

IHI Open School Change Agent Network (I-CAN) INTERNATIONAL PLEDGE-A-THON

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THE STUDENT ORGANIZING LEADERSHIP ACADEMY (SOLA)

INTRODUCTION

Thirty-five health professions students from the United States, Canada, and the United Kingdom convened August 20-21, 2015, at the Institute for Healthcare Improvement (IHI)'s headquarters in Cambridge, Massachusetts for the 2015 Student Organizing Leadership Academy (SOLA).

SOLA PROGRAMMING GOALS

- Develop the ability to mobilize, recruit, and activate others to improve population health as a way to address Chapter challenges
- Build relationships and a lifelong network among Open School leaders committed to improvement
- Provide skills and tools for leading change in Open School Chapters: relational tactics, Upstreamist tactics, and social media tactics.

THE CHALLENGE

Students were split into teams of four and were challenged to create an action-based pledge campaign in 30 minutes and to garner as many pledges from the community as possible in 75 minutes. Pledges were focused on these four areas of population health:

- 1) Social Determinants
- 2) Access to Care
- 3) Clinical Care
- 4) Health Behaviors



733

SOLA leaders took to the streets of Harvard square to put mobilizing skills to action and garnered 733 pledges.

CAMPAIGN PLANNING AND IMPLEMENTATION TIMELINE

Inspired by the success of their collective efforts at SOLA, the students decided to create the first IHI Open School international Pledge-A-Thon campaign to contribute to the **IHI Change Agent Network (I-CAN)**. I-CAN aims to engage international communities to pledge to improving population health towards the goal of collecting 30,000 pledges, in 30 days, in support of the IHI 100 Million Healthier Lives Campaign.

August-October

LOGISTICS

- Pledge collection logistics and templates were created.
- A dedicated pledge-a-thon website was created on the IHI Open School page.

RECRUITMENT

- A pledge-a-thon starter kit was created.
- Pledge-a-thon flyers and recruitment materials were created.
- Teams used social media (written and video) to engage their community and challenge other teams to participate.

Sample Team Pledges

"We pledge to ask...
"...500 students to commit to voting in the Canadian Federal Election."
"1000 people to never text while driving"
"2000 students to get their flu shot."



October 7

Live Twitter Chat with IHI Open School and Dr. Don Berwick

September 29

Students from SOLA attend the **100 Million Healthier Lives** One Year Anniversary Celebration in D.C.

September 23

Kick-off call welcoming everyone to the Pledge-a-thon campaign. Prizes announced. IHI National Forum scholarships and Chapter Event Funding courtesy of IHI Open School.

September 9

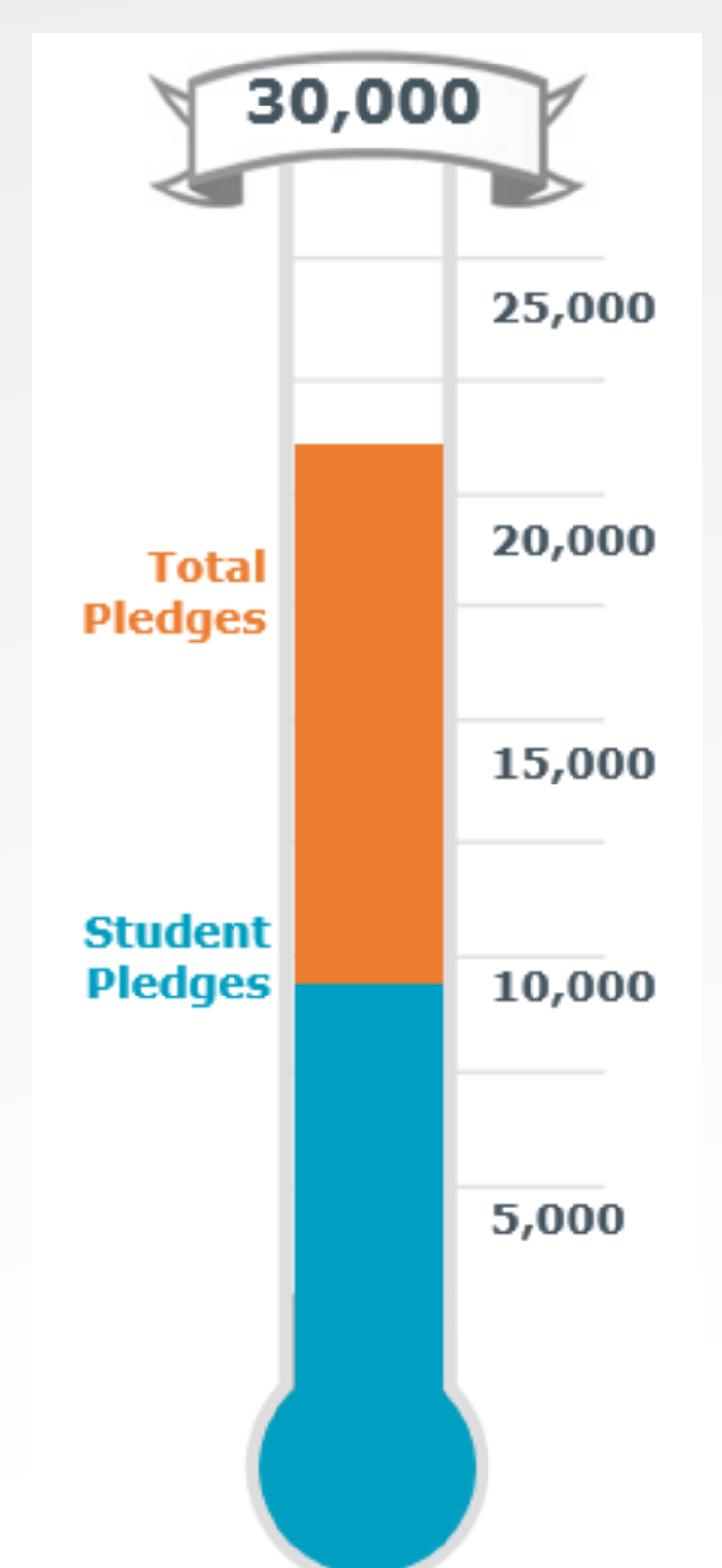
SOLA students meet to get their chapters engaged with the campaign! Campaign extended from 1 day to 30 day effort

August 31

Pledge-A-Thon planning meeting. IHI Staff and SOLA students brainstorm on strategies. They begin to develop materials including a recruitment flyer.

RESULTS

27 Chapters Registered
8 Countries Participating
5,747 Pledges Collected



November 15
Goal: 30,000
Pledges

CALLING ALL CHANGE AGENTS! OCT 15- NOV 15



1. Choose a health issue that matters to your community
2. Register your team at ihi.org/ICAN
3. Ask your community to pledge with your team
4. Record pledges at ihi.org/ICAN to help us reach our aim of 30,000

Challenge other teams to register by tweeting a video!

@IHIOpenSchool
#ICANImproveHealth

This campaign aims to support the work of:
Institute for Healthcare Improvement
IHI Open School Change Agent Network (I-CAN)
100 Million Healthier Lives

Make Your Pledge
ihi.org/ICAN

AREAS FOR IMPROVEMENT

- Increase engagement from European and Asian Chapters by considering unique logistical and cultural specifications.
- Increase participation and avoid burnout by promoting the campaign several months in advance.
- Support and recognize small- and large-scale efforts from chapters.
- Determine a systematic way to evaluate whether pledges result in action in order to estimate the impact of a pledge-a-thon campaign on population health.