



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

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

Images should be credible and promote good practice.

Images that do not support our 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 HSE services.



To comply with good infection prevention control practice, photos should show:

- ❑ Staff who are bare below the elbow in clinical and patient settings. This means no images of staff in white coats, suits, jackets or long sleeves (the AMRIC division of HPSC recommends that HSE staff should not wear long sleeve clothing in clinical areas). Long sleeve scrubs can be shown in images of surgery and theatre settings.
- ❑ Staff with no hand/arm jewellery apart from 1 plain gold band – no wristwatches, wrist pedometers, bracelets, rings with stones etc.
- ❑ Staff with unadorned and short nails – no nail polish, gel nails or acrylic nails
- ❑ Staff in clinical and patient settings without neck ties, ties can be a source of infection and should be removed.



To comply with good infection prevention control practice, photos should **not** show:

- Staff sitting on patient beds
- Staff undertaking clinical procedures without gloves
- Staff in surgery with long, loose hair
- Staff who are not bare below the elbow

Please note white coats are not worn by HSE staff in clinical areas with the exception of some staff working in labs.



What's wrong with these lovely photos?



Doctor is wearing a white coat to the elbow, 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 to the elbow, correctly sitting to one side of the bed but 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.



These meet good infection prevention control practice



Staff member is bare below the elbow, no jewellery apart from the permitted plain ring and nails are plain.



Staff members all bare below the elbow, no jewellery, plain nails.



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



Staff member wearing gloves when undertaking a clinical procedure



These meet good infection prevention control practice



Staff members are all bare below the elbow, no jewellery, plain nails.
No white coats, neck ties or jackets being worn



Please contact audrey.lambourn@hse.ie or 087 9889264 if you

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

