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%.

5.2%

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

2012 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 HAIs

RESIST a new hand hygiene programme for healthcare workers
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.

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

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

The public who use or visit hospital and health services
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!
RESIST a new hand hygiene programme for healthcare workers
11 new patient leaflets have been designed and have gone to print
RESIST POSTERS

Clean hands save lives

Frequent hand cleaning prevents the spread of the Superbugs which threaten us all.

You can stop Superbugs winning.
JOIN THE SUPERBUG RESISTANCE.

Join the Superbug resistance

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

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.
JOIN THE SUPERBUG RESISTANCE.
We are printing merchandise and materials to support you as Resist Champions.
TIMELINE

Q1 2018
- Creative brief
- Review creative options and naming

Q2 2018
- Agree final creative
- Finalise templates
- Develop guidelines for using the new materials
- Get ARIC team sign off
- Identify HG pilot sites and seek support from HG management team
- Work with selected Hand Hygiene Champion Hospital Group

Q3 2018
- Set up implementation group at HG level
- Work with Focus group and IPCN leads to test materials and education

Q4 2018
- Work with 3 acute hospital pilot sites to set up implementation and rollout of Resist training and champions
- Deliver training in 3 acute hospital pilot sites
- Communications launch in each site
- Test awareness pre and post training

Q1 2019
- 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

Q2 2019
- Agree final creative
- Finalise templates
- Develop guidelines for using the new materials

RESIST a new hand hygiene programme for healthcare workers