



Antimicrobial Resistance and Infection Control (AMRIC) communications

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Hand Hygiene awareness and communication campaign for HSE staff



What do we know?



Hand hygiene compliance rates now stand at 90.8%, this is above the HSE target of 90%.

90%

6.1%

However more than 1 in 20 acute hospital inpatients acquire an infection post treatment/care

2017 Point Prevalence Survey



What do we know?



34% 1 in 3 hospital patients were given antibiotics

Reducing antibiotic use and improving hand hygiene practice and resources will reduce the spread of HCAs including COVID-19. Hand hygiene was key tool in responding to the pandemic.



What have we learned?

We need to strengthen responsibility in the health service for how and when we provide antibiotics, and how we stop infection from spreading through proper hand hygiene.



There is evidence to show that repeated reminders such as posters displayed prominently, targeted education and training as part of continuous professional development are likely to help.



Target Audiences



Key infection prevention and control leads in all services. We want them to join the RESISTance.



Healthcare management, policy makers, media and key opinion leaders (KOLs)



Health service workers across the system, all categories and grades of clinical and nursing staff, cleaning staff and non clinical ward staff .



The public who use or visit hospital and health services



RESISTance

The language of this brand logo is built around separate groups of people forming a movement to resist an oppressive enemy - Superbugs. So fight, resist, join, help, are words we use as they are simple, direct and energising. They make it clear to our staff the action we want them to take.

Join the Superbug Resistance – a hand hygiene awareness programme for healthcare workers.



Staff understand hand hygiene.
They do not like to be 'blamed', nor lectured to.

In staff areas, the campaign is recruiting them to 'the resistance', as they are people of talent and have the opportunity to effect change.

'One more time' encourages or nudges them to continue good practice, rather than chastise bad practice.





Clean your hands one more time



Join the Superbug resistance.



In staff only positions (such as nurses stations, kitchens etc.) the messaging changes.

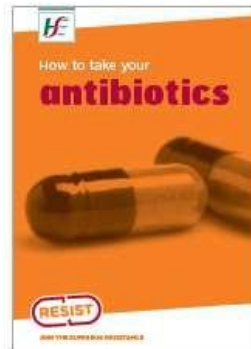
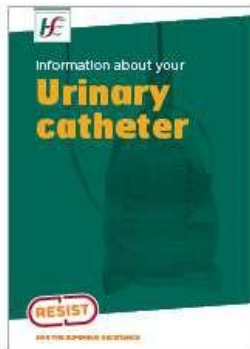
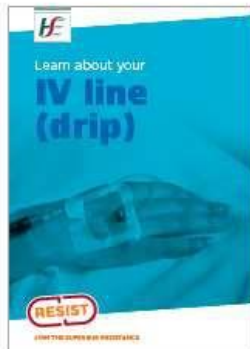
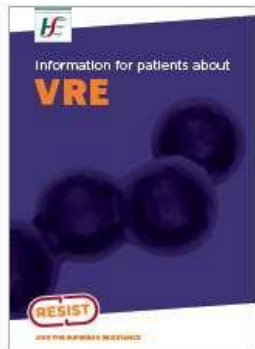
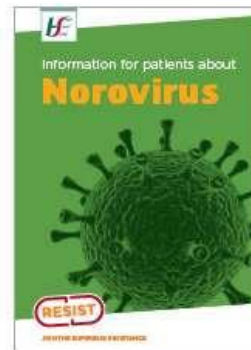
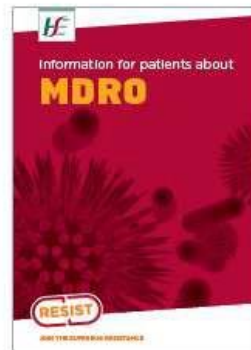
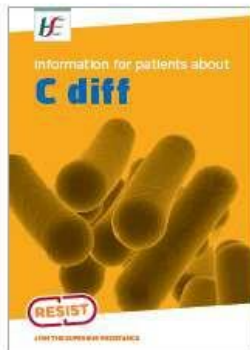
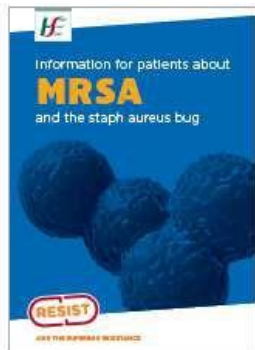
The main point here is that it isn't possible to wash too many times.

'One more time' compliments them on the job they are already doing – a small but important point.

Unlike transient public visitors, staff are permanent deliverers of this campaign. They are full-time members of the Superbug Resistance!



12 new patient leaflets have been printed and available to order for services who have rolled out to services who have launched RESIST



RESIST PULL UP BANNERS (STANDARD)

Protect yourself and others from getting sick

Wash your hands

- after coughing or sneezing
- when caring for the sick
- before and after you prepare food
- before eating
- after toilet use
- when hands are visibly dirty
- after touching cuts, blisters or any open sores
- you can use alcohol hand rub if hands are not visibly dirty.

RESIST www.hse.ie/handhygiene

Clean hands save lives

Frequent hand cleaning prevents the spread of infections including Superbugs. You can stop Superbugs winning.

RESIST

Join the Superbug resistance.

Join the Superbug resistance

By cleaning your hands one more time, you can stop Superbugs winning.

RESIST

Join the Superbug resistance.

If you see something, say something

We maintain high standards of hygiene. If you see anything that doesn't meet them, please tell a member of staff. It could make all the difference to our patients. You can stop Superbugs winning.

RESIST

Join the Superbug resistance.





Ireland has one of the
highest antibiotic
prescribing rates in Europe.



RESIST

JOIN THE SUPERBUG RESISTANCE

Some bugs can survive a
dose of radiation
1000 times
the dose that would
kill a person.



RESIST

JOIN THE SUPERBUG RESISTANCE

RESIST

WHO



5 MOMENTS OF
HAND HYGIENE
STANDARD HAND
HYGIENE PRECAUTION

