

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

90%





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





What have we learned?

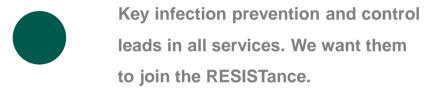
There is evidence to show that repeated reminders such as posters displayed prominently, targeted education and training as part of continuous professional development are likely to help.

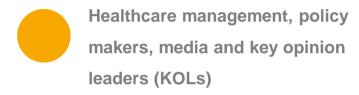






Target Audiences





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









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!





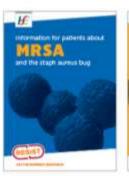








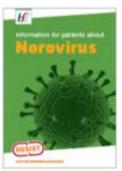
11 new patient leaflets have been designed and have gone to print

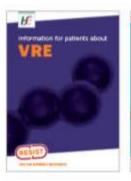




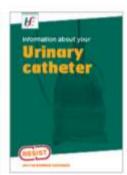


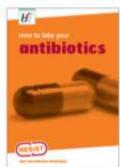


















RESIST POSTERS











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 quidelines** for using the new materials

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

Q4 2018

- 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

Q1 2018 Q2 2018

- 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

Q3 2018

Work with Focus group and IPCN leads to test materials and education

Deliver training in 3 acute hospital pilot sites

Q1 2019

- Communications launch in each site
- Test awareness pre and post training



