



# New 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%



# 5.2%

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

2012 Point Prevalence Survey



## What do we know?



Reducing antibiotic use and improving hand hygiene practice and resources will reduce the spread of HAIs

**34%** 1 in 3 hospital patients were given antibiotics



## What have we learned?

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





# 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!





11 new patient leaflets have been designed and have gone to print





## RESIST POSTERS





We are printing merchandise and materials to support you as Resist Champions







# TIMELINE

- Creative brief
- Review creative options and naming

- Agree final creative
- Finalise templates
- Develop guidelines for using the new materials

- Work with 3 acute hospital pilot sites to set up implementation and rollout of Resist training and champions

- Review evaluation results
- Amend or continue as indicated by evaluation
- Internal communications plan for wider roll out
- Identify CHO/ community pilot sites to rollout campaign

Q1 2018

Q2 2018

Q3 2018

Q4 2018

Q1 2019

Q2 2019

- Creative agency options and testing
- Agree deliverables
- World Hand Hygiene Day

- Get ARIC team sign off
- Identify HG pilot sites and seek support from HG management team
- Work with selected Hand Hygiene Champion Hospital Group

- Set up implementation group at HG level
- Work with Focus group and IPCN leads to test materials and education

- Deliver training in 3 acute hospital pilot sites
- Communications launch in each site
- Test awareness pre and post training



