

# Inspiring users – how do we communicate efficiently?

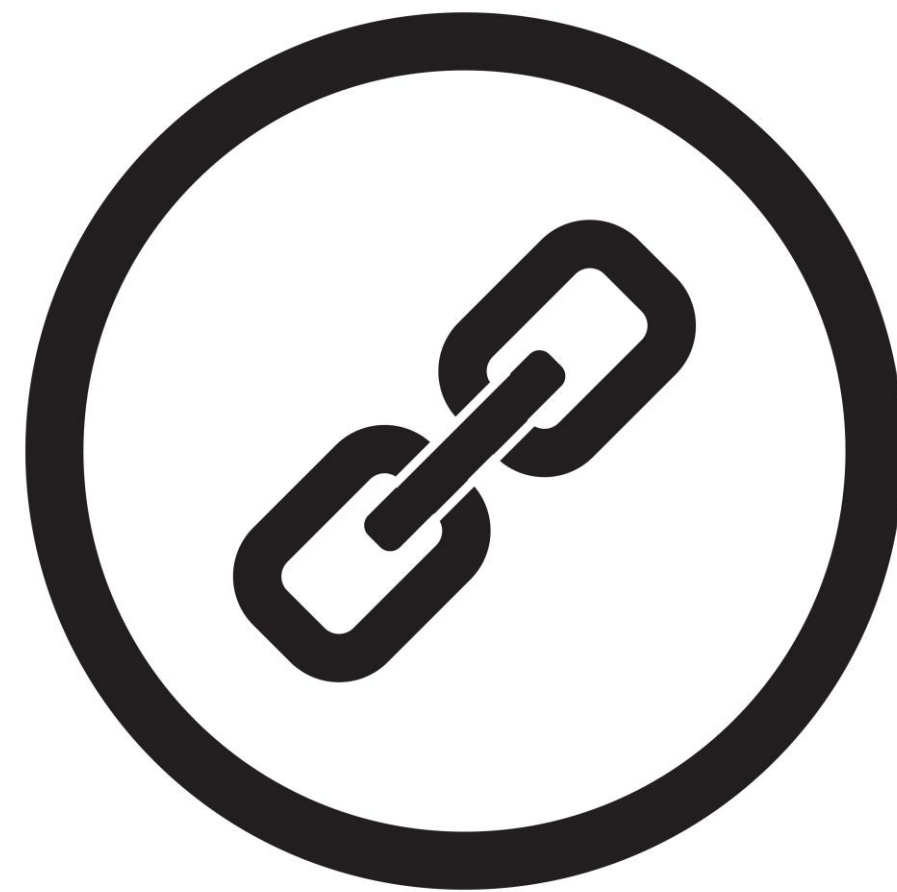
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*Danish Patient Safety Authority*



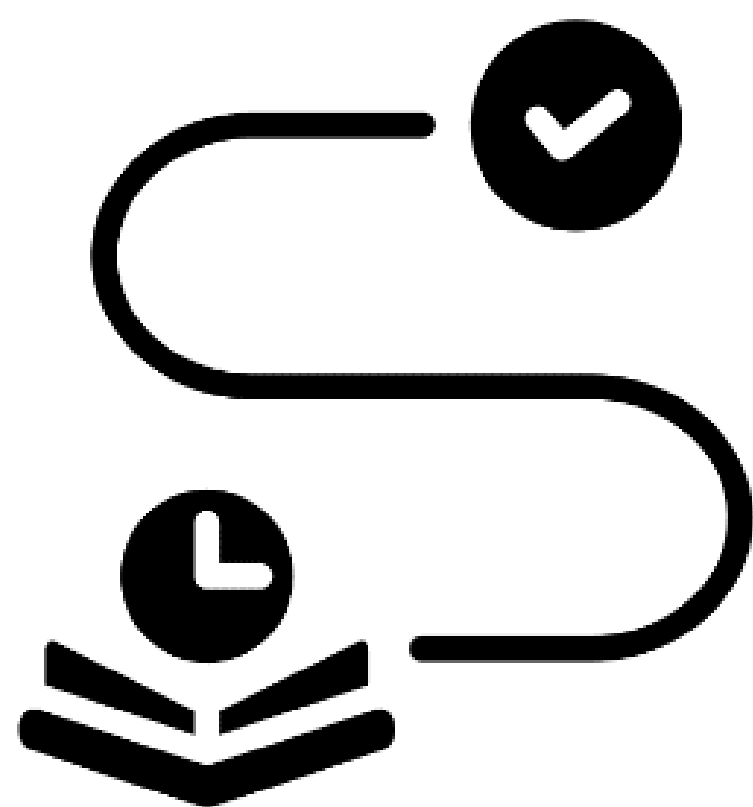
# The learning process

**New** knowledge is combined with **existing** knowledge in a process where **individuals** or **organizations** develop **competences** and **skills** in order to support certain **behaviours**.

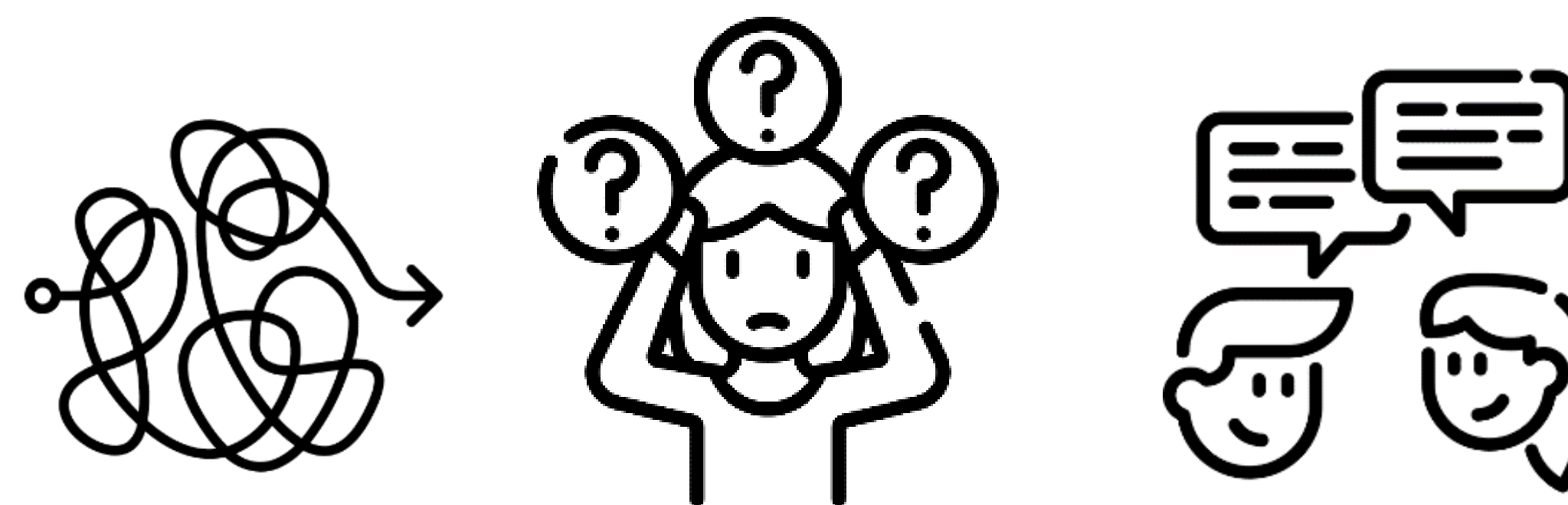


# The learning process

- Ideal



- Reality



# From knowledge to learning

- Is it relevant?
- Is it available?
- Is it known?
- Is it accesible?
- Does it connect to existing knowledge?

# Communicating to users

- Students
- Teachers
- Publishers of learning materials
- Healthcare workers
- Employers
- Organizations
- Policy makers



# Questions?

