

DESIGNING AN EFFECTIVE BULLETIN BOARD

SUMMER 2010



Sample bulletin board layout – large: Approximate size: 5' wide by 4' tall

TIP #1

Keep a file of your bulletin board posters and banners so you can refresh bulletin boards consistently.

TIP #2

Mix it up. Post the small posters from the bulletin board packet with banners to help identify subject matter and break up the space. Post the latest *Hank* back cover.

Include some graphs or charts that will show how unit-based teams are improving performance.

TIP #3

Use bulletin board posters from previous packets to remind staff and physicians of basic information about unit-based teams or the plan, do, study, act cycle.

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TIP #4

Include in your bulletin board file relevant news articles and cartoons you find in your newspaper or online about such subjects as health care reform, quality, health care studies and performance. Rotate posting your posters, news articles and other items to keep your bulletin boards engaging. Promote the redesigned LMP website or LMP Talk, the site for Partnership blogs. Post a tool from the *UBT Toolkit* or the *Sponsor and Leader Resource Guide for UBTs*, available on the LMP website.



Sample bulletin board layout – small
Approximate size: 3.5' wide by 2.5' tall

TIP #5

Take advantage of holidays and other observances to remind your viewers who we are. On Labor Day in September, for example, remind viewers about the role of unions in our LMP and the commitment from the Coalition of Kaiser Permanente Unions to improve performance and distinguish KP. In early December, we observe the anniversary of the arrest of seamstress Rosa Parks when she refused to give up her seat and move to the back of the bus in Montgomery, Alabama. It marked a high point in the U.S. civil rights movement. Use it as an occasion to address change and your colleagues who lead change.

TIP #6

Also relevant as health care reform legislation is implemented are articles and cartoons about changes in the system and impacts the legislation may have on your viewers' work and care for Kaiser Permanente members and patients. With postings about unit-based teams, remind your viewers that KP is engaging in reform every day on the front line with patients at the center of our efforts.

TIP #7

Rotate responsibility for changing the bulletin board so it stays fresh and so your colleagues get experience organizing it to communicate with others in your department or on your floor.

TIP #8

Think about how to make it easier for your colleagues and visitors to read the bulletin board. Try out new ideas.

TIP #9

Ask your viewers for suggestions. Save a corner of the board for suggestions. Post a blank sheet of paper and solicit ideas or, if you have access to a computer, suggest viewers contact you with their ideas via email.

TIP #10

Make sure your bulletin board speaks to your viewers and attracts their attention.