

New *Cut the Count* Campaign: Communications Toolkit

Suggested Newsletter/Website Copy

Cut the Count: New Surgical Quality Improvement Campaign

We're part of the [Cut the Count](#) campaign to reduce the number of opioid pills we prescribe to surgical patients at discharge, while helping patients manage their pain effectively in other ways.

Why? So there are fewer opioids in the public domain that could potentially be used inappropriately or lead to addiction.

Between April 1, 2019 and March 31, 2020, our goal is to cut the number of opioids we prescribe by 30%.

Cut the Count is a 'Committed to Better' campaign of 47 hospital sites across Ontario who are part of the [Ontario Surgical Quality Improvement Network](#) supported by [Health Quality Ontario](#). Approximately 80% of patients undergoing surgery in the province will be discharged from a Network member hospital.

Patients: read [this guide](#) and ask your [\[name of your hospital\]](#) surgeon about appropriate opioid prescribing after surgery and how to manage your pain.

Facebook/LinkedIn

[\[Name of your hospital\]](#) is committed to **Cut the Count** and reduce the number of opioid pills we prescribe to surgical patients at discharge, while helping them manage their pain effectively in other ways: <https://hqontario.ca/Cut-the-Count>

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Twitter

1. **[@Hospital]** is proud to participate in the #CutTheCount campaign to reduce the number of #opioids we prescribe surgical patients at discharge, while helping them manage pain effectively in other ways. Learn more: <http://bit.ly/2U2pjpU> @HQOntario #ONSQIN
2. Are you having surgery **[@Hospital]**? Use @HQOntario's patient guide to ask your surgeon about appropriate opioid prescribing after surgery and how to manage your pain: <https://bit.ly/2RpBpmP> #CutTheCount #ON-SQIN

Social Media Images

