**Monday, September 15 – Kickoff Post**

**Title:** 🌍 World Patient Safety Day is coming – Let’s get ready!

**Body:** This week, we’re shining a light on[**World Patient Safety Day**](https://www.who.int/campaigns/world-patient-safety-day/2025)(September 17). On this day the WHO raises awareness for patient safety. This year’s theme is:
**🧡** **Safe care for every newborn and every child**

Every child deserves a safe start in life. This year’s Patient Safety Day is a call to all of us to ensure that every child receives safe, high-quality care from the very beginning.

🎨 **Colouring pages are now available!**
At [*location in the office*], you can find three different colouring pages. For children and adults of every age. Feel free to take them home with you when you are in the office. Or print them yourself from here [*add link to file*]. Feel free to share your creativity with us this week. Let’s bring some colour to this important cause!

**Tuesday, September 16 – Deep Dive**

**Title:** 👶 Why is patient safety for children so important?

**Body:** Children are not just small adults. Their bodies, communication, and responses to treatment are different—which makes them especially vulnerable in healthcare.

🔸 Why extra attention is needed:

* Children often can’t clearly express what they feel or need
* Medication must be carefully tailored to their weight and age
* Parents and caregivers play a crucial role in spotting risks early

**🧡 By staying alert together, we can prevent harm and provide safe care—from the very beginning.**

*Suggestion for image: The child from the adult-colouring page.*

**Wednesday, September 17 – Celebration Day**

**Title:** 🎉 It’s [World Patient Safety Day](https://www.who.int/campaigns/world-patient-safety-day/2025)!

**Body:** Today we celebrate our shared commitment to **safe care for every newborn and every child.**Pharmacovigilance may sound complex, but it starts with something simple: paying attention, speaking up, and sharing what you see and hear – even if you’re unsure.

🧡 In honour of today, the **Wereldmuseum in Rotterdam** is lit up in the colour of World Patient Safety Day: orange!
If you’re nearby, take a stroll and enjoy the view!

Did you already apply some colour yourself on one of the colouring pages? Feel free to share your beautiful creations for everyone to enjoy!

*Suggestion for image: A completed colouring page, either by yourself or your child or a photograph of you/your child colouring.*

**Thursday, September 18 – Visual Highlight**

**Title:** 🧡 Light up the world in **ORANGE**

**Body:** Here’s a beautiful moment from yesterday:
📸 The **Wereldmuseum in Rotterdam**, glowing orange in support of **World Patient Safety Day**.

This vibrant colour reminds us of the energy, warmth, and urgency behind our mission:
**Safe care for every newborn and every child.**

Let’s keep the momentum going!

*Suggestion for image: A photograph of the orange Wereldmuseum*

**Friday, September 19 – Closing Post**

**Title:** 💬 Wrapping up World Patient Safety Week

**Body:** Thank you for joining us this week in recognizing **World Patient Safety Day** and reflecting on how we can ensure **safe care from the start**.

Let’s carry this spirit forward:

**“Together, let’s keep observing, listening, and learning.
What you do today can make a difference tomorrow.”**

*Suggestion for image: Create a photo gallery of different activities surrounding WPSD 2025 in your company*