



## Picture Perfect;

How to select an image or photo that reflects HSE hand hygiene and infection prevention control practice.



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## RESIST picture perfect

It is important that the images we select to illustrate social media posts, published HSE reports, online content and PR opportunities correctly reflect good infection prevention control practice.

Images should be credible and promote good practice.

Images that do not support national and HSE infection prevention control policies can cause difficulty at a local level for infection prevention control staff.

Many of the royalty-free image banks are based on American health services. It can be difficult to get images of clinicians without white coats but please do not use them for illustrating Irish health services.





## RESIST picture perfect

To comply with good infection prevention control practice, photos should show staff in clinical/patient settings:

- who are bare below the elbow. This means no images of staff in white coats, suits, jackets or long sleeves. Long sleeve scrubs can be shown in images of surgery/theatre settings and laboratories.
- with no hand/arm jewellery apart from 1 plain gold band – no wristwatches, wrist pedometers, bracelets, rings with stones etc.
- with unadorned and short nails – no nail polish, gel nails or acrylic nails.
- without stethoscopes/lanyards around the neck or neck ties as they can be a source of infection and should not be shown in images/graphics.



## RESIST picture perfect

Photos/graphics should **not** show:

- Staff sitting on patient beds
- Staff undertaking clinical procedures that involves a risk of contact with blood or body fluids without gloves
- Staff in clinical/patient settings with long, loose hair
- Staff who are not bare below the elbow in a clinical/patient setting.

White coats **are not worn** by staff in clinical areas with the exception of some staff working in labs and pharmacies.

# What's wrong with these lovely photos?

They all show **incorrect infection prevention and control**



Doctor is wearing a white coat to the elbow, stethoscope draped around the back of the neck, a wristwatch and tie.



Staff member is bare to the elbow, no jewellery, plain nails but is sitting on the patient's bed.



This one looks great, bare below the elbow, correctly sitting to one side of the bed but has a stethoscope draped over the neck. The doctor has acrylic nails, this would be spotted on large posters

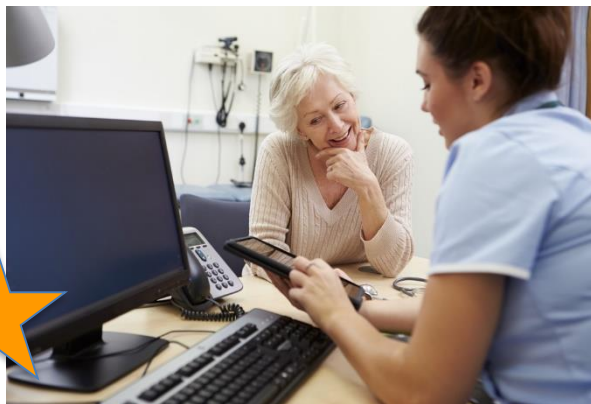


Staff member is wearing the correct gear but the long hair is left loose and is a contamination risk. The front of a mask should never be touched.





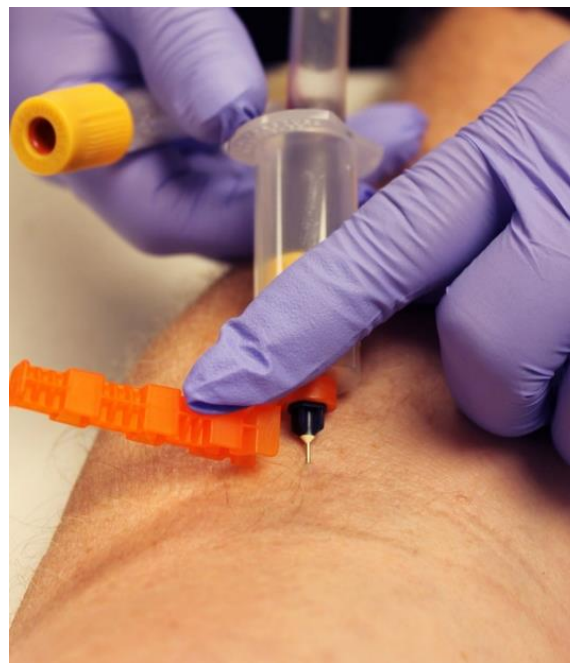
Staff member is bare below the elbow, no watch/Fitbit and stethoscope is being used.



Staff member bare below the elbow, no jewellery, plain nails.

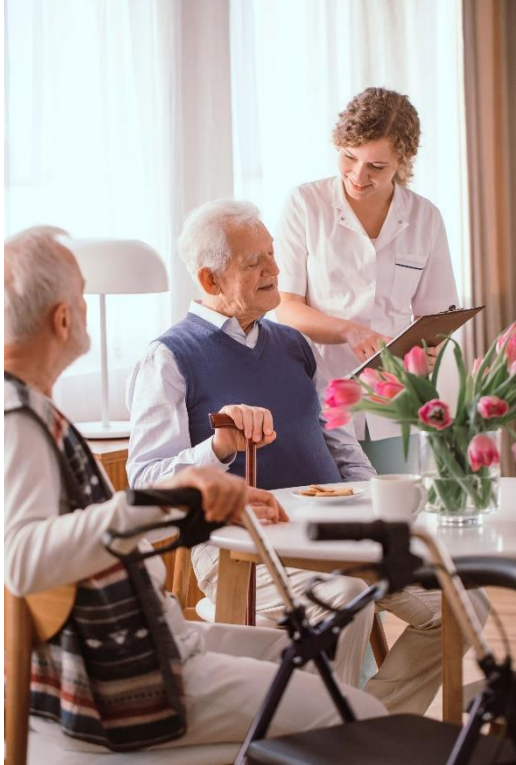


Staff member bare below the elbow, hair tied back, no jewellery, plain nails.



Staff member wearing gloves when there is a risk of contact with blood or body fluids. The HSE/most Irish health facilities uses blue nitrile gloves not white latex.

**These  
photos meet  
good  
infection  
prevention  
control  
practice**



Staff member bare  
below the elbow, no  
jewellery, plain nails.



Laboratory staff member  
wearing gloves and correct  
lab coat when undertaking  
testing with a risk of  
contact with blood or body  
fluids. Images of lab staff  
wearing white coats is in  
line with IPC good practice.



Staff member wearing gloves when  
undertaking a clinical procedure with a risk of  
contact with blood or body fluids



**These  
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## **AMRIC advice re placement of information resources in sterile areas**

The preferred option is for HSE information posters to be placed outside of sterile areas. In the case of life-saving information resources that are required to be placed in the theatre, the AMRIC advice is as follows:

- Any poster/information resource deemed to be critical to the delivery of safer patient procedures should be fully enclosed in a heat sealed laminated pouch that is fixed to the wall in a way that minimises infection
- Any poster placed in a theatre or sterile area must be part of the continuous cleaning process for that area. The poster should be wiped down post operatively if in theatre or before a new patient is admitted to a sterile area
- Posters must be removed if they become torn or the laminated pouch is no longer sealed.

The draft NCEC guidelines for IPC are available online for further information on infection prevention and control in Irish health services

<https://www.hse.ie/eng/about/who/nqpsd/nirp/ncec-ipc-guideline-2022-for-consultation.pdf>





Please contact [hcai.amrteam@hse.ie](mailto:hcai.amrteam@hse.ie) if you:

- are having difficulty in accessing a photo that reflects good infection prevention control practice or
- you want to check if an image that you have selected meets the HSE infection prevention and control best practice.