

# **CIVIL MONEY PENALTY (CMP) FUNDED PROJECT**

## **FINAL REPORT**

### **Grantee**

**Department of Health Services  
Division of Quality Assurance  
Office of Caregiver Quality**

### **Project Title**

**Social Media Awareness**

### **Award Amount**

**25,000**

### **Grant Period**

**November 24, 2016-October 25, 2017 [Additional Information and Resources](#)**

**Social Media Awareness Poster – P-01964**

**Social Media Awareness Brochure – P-01933**

**Social Media Awareness – Video**

**Animated Infographic – Video**



**Department of Health Services / Division of Quality Assurance  
Quality Assurance and Improvement Committee**

*This project report has been prepared by the author under a research grant from the Department of Health Services (DHS) Quality Assurance and Improvement Committee. The views expressed in the report/training are personal to the author and do not necessarily reflect the view of the Department of Health Services or any of its staff and do not bind the Department in any manner.*

**F-01593 (08/2015)**

## Social Media Awareness Project Final Report

The Office of Caregiver Quality (OCQ), within the Division of Quality Assurance (DQA) has primary responsibility for receiving, screening and investigating allegations of caregiver misconduct in the Department of Health Services (DHS) regulated health care facilities. Since 2009, OCQ has seen an increase in the number of caregiver misconduct issues related to the use of wireless handheld devices in the workplace. Since 2008, 120 complaints involving wireless handheld devices have been reported to OCQ. In the past five years, 95 cases related to the use of handheld devices have been reported. OCQ has substantiated numerous instances of caregiver misconduct related to these reports. Of the 20 cases substantiated since 2008, 8 occurred in 2016.

In an effort to improve awareness regarding resident rights and caregiver misconduct in Wisconsin nursing homes, OCQ proposed a social media awareness project and received a grant from the Centers for Medicare and Medicaid Services (CMS) to implement an awareness campaign targeted at preventing the misuse of handheld devices by caregivers through the use of brochures, posters, and videos.

As part of this project, the following resources were developed for use by facilities to raise awareness among staff in order to prevent occurrences of caregiver misconduct through the use of handheld devices:

- [Social Media Awareness Poster – Snapping Pics Puts Your Job at Risk, P-01964](#) (PDF) – DHS recommends facilities place this poster in a location that is designated for employees only, such as an employee break room.
- [Social Media Awareness – Snapping Pics Puts Your Job at Risk, P-01933](#) (PDF) – DHS recommends facilities distribute this brochure to new and existing employees (e.g., upon new employee hire, during annual refresher trainings on abuse/neglect).
- [Snapping Pics Puts Your Job At Risk](#) (Livestream, [help](#)) –This video depicts a scenario of a caregiver who is contemplating taking a picture of a peacefully sleeping resident to share with her co-worker. It highlights the potential consequences of this action, including being suspended from her job and being placed on the Caregiver Misconduct Registry.
- [Animated Infographic](#) (Livestream, [help](#)) –This two minute informational video highlights what happens when a possible incident of caregiver misconduct occurs. DHS recommends this video be used as a follow up to the Snapping Pics Puts Your Job At Risk video.

OCQ provided each of Wisconsin's nearly 400 nursing homes with copies of the poster and the brochure. OCQ also created a [website](#)<sup>1</sup> where the resources, including the video and infographic that were developed, could also be accessed. The website contains recommendations for ways in which each of the resources can be used to raise awareness among staff and prevent occurrences of caregiver misconduct through the use of handheld devices. Additional outreach to nursing homes included a listserv announcement highlighting the various resources developed as part of this project as well as a booth at the FOCUS conference, a yearly collaboration among DQA, health care providers, and provider association representatives focusing on a variety of industry-wide topics.

If you have any questions about the social media awareness project or any of the resources developed, please contact OCQ at: [DHSCaregiverIntake@wi.gov](mailto:DHSCaregiverIntake@wi.gov).

<sup>1</sup> - <https://www.dhs.wisconsin.gov/caregiver/social-media.htm>