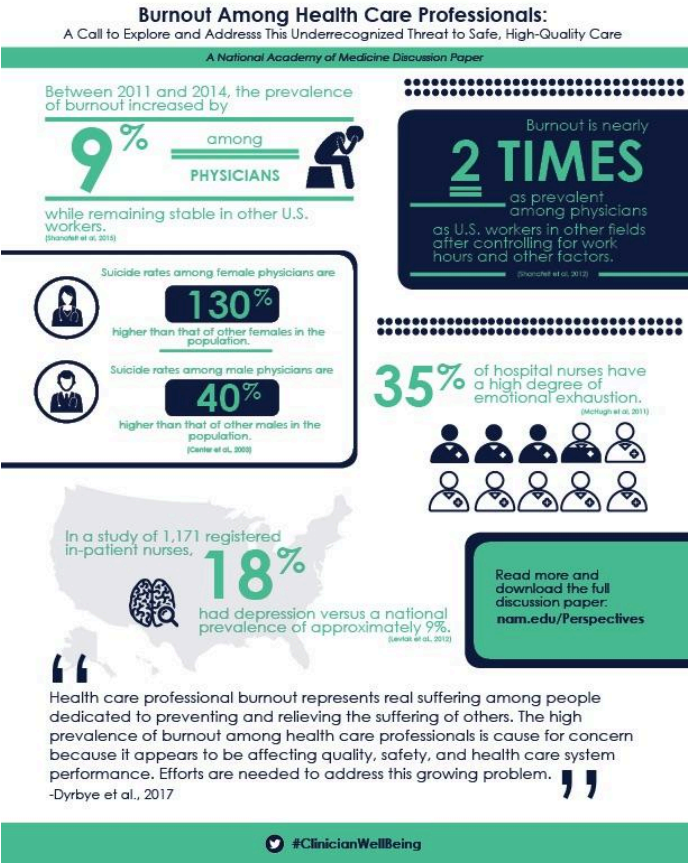





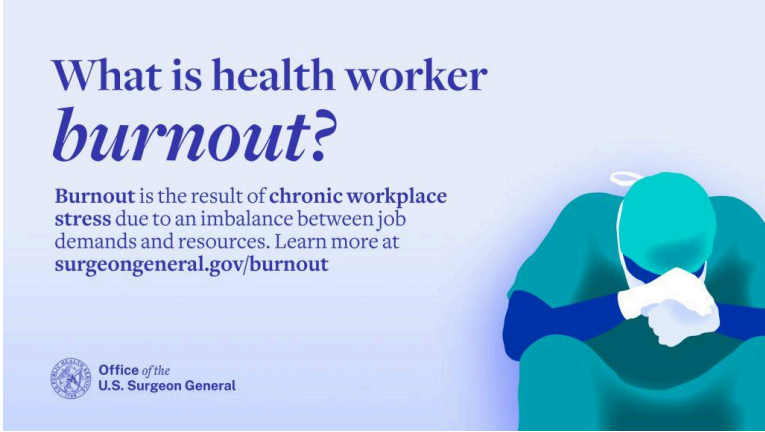

## Social Media Plan


**Topic:** Burnout in healthcare workers

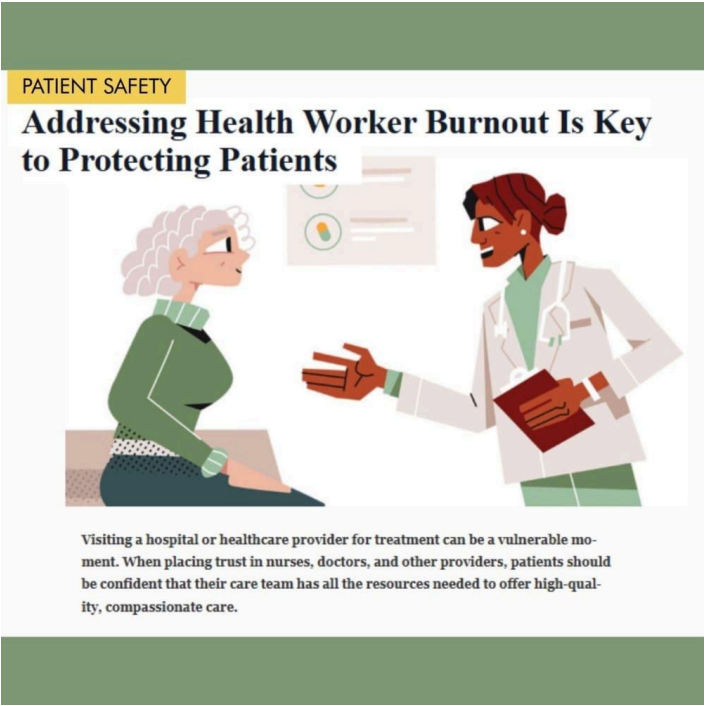
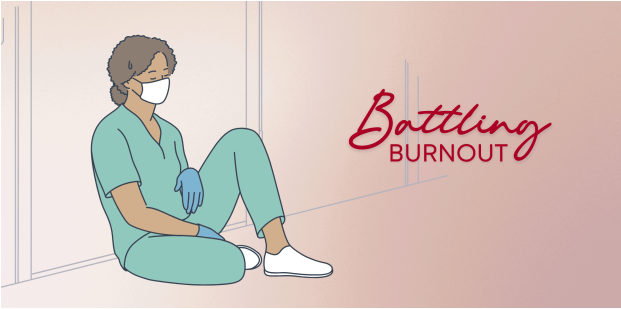
**Target Audience:** Healthcare workers in Columbus, Ohio, including nurses, medical assistants, and clinical support staff.

Week	Platform	Content (include text, images, and any links here)
1	Twitter	<p>Over 50% of healthcare workers report feeling burned out. It's time we talk about it. #BurnoutAwareness #HealthcareHeroes</p>  <p><b>Burnout Among Health Care Professionals:</b> A Call to Explore and Address This Underrecognized Threat to Safe, High-Quality Care A National Academy of Medicine Discussion Paper</p> <p>Between 2011 and 2014, the prevalence of burnout increased by <b>9%</b> among <b>PHYSICIANS</b> while remaining stable in other U.S. workers. (Hershey et al., 2015)</p> <p>Burnout is nearly <b>2 TIMES</b> as prevalent among physicians as U.S. workers in other fields after controlling for work hours and other factors. (Shanafelt et al., 2012)</p> <p>Suicide rates among female physicians are <b>130%</b> higher than that of other females in the population.</p> <p>Suicide rates among male physicians are <b>40%</b> higher than that of other males in the population. (Carter et al., 2008)</p> <p><b>35%</b> of hospital nurses have a high degree of emotional exhaustion. (McHugh et al., 2011)</p> <p>In a study of 1,171 registered in-patient nurses, <b>18%</b> had depression versus a national prevalence of approximately 9%. (Serran et al., 2012)</p> <p>“Health care professional burnout represents real suffering among people dedicated to preventing and relieving the suffering of others. The high prevalence of burnout among health care professionals is cause for concern because it appears to be affecting quality, safety, and health care system performance. Efforts are needed to address this growing problem.” -Dyrbye et al., 2017</p> <p>Read more and download the full discussion paper: <a href="http://nam.edu/Perspectives">nam.edu/Perspectives</a></p> <p>#ClinicianWellBeing</p>
	Instagram	<p>Are you consistently feeling exhausted, irritable, or disconnected from your job? These are warning signs of burnout. Know the signs. #MentalHealthMatters</p>

		 <p><b>Health worker burnout can have many negative consequences</b></p> <p><i>"I can't provide the best care to my patients..."</i></p> <p><i>"I can't get the care I need..."</i></p> <p><b>Health Workers</b></p> <ul style="list-style-type: none"> <li>• Insomnia, heart disease, and diabetes</li> <li>• Isolation, substance use, anxiety, and depression</li> <li>• Relationship and interpersonal challenges</li> <li>• Exhaustion from overwhelming care and empathy</li> </ul> <p><b>Patients</b></p> <ul style="list-style-type: none"> <li>• Less time with health workers</li> <li>• Delays in care and diagnosis</li> <li>• Lower quality of care</li> <li>• Medical errors</li> </ul> <p><b>Health Care System</b></p> <ul style="list-style-type: none"> <li>• Health workforce shortages and retention challenges</li> <li>• Limited services available</li> <li>• Risk of malpractice and decreased patient satisfaction</li> <li>• Increased costs</li> </ul> <p><b>Community and Society</b></p> <ul style="list-style-type: none"> <li>• Erosion of trust</li> <li>• Worsening population health outcomes</li> <li>• Increased health disparities</li> <li>• Lack of preparedness for public health crises</li> </ul> <p>Office of the U.S. Surgeon General</p>
	Facebook	<p>Burnout affects healthcare workers every day. Let's break the silence and support those who take care of us.</p> <p><a href="https://nam.edu/clinicianwellbeing">https://nam.edu/clinicianwellbeing</a></p>
2	Twitter	<p>Mental health matters in medicine. Your well-being is not optional. #HealthcareSupport</p>  <p>Keeping yourself safe is the best way to say</p> <p><b>THANK YOU</b></p> <p>TO OUR HEALTHCARE AND HOSPITAL WORKERS</p>
	Instagram	<p>Burnout isn't weakness - it's a sign you've been strong for too long. Prioritize rest and recovery. #HealthcareWellness #StopBurnout</p>

		
	Facebook	<p>Exhaustion. Insomnia. Low motivation. These aren't just symptoms - they're red flags. Take care of your mental health today.</p>  <p><b>What is health worker <i>burnout</i>?</b></p> <p>Burnout is the result of <b>chronic workplace stress</b> due to an imbalance between job demands and resources. Learn more at <a href="https://surgeongeneral.gov/burnout">surgeongeneral.gov/burnout</a></p> <p>Office of the U.S. Surgeon General</p>
3	Twitter	<p>This eye-opening PBS NewsHour clip explains why nurses face a significant risk of burnout and how it impacts patient care.</p> <p><a href="https://pbs.org/video/what-makes-nurses-vulnerable-to-burnout">pbs.org/video/what-makes-nurses-vulnerable-to-burnout</a></p>
	Instagram	<p>PAYDAY partnered with Project HOPE to honor healthcare workers with the #PaydaySalutes campaign. Heroes were featured on candy bar wrappers, and donations went to support frontline care. Let's celebrate the everyday heroes who keep us going. #BurnoutAwareness #HealthcareHeroes</p> 

	Facebook	<p><i>"Healthcare workers are human too."</i></p> <p>This powerful PSA from the Dr. Lorna Breen Heroes' Foundation reminds us that seeking help should never come with shame. If you're struggling, you're not alone - and support is available.</p> <p><a href="https://www.youtube.com/watch?v=wxR7OXpftcg">https://www.youtube.com/watch?v=wxR7OXpftcg</a></p>
4	Twitter	<p>Nurses, your well-being matters.</p> <p>ANA members receive <b>free access</b> to the Nurse Burnout Prevention Program, featuring short videos, expert strategies, and over <b>137 CNE contact hours</b>.</p> <p>Start protecting your mental health today.</p> <p><a href="https://www.nursingworld.org/membership/member-benefits/se-healthcare-burnout-prevention-program">https://www.nursingworld.org/membership/member-benefits/se-healthcare-burnout-prevention-program</a></p>
	Instagram	<p><i>"The Disposables"</i> campaign honors physicians lost to suicide - and calls out the stigma that makes mental health support so hard to access.</p> <p>Portraits made from <b>disposable medical supplies</b> represent a tragic truth: healthcare workers are treated as if they're replaceable.</p> <p>Learn more and explore the stories:</p> <p><a href="https://www.disappearingdoctors.com/">https://www.disappearingdoctors.com/</a></p> 
	Facebook	<p>Addressing burnout improves patient safety.</p> <p>Protect healthcare workers. Protect patients.</p>

		 <p><b>PATIENT SAFETY</b></p> <h3>Addressing Health Worker Burnout Is Key to Protecting Patients</h3> <p>Visiting a hospital or healthcare provider for treatment can be a vulnerable moment. When placing trust in nurses, doctors, and other providers, patients should be confident that their care team has all the resources needed to offer high-quality, compassionate care.</p>
5	Twitter	<p>The CDC's NIOSH has launched <b>Impact Wellbeing™</b>, the first federal campaign to help hospitals reduce burnout and support healthcare workers' mental health. Their <b>free guide</b> offers real-world steps hospital leaders can take.</p> <p><a href="https://cdc.gov/niosh/impactwellbeing">cdc.gov/niosh/impactwellbeing</a>  <a href="https://jointcommission.org+11cdc.gov+11cdc.gov+11cdc.gov">jointcommission.org+11cdc.gov+11cdc.gov+11cdc.gov</a>  #BurnoutSolutions #HospitalWellbeing #HealthcareLeadership</p>
	Instagram	<p>Struggling in silence? Free mental health help is available for healthcare workers. Call 1-800-720-9616</p> 
	Facebook	<p>Headspace offers free mindfulness tools to healthcare workers. Claim your subscription:  <a href="https://get.headspace.com/healthcare">https://get.headspace.com/healthcare</a> #MentalHealthHelp</p>
6	Twitter	<p>Resource spotlight: Dr. Lorna Breen Foundation supports provider well-being. Learn more: <a href="https://drlornabreen.org">https://drlornabreen.org</a></p>
	Instagram	<p>Burnout isn't just an individual issue - it's a system problem. Let's fix it from the top. #FixHealthcare</p>



## Thriving together: Solutions to health worker burnout

We must shift burnout from a “me” problem to a “we” problem.



Facebook

Healthcare leaders: your team needs support. Invest in mental health programs. Healthy staff = better patient care.

## Factors associated with burnout among health workers

