

Doctor Safety

World Patients Alliance



Location

Global



Target group

Children ages 3-14



Budget

\$40,000
(2024-2025)



SDGs

SDG 3 (target 3.8),
SDG4 (target 4.7),
SDG 10 (target 10.2)

Synopsis

Offer children early exposure to patient safety concepts through free, multilingual books, embedding safer healthcare awareness across schools and communities.

Program description

Patient safety is a pressing global concern, with the World Health Organization reporting that 134 million adverse events due to unsafe care occur annually in hospitals in low- and middle-income countries, resulting in at least 3 million deaths. As one of the leading causes of death and disability worldwide, it is crucial to address these issues early on. By educating children about patient safety principles, we can help establish a culture of safer healthcare practices for future generations.

In response to this urgent need, the Doctor Safety partnership with the World Patients Alliance developed a 5-part series of free children’s books to promote patient safety – educating young readers and supporting families to engage in safer care from an early age. The initiative was led by Laís Junqueira, Elsevier’s Quality, Patient Safety and Innovation Manager.

In 2025, the project expanded its international reach through conference presentations, academic endorsements, school integration and large-scale distribution – combining expert engagement with grassroots support and educational access.



ELSEVIER

Advancing human progress together

Goals

- Increase awareness of patient safety among children through accessible, age-appropriate educational materials.
- Engage experts and professional audiences to amplify dissemination through healthcare and academic networks.
- Expand multilingual accessibility to ensure global reach.
- Integrate patient safety education into school curricula to foster long-term cultural change.

Activities and milestones

- Presented the project at the International Society for Quality in Health Care (ISQua) Conference, distributing approximately 800 copies to global healthcare leaders.
- Secured formal academic endorsement from the Academia Nacional de Medicina of Colombia, including an official recommendation and launch event.
- Presented the books to Rio de Janeiro's Ministers of Culture and Education, who advocated for disseminating the books through their clinics and school system.
- Distributed 6,000 books through expert audiences, six times the original target of 1,000.
- Expanded availability from 2 to 9 languages, with four additional translations in progress.
- Integrated the books into three school systems, including curricular use at Khemara School in Cambodia and schools supported by Naidvar Trust in Ghana and Kenya.

Looking ahead

The expansion of the Doctor Safety books into nine languages and integration into diverse school curricula demonstrate the project's sustainability and adaptability across contexts. Distribution efforts continue to scale, with an anticipated 15,000 additional printed copies supported through philanthropic donations.



Impact at a glance



6,000

books distributed through expert audiences



9

languages available



3

school systems actively using the books

