safety guaranteed.

[Organisation] is active on a number of fronts to advance the work environment for health care professionals [briefly describe local campaign activities].

[Organisation] urges **[list stakeholders]** to take action so that positive practice environments become the norm worldwide.

Visit **[website link]** or contact **[contact details]** to learn more about the campaign and how to get involved.

Editor's Note:

[Insert organisation name and brief mission statement]