

Special lecture for 5 May: accelerating hand hygiene improvement together

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(University of Geneva, Switzerland, & senior advisor of the SAVE LIVES – Clean Your Hands campaign)

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SAVE LIVES -Clean Your Hands

www.who.int

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May 5, 2023



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Part 1

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www.who.int

SAVE LIVES – Clean Your Hands Campaign



World Hand Hygiene Day, 5 May 2023

Each year the **WHO SAVE LIVES: Clean Your Hands** campaign aims to maintain a global profile on the importance of hand hygiene in health care and to 'bring people together' in support of hand hygiene improvement globally

15 YEARS OF ANNUAL GLOBAL HAND HYGIENE CAMPAIGN 5 MAY 2009–2023

Accelerate action together

SAVE LIVES -Clean Your Hands

This year's campaign theme



World Hand Hygiene Day, 5 May 2023



Accelerate action together

Together,

we can accelerate action to prevent infections and antimicrobial resistance in health care and build a culture of safety and quality in which hand hygiene improvement is given high priority

Campaign objectives



World Hand Hygiene Day, 5 May 2023

- **01** Strengthen and empower communities of actors in health care to accelerate action to improve hand hygiene and infection prevention and control at point of care
- **02** Foster collaboration and working together of people and organizations towards the common goal of minimizing the risk of infections and the development of antimicrobial resistance in health care

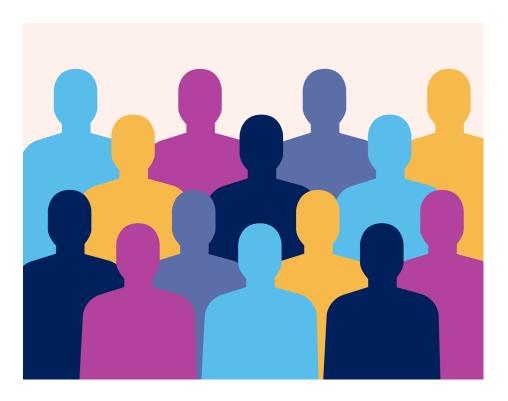
One common goal – let's work together. Now.



World Hand Hygiene Day, 5 May 2023

- Hand hygiene is one common goal that can help save a life
- If we accelerate action together hundreds of thousands of lives can be saved across the world

 now and in the future
- This year, WHO puts a special focus on civil society organizations (CSO) and other key partners and asks them and governments, health care institutions to accelerate hand hygiene actions and prevent infections



Civil society organizations (CSOs)



World Hand Hygiene Day, 5 May 2023

Key partners in the 2023 campaign

- For World Hand Hygiene Day 2023, we put CSOs and other key partners (e.g., the Global IPC Network) in focus
- Driven by their passion, values and strong social justice agendas, and often in close proximity to the communities they serve, CSOs and other partners can spearhead and accelerate change at local, national and international levels
- WHO is calling on all CSOs to engage with the campaign and accelerate progress at achieving effective hand hygiene at point of care

Why does this matter? *Clean Hands Save Lives* – the facts



World Hand Hygiene Day, 5 May 2023

50%

of health care facilities don't have hand hygiene services at points of care and toilets

3.85 billion

people visiting health care facilities don't have access to basic hygiene services

- Lack of hand hygiene in health care facilities can cause infections, avoidable treatment and even death
- Consistent commitment to improving hand hygiene by health and care workers could reduce the spread of infectious diseases in health care settings by up to 50%
- Hand hygiene using alcohol-based hand sanitizers or soap and water stops the spread of infection and keeps people safe

Why clean hands matter?



Read the latest Facts and Figures



https://www.who.int/campaigns/world-hand-hygiene-day/2023/key-facts-and-figures

What can you do to get involved?



World Hand Hygiene Day, 5 May 2023

Join the campaign and spread the word

- Use the materials
 - Campaign slogan and poster
 - Campaign social media tiles
 - Campaign animation video
- Support the calls to action
 - Campaign call to action posters

- Keep the campaign alive
 - Take a look at the campaign guide use the ideas wherever you are!
 - Run local activities and share the details and lessons widely
 - Join WHO on 5 May 2023 for the global WHO World Hand Hygiene Day webinar



Campaign posters

Main campaign slogan and image – Available in all UN languages



World Hand Hygiene Day, 5 May 2023

This year's slogan:

Accelerate action together. SAVE LIVES – Clean Your Hands





CAMPAIGN WEBSITE

WHO call to action posters – Available in all UN languages

World Hand Hygiene Day, 5 May 2023

World Health Organization 75th HEALTH FOR ALL

CAMPAIGN WEBSITE



This year's call to action posters are available for:

IPC practitioners, Health and are workers, Policy makers and Those who access care

IPC practitioners

World Hand Hygiene Day, 5 May 2023

We know you can all – Lead the way for clean hands

- Use all the campaign materials to advocate for hand hygiene action – target policy makers, those who access care and CSOs
- Promote My 5 Moments for Hand Hygiene to health and care workers, including sharing the new My 5 Moments for Hand Hygiene: The Game, and support your colleagues to achieve excellence in hand hygiene
- Run a face-to-face or virtual hand hygiene café in support of World Hand Hygiene Day – Love the 5 Moments; the café
- Share the WHO newsletter and other campaign wording with a range of stakeholders





Health and Care Workers

World Hand Hygiene Day, 5 May 2023

We ask you to - Love the 5 Moments!

- Practice your 5 moments for hand hygiene every time. It saves lives
- The 5 Moments posters and training materials come in a range of formats for different settings and procedures
- Play the new WHO game "My 5 Moments for Hand Hygiene: The Game". Support all health and care workers to understand the right times for hand hygiene
- Participate in WHO 5 May global webinar
- Use the poster maker and send your pictures to the campaign wall





Policy makers

World Hand Hygiene Day, 5 May 2023

Now is the time to spread the word far and wide – Invest for health and dignity

- Improve IPC training and education: mandate professional development to ensure knowledge and best practices of hand hygiene in your entire workforce
- Strengthen IPC programmes and infrastructures at national and facility level: commit to making the investments required to improve and maintain hygiene services in your country





Those who access care

World Hand Hygiene Day, 5 May 2023

Support everyone to be part of the campaign – Join the movement

- Being part of the hand hygiene movement helps protect yourself and others from infection through clean hands
- Being interested in your own care and talking to health and care workers, and leaders, about the importance of clean hands can make a difference





Use the poster maker to create your own poster



World Hand Hygiene Day, 5 May 2023

Creating and sharing your own poster with the poster maker is a great way to show your support Once you've designed your poster, share it on your favourite social media platforms **using #handhygiene**



Make sure to tag it with #HandHygiene



Additional campaign assets

Use the campaign animation video



World Hand Hygiene Day, 5 May 2023

At only 55 seconds in length, this powerful animation video can be shared across networks, via social media and embedded in presentations to advocate for the need to accelerate hand hygiene action



VIDEO – YOUTUBE

Use the social media assets and spread the word!

World Hand Hygiene Day, 5 May 2023 Use the WHO social media messages and tiles to promote hand hygiene on or around 5 May 2023

- Adapt messages to keep the campaign and profile of hand hygiene improvement alive at your local level, including the need for ongoing investment and progress
- Repost WHO messages so that we can evaluate reach
- Use #handhygiene #cleanhands #infectionprevention

SOCIAL MEDIA ASSETS



World Health Organization

HEALTH

Use the web banner

World Hand Hygiene Day, 5 May 2023

Use the campaign web banner on your own website(s) to promote hand hygiene on or around 5 May 2023

Websites that feature the campaign will be acknowledged by WHO



WEB BANNER ASSETS



How leaders and different organizations can engage and accelerate action

- Take a look at the **campaign guide** use the ideas wherever you are!
- Use the campaign posters and social media tiles.
- Use the new, short campaign animation video available in vertical social media format for download.
- Use the template email wording.
- Share your campaign activities stories, care studies, photos and videos ahead of May 5.
- Use the WHO poster maker and show your own local engagement.

https://www.who.int/campaigns/world-hand-hygiene-day/2023



- Pre-prepared social media
 messages and tiles
- Map of existing resources, to the calls to action
- Q&As/facts and figures

Showcase your campaign!



- Upload the WHHD poster, photo or video and key messages to <u>cleanhandssavelives.org</u> and your preferred social media platforms using the hashtag #handhygiene
- Email us photos and/or stories of staff engaged in hand hygiene activities: savelives@who.int
- Tag us in your posts or one of the following accounts:
- > WHO Facebook: World Health Organization (WHO)
 - ≻ Twitter: @WHO
 - ≻ Instagram: @WHO
 - ➤ LinkedIn: World Health Organization
 - ≻ TikTok: @WHO
- Join the WHO Infection prevention and control global <u>community of practice (ipcglobalcommunity.org)</u> to share your stories and connect with other IPC colleagues, as well as WHO! This forum offers regular opportunities to network, get updates, discuss new ideas and discussion.

The 5 Moments café

World Health 75 HEALTH

How to get involved with World Hand Hygiene Day 2023



Accelerate action together

SAVE LIVES - Clean Your Hands

Where can these be conducted?

This activity can be conducted face to face or virtually in any health care facility both public or private (e.g., hospitals, long term care facilities, outpatient settings, and others) as well as in community and outreach settings.

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Who should run the café

It can be run by IPC practitioners/focal points, clinicians (nurses or physicians) or by other people depending on the local setting.

When should a café experience be held in support of World Hand Hygiene Day (WHHD), 5 May 2023

You can conduct a face to face or virtual HH café any time around 5 May, ideally on 5 May if possible. They usually take only 20 minutes! You can consider to conduct more than one, maybe five! And you could consider streaming your café live if possible!

What are the suggestions for preparing and running them?

Suggested café format:

Plan to

- engage a few health workers in advance, to speak up in the café;
- of any of the WHO WHAT IN available, to speak optimities with a second optities with a second optities with and snack, including if running a virtual café;
- and snack, including if running a virtual cate; o record the session (with permissions) this could be shared on the hospital intranet, for use in training sessions, to be shown on hospital TVs, for future communication plans, to illustrate key findings from current perceptions, to report at IPC/hospital committees, and to potentially use on social media; o to reflect on or evaluate the process (see prompts below)
- Invites aim for a range of professionals from different disciplines
- Length of time 20 minutes
- Advertising advertise the event widely, as a poster or electronic flier, including the date, time, and joining details for virtual connection
- Introduction when opening the café, keep it light and engaging for everyone. Use WHO campaign wording to help you if necessary.
- Presentation You may want to open with a short engaging presentation or a video use the WHO WHHD 2023 slide set to engage people on the topic if needed or use the new campaign short animated video
- Suggested topic and questions:

Click here to visit the

2023 World Hand Hygiene Day campaign

SAVE LIVES - Clean Your Hands



- 20 minutes, face to face or virtual •
- Engage a few health workers in advance, to • speak up in the café
- Download the campaign assets ٠
- Start with a short engaging presentation or • a video
- repeat the words that relate to each of the • moments
- Highlight that the 5 Moments posters come • in a range of formats for different settings and procedures
- Share perceptions and challenges in • applying the moments
- Explain the benefits •

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Case Study

Template

- Civil society and other stakeholders' collaborations can take on many forms, are often task orientated and driven by people with a common interest.
- Greater levels of social connectedness mean a greater chance of improvement.
- Share your story to showcase collaboration!

		Organization	((U	FOR ALL
z	Accelerate action together Mr 101 - Can the rends				
	What are the benefits of xx-civil society collaborat	tion?			
	Template for country/health facility stories				
	Civil society and other stakeholders' collaborations can take on ma orientated and driven by people with a common interest. Greater connectedness mean a greater chance of improvement.				
	Examples of collaboration can include: - Co-creation or adaptation of messages and materials - Unity in cascade messaging (existing WHO materials will b - Providing a dedicated 'platform' to showcase existing and activities and promote long term action - Organising collaborative events, comunity discussions, fi for open discussion and lessons identified for how to mow improvements, for example, the objective can be to raise prevention and patient and health worker safety and the r	proposed hand hygiene acilitating protected spaces e forward to achieve awareness on infection			
	Provide your story on collaboration! Approx. 300 words.				
	Name of country/health care facility:				
	Names of the organizations involved:				
	Where the collaborations took place, e.g., a district:				
	When the collaborations took/are taking place:				
	here to visit the Source Sourc	SAVE LIVES - Clean Your H	ands		
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World Health



Promotion by our stakeholders

Thank you very much!

Examples of campaigns in action!

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Thank you for your continued efforts to promote WHHD and accelerate progress on effective hand hygiene at point of care!

World Health Organization

05/05/2023 | Title of the presentation

HEALTH FOR ALL



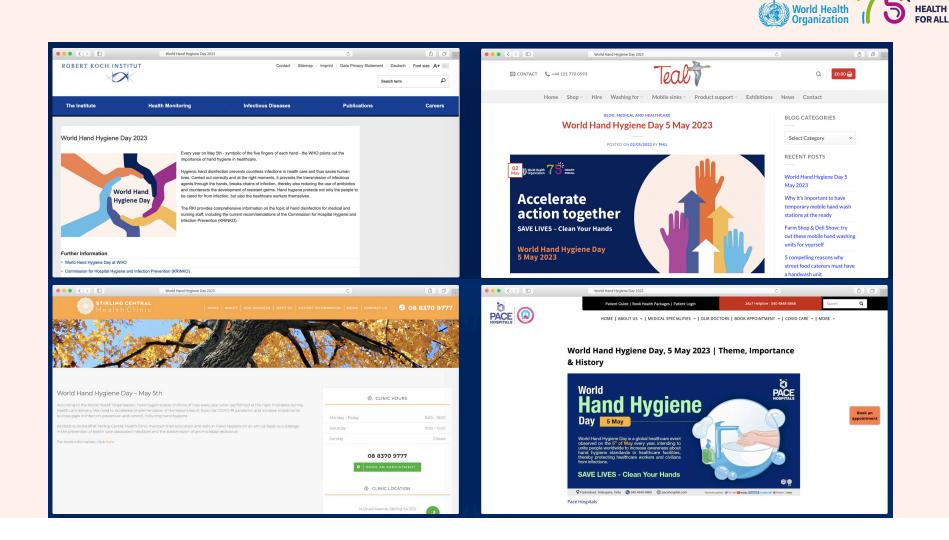




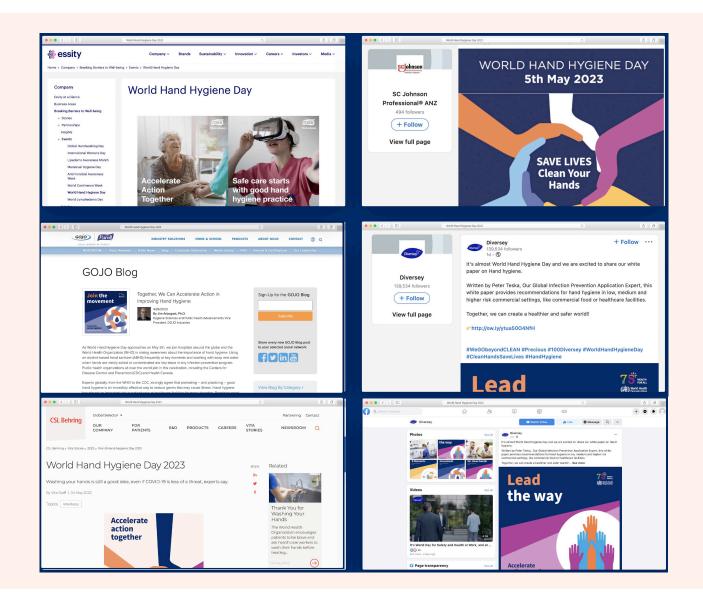
Clean Hands social wall

@CleanHands

https://5may.cleanhandssavelives.org/wall-2023/



HEALTH



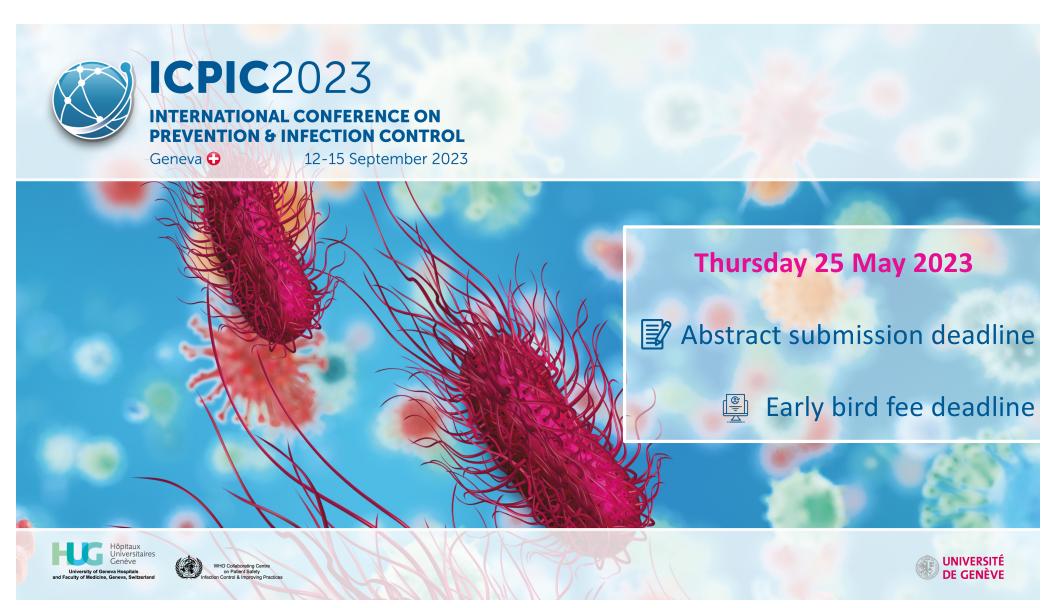




Private Organizations for Patient Safety Hand Hygiene Hand hygiene saves millions of lives every year when performed at the right times in health care to keep everyone safe World Health 75 HEALTH Organization

Scan the QR code to access all campaign materials







INNOVATION ACADEMY

Unique opportunity to allow investigators and participants at ICPIC to participate in a forum which brings together thought leaders in the area of innovations in the practice of infection control and prevention of antimicrobial resistance.

- Pre-selection of top innovative projects from submitted abstracts
- International Jury of Expert
- > 1st prize of CHF 10,000





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Part 2

Dr Benedetta Allegranzi (Technical lead, IPC Hub & Taskforce, WHO HQ) SAVE LIVES -Clean Your Hands

www.who.int

New tools issued today, 5 May 2023!

World Health Organization



Assessment tool on infection prevention and control minimum requirements for primary health care facilities



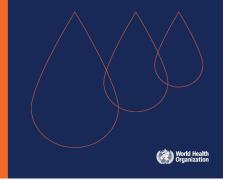






WHO research agenda for hand hygiene in health care 2023 - 2030:

summary report



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New summary of the WHO hand hygiene research agenda priorities





- Developed over the last two years through a consultative process including a large group of experts and implementers from around the world, using a rigorous methodology based one available evidence
- Main goal: to accelerate knowledge generation about the best interventions to improve practices
- The Summary provides guidance on the **highest** priorities for hand hygiene research
- Useful tool for researchers and donors to direct their investments to areas of hand hygiene research that still have significant gaps
- Beneficial to direct policy makers and implementers towards the most effective and cost-effective interventions

https://www.who.int/teams/integrated-health-services/infection-prevention-control

Fig. 1. Six core hand hygiene domains



HAIs: health care-associated infections; AMR: antimicrobial resistance.

Delphi 1	System change
Delphi 2	Training and education*
Delphi 3	Evaluation and feedback
Delphi 4	Reminders and communication*
Delphi 5	Institutional safety climate
Delphi 6	Impact of hand hygiene improvement on HAIs and AMR

HAIs: health care-associated infections; AMR: antimicrobial resistance.

*Delphi 2 and Delphi 4 were combined together.

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HEALTH FOR ALL

Highest hand hygiene research priorities by domain





D: domain; HAIs: health care-associated infections; HH: hand hygiene; HCF: health care facility.

| Title of the

New WHO "My 5 Moments: The Game"





- Compassionate serious game designed to keep patients and health workers safe by improving hand hygiene practices
- Set 200 years in the future, at the International Alien Hospital, you will work as a health care professional to help patients stranded on earth, by doing hand hygiene at the right moments
- 3 modules released for game-play testing among a selected community of users

Primary health care (PHC) is the entry point to the health care system

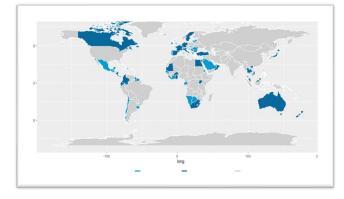


IPC plays a key role in making PHC safer in at least two ways:

- Preventing the spread of infections and AMR <u>at the first point of entry</u> of the patient journey into the health system (i.e., PHC)
- 2. Preventing spread of health careassociated infection (HAI) and AMR within and from tertiary and secondary care facilities to the community and PHC facilities, and avoiding infectious complications that unnecessarily burden rehabilitative and palliative outpatient or long-term care

WHO 2019 Global Survey using IPC Assessment Framework at Facility Level: 4440 facilities from 81 countries

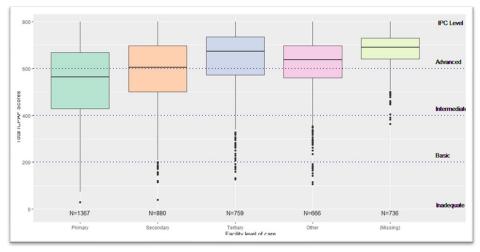




- PRIMARY CARE: 601 (435-699.4)
- SECONDARY CARE : 562.5 (462.5-657.5)
- TERTIARY CARE : 660 (515-727.5)
- OTHER: 712.5 (637.5-762.5)
- The average score was <u>significantly higher in</u> <u>tertiary than in primary care facilities in the</u> weighted multivariable regression analysis
- **0%** of the facilities met all IPC minimum requirements in LICs; **only 26% of PHC** facilities in HICs.

IPCAF weighted average score: 605 (*IQR: 450.4-705*)

- ➤ advanced IPCAF level (50.7%)
- intermediate IPCAF level (29.8%)
- basic IPCAF level (17.5%)
- inadequate IPCAF level (2%)



Source: Tomczyk, B., et al. The first WHO global survey on infection prevention and control in health-care facilities (2022). <u>https://www.thelancet.com/journals/laninf/article/PIIS1473-3099(21)00809-4/fulltext</u> Slide credit: Benedetta Allegranzi

IPC in Primary Care: A collection of existing standards, measurement and implementation resources

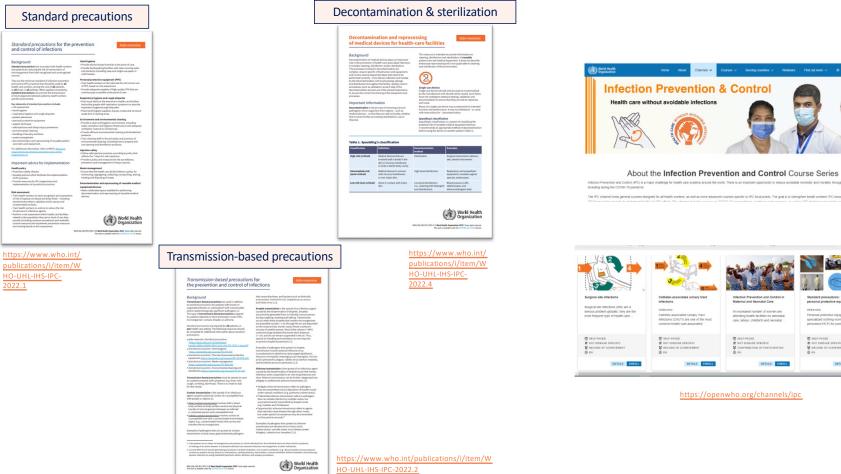




Infection prevention and control in primary care: a toolkit of resources

https://www.who.int/publications/i/item/978 9240037304

Aide memoires and online training courses

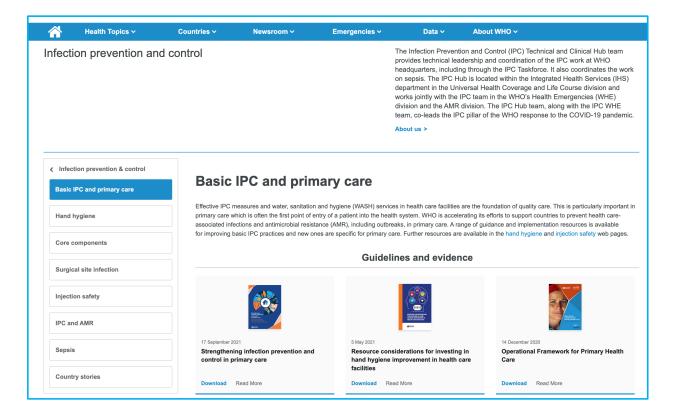




ic to IPC focal points. The goal is to

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New web page dedicated to basic IPC and PHC

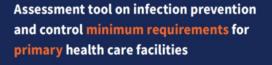


World Health 75 HEALTH Organization

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New IPC assessment tool for primary care facilities







This tool will assist primary care facilities to assess their level of implementation of the WHO minimum requirements for IPC and to identify those that still need to be achieved or improved.

https://www.who.int/teams/integrated-health-services/infection-prevention-control/basic-ipc-and-primary-care

New infographic on the prevention of surgical site infection in primary care settings





- A practical and intuitive infographic and inventory document
- Created to facilitate the access to all available WHO resources on the prevention of surgical site infection that can be most useful in primary care settings.

https://www.who.int/multi-media/details/surgical-site-infection-prevention-in-the-primary-health-care-setting

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Thank you

www.webbertraining.com/schedulep1.php	
May 9, 2023	(<u>European Teleclass)</u> IMPACT OF ANTIMICROBIALS ON THE MICROBIOME AND RESISTOME - FAR REACHING CONSEQUENSES FOR IPC Speaker: Prof. Shaheen Mehtar, Stellenbosch University, Cape Town
May 18, 2023	NON-CATHETER-ASSOCIATED URINARY TRACT INFECTIONS Speaker: Cindy Hou, Jefferson Health, New Jersey
May 29, 2023	(FREE Teleclass Broadcast live from the IPAC Canada conference) THE PSYCHOLOGY OF PANDEMICS Speaker: Dr. Steven Taylor, University of British Columbia
May 29, 2023	(FREE Teleclass Broadcast live from the IPAC Canada conference) SCIENTIFIC COMMUNICATIONS TO THE PUBLIC DURING A PANDEMIC AND BEYOND Speaker: Dr. Bonnie Henry, Province of British Columbia, Victoria BC
June 8, 2023	CHANGING HAND HYGIENE BEHAVIOUR: NUDGING CONCEPTS Speaker: Dr. Marco Bo Hansen, Copenhagen University Hospital, Denmark

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