Humber River Health

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HIGHLIGHTING PARTNERSHIPS AT HUMBER RIVER HEALTH

The Patient and Family Advisors' Partnership Logo

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DESCRIPTION

The Patient and Family Advisory (PFA) Program at Humber River Health (HRH) integrates patient, family, and caregiver perspectives into quality improvement and enhancing patient safety. To symbolize this partnership, PFAs and teams at HRH co-designed a dedicated logo that reflects the core principles of patient- and family- centred care: dignity, respect, participation, and collaboration, reinforcing partnership across all levels of care. Introduced in 2024, the logo has gained increasing visibility through its integration into PFA orientation materials, handbooks, reports, patient education resources and PFA recruitment resources. The logo serves as a symbol of partnership, and signals to staff, patients and families that lived experiences are embedded in quality improvement initiatives. It also reinforces HRH's commitment to empowering people, fostering engagement and advancing equity, diversity and inclusion.

OBJECTIVE

To create a unifying visual identity that honors PFA partnerships in care improvement and reinforces HRH's commitment to patient-and family-centred care.

ACTIONS TAKEN

The logo was co-designed through an inclusive process involving PFAs, Corporate Communications, and Quality and Patient Safety teams. PFAs provided feedback at each stage, and the final design was selected at the 1st Annual PFA Forum through voting by PFAs, frontline staff and leaders. A guideline was developed to establish a standardized process for the use of the partnership logo. Following its launch, the logo was introduced through organization-wide communications and incorporated into educational materials for PFAs and staff. This logo is now being used on HRH materials/documents related to quality improvement initiatives and projects co-designed/ co-developed with PFAs.

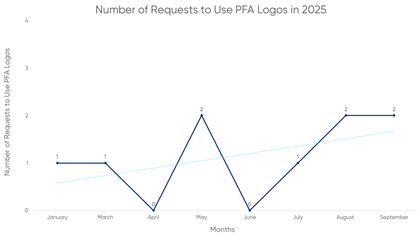


Figure 1. Since implementing the new PFA logo, there has been an overall increase in logo requests from January to September, 2025.

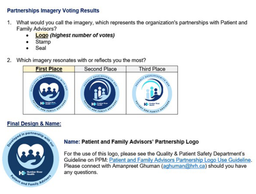


Figure 2. Voting results from the First Annual Patient and Family Advisors' Forum, where PFAs, Staff, and Leadership selected the final design and name through an inclusive process.



Figure 3. Final vertical and horizontal designs for the Patient and Family Advisors' Partnership Logo in both colour and black and white formats.



Figure 4. Examples of the logo integrated across various materials, including the 2024-2025 Patient and family Advisory Council Report, Meal-Minder Whiteboard Poster – An Inpatient Quality Improvement Project from Level 12, and a patient education document worked on by the level 10 & 11 RPCC. These demonstrate the growing visibility and consistent use of the logo across the various programs and Audiences.

SUMMARY OF RESULTS

- Consistent branding now unites PFAC and RPCC and other PFA-involved activities and initiatives.
- Increased visibility of PFAs across the organization at meetings and corporate events.
- A stronger program identity has fostered pride and belonging among Patient and Family Advisors.
- The logo provides a trusted visual cue that Patient and Family perspectives have been actively sought and embedded in quality and safety initiatives.
- Early adoption shows strong potential for broader uptake as awareness across the organization continues to grow.

LESSONS LEARNED



Codesigning the logo with PFAs ensured it was meaningful and widely-embraced, and embedding it across materials strengthened communication, recognition, trust, and partnership at HRH.