

# Planning an Effective Infection Prevention & Control Campaign

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Penny Ralph RN CIC

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## Objective

- The attendee will learn practical steps to organize and deliver an IP&C campaign.
- This will be delivered utilizing Central Health's experience in the development & delivery of educational campaigns.

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Regional Integrated Health Authorities

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## About Us

- 2 Referral Centers
- 6 Community Centers
- 5 LTC Facilities
- 277 acute care beds
- 525 LTC beds
- 1 Infection Prevention & Control Coordinator
- 3 Infection Prevention & Control Practitioners

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## Central Newfoundland Regional Health Centre



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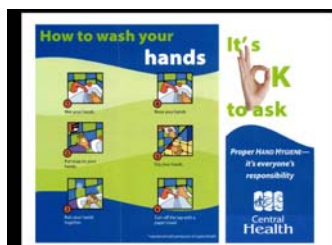
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## It's OK to Ask

Central Health developed and implemented the "It's OK to ask" campaign in 2006 – 2007.



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**Central Health was also selected as a pilot site for CPSI's Campaign**



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**IP&C Campaigns**

- We have used information learned in the development of other successful campaigns;
  - Annual influenza campaign
  - MRSA campaign

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**Step 1 – Identify and Define the Issue**

- What is the problem?
- Why is this a problem?
- Who is affected?
- Who or what is responsible?
- Who are the stakeholders?
- What are the consequences of inaction?
- Who are your targets?

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## Our Problem - Hand Hygiene

In health care, nurses and doctors follow the correct procedure for hand-hygiene only **30%** - **40%** of the time between patient contacts and procedures!



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## Hand Hygiene Audits

- Audits confirmed those statistics within Central Health – hand hygiene compliance was consistently below 50%.
- HAI rates were increasing.

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## Self-Reported Factors for Poor Adherence with Hand Hygiene

- Handwashing agents cause irritation and dryness
- Sinks are inconveniently located/lack of sinks
- Lack of soap and paper towels
- Too busy/insufficient time
- Understaffing/overcrowding
- Patient needs take priority
- Low risk of acquiring infection from patients

Adapted from Pittet D, *Infect Control Hosp Epidemiol* 2000;21:381-386.

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## Step 2 – Consider Your Resources

- Do you have enough people to see this through?
- Do all stakeholders share the same vision?
- Do you have enough financial resources for this campaign?
- ***How committed is your organization to success?***

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## Campaign Resources

- Time
- Money
- People
- Talent

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## IP&C Campaigns

- We are in the enviable position of being able to save money while simultaneously improving the quality of care!
- Demonstrate this to your senior administration in your campaign proposal.

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## Hospital-based Infections

- Each year nearly 200,000 patients in Canada get an infection while hospitalized.
- Of these patients, about 8,000 will die as a result of their infection!
- Estimated cost - \$1 billion a year.



Community and Hospital Infection Control Association of Canada

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## Are hospitals safe?

- **1 in 9** patients admitted to a Canadian health care facility will develop an infection during their stay!!!



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## Corporate Report Card

- Ensure Infection Prevention and Control is on your Corporation's Report Card.
- We report;
  - HAI rates above an established baseline.
  - MRSA and C. difficile rates.
  - Future plans – hand hygiene compliance rates.
- Ensures IP&C issues are discussed and kept in the forefront.

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### Step 3 – Set Goals and Objectives

- Is there some urgency?
- Who are the decision makers?
- What are the results you want to achieve?
- What has already been done? Can you build on that?
- What are the steps?
- What are the alternatives?

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### Know Your Goal

- Be very clear about your long term goals.
- Define the steps to take you there.
- Decide where you can compromise.
- Regularly review your goals.



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### Example of Goals & Objectives for a Hand Hygiene Campaign

- To increase patient/client/resident safety.
- To increase HCW safety.
- To encourage HCWs to become role models for excellence in hand hygiene.
- To raise patient and visitor awareness in the use of hand hygiene in preventing the spread of avoidable infections.

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**Goals & Objectives**

- Encourage employees to wash their hands before providing direct patient care.
- Encourage patients/clients/residents to ask staff "have you cleaned your hands."
- **Decrease healthcare acquired infections.**

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**Your Aim**

- Goals are important but so are measurable Aims.
- Include a timeframe.

Example: By October 31, 2009 we will have increased HCWs hand hygiene compliance by 25% of baseline on Surgical Unit #1 after implementation of an on-line learning module.

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**Step 4 – Identify Possible Strategies**

- What are the best tactics or tools to use?
- Is education and awareness needed?
- What actions are needed?
- Who will you target specifically?
- Who will coordinate this campaign?

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## Strategy

- Strategy is a set of concepts that if implemented will give you victory – run your campaign like an election.
  - Who
  - Why
  - What
  - How and Why



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## Planning Team

- Create a planning team that will get you where you want to be.
- An effective organization utilizes the unique talent and abilities of its people.
- Include on your team; Communications, Quality, Risk Management, Safer Healthcare Now Coordinator, Front-line care providers, Senior Executive, Occupational Health

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## How do we get people to wash?



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## Gather Research & Generate Ideas

- The Planning Team reviewed several hand-hygiene campaigns;
  - Canadian Patient Safety Agency
  - WHO – Global Patient Safety Challenge
  - UK National Patient Safety Agency – cleanyourhands campaign
  - Swiss Hand Hygiene Campaign

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## Successful Campaigns

- Campaigns that have been the most successful have used multi-faceted interventions;
  - Education & social marketing.
  - Changes in organizational culture & workplace environment.
  - Support of individuals at all organizational levels.
  - Feedback based on observation & evaluation.

Larson 2000; National Patient Safety Agency 2004

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## Public Engagement

- Studies demonstrate that hand hygiene campaigns that engage the public are the most successful.



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**Step 5 – Select a Strategy**

- What is the best process that will take you from where you are to where you want to be?
- Who will do the work?
- How long will it take?
- How will you communicate your plan?
- How will you know if you have achieved your goals?

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**Campaign Proposal**

- A campaign proposal was developed by the Infection Prevention and Control Committee and submitted to the following;
  - Senior Management Team and Central Health Board
  - Medical Advisory Committee

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**Budget \$\$\$**

- Funding was requested for media campaign;
  - Lapel buttons "It's OK to Ask"
  - Client/Resident informational pamphlet
  - Posters
  - Newspaper Print Campaign
  - Television and Radio Advertisement
- We were given \$6400.00 for the It's OK to Ask campaign.

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**Other Budget Considerations**

- Giveaways – chocolates, pens, etc.
- Prizes
- Draws – monetary



Remember – You want people to vote for your team!!!

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**Step 6 – Implement a Strategy**

We decided on the multifaceted approach.

1. Distribution of surveys to clients/staff.
2. Distribution of information to managers then all employees.
3. Initiation of a media campaign for the public.
4. Implementation of the "It's in Your Hands" campaign during late fall.
5. Evaluation and feedback.

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**Education for Staff**

- Educational sessions provided for all staff (including physicians) prior to the initiation of the campaign.
- Educational material supplemented by print material and e-mail messages before & during the campaign.
  - Staff will wear an "It's Okay to Ask" pin during the campaign.

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## Get Involved – Message for Staff

- The campaign will increase the confidence of patients and the public in the care they receive and in the staff who provide it.
- Your support will be invaluable in making the campaign a success.
- So please get involved and make it happen... "It's in your hands."

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## Education for Clients/Residents

- Patients/Clients/Residents (or family members) were given an educational brochure either at pre-admission or within 24 hours of admission.
- The brochure discussed the client's role in partnering in their care.
- Information in the brochure was supplemented by a media campaign.

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## It's Okay to Ask

- A key message of the "It's In Your Hands" campaign was directed to patients/clients/residents and stated:

*It's okay to ask* (staff in this hospital whether they have cleaned their hands before they touch you).

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## Client Information

- “Practicing good hand hygiene is the single most important thing you can do to stop the spread of infection. It’s a healthy habit for anyone, whether you are in the hospital, at work, or at home.”

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## Step 7 – Evaluate Your Campaign

- Have all the objectives been met?
- What is working and what is not?
- Re-assess the tools and revise the plan if necessary.
- Is your program, organization, stronger, more effective?

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## Campaign Evaluation

1. Distribution of surveys to clients/staff.
2. Audit tools



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## Surveys



- Surveys were distributed to surveyors throughout the region.
- The surveyors were to ask 5 staff (which would include 1 physician) and 5 clients or residents three questions.
- Survey questions allowed for a yes/no response and also had a comment section.

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## Staff Responses After Campaign

- "Hand washing would take less time if we had sinks & taps in the rooms we could control...making the necessary a little more convenient would be a big help."

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## Have Alcohol Hand Wash Available

- Alcohol hand-rubs were installed at point of use.



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## Staff Responses

- “In some patients like infants & neonates I do wash before, otherwise I use gloves.”
- *Need: education regarding glove usage*
  
- “It should be a given that every nurse washes their hands....so to be asked if I washed my hands would be an INSULT!”
- *Need: education regarding client involvement*

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## Audits

- Audits are a useful tool to post on units before and after a campaign.
- Especially useful after an influenza campaign.

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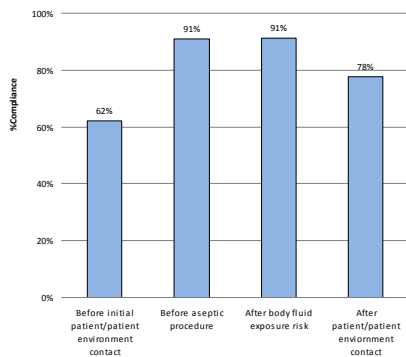
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Hand Hygiene by Type of Indication



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## Other Considerations

- Identify your opponents –
  - have them on your planning team
  - They will tell you what is wrong with your campaign!!!
- Use resources –
  - Infection Prevention and Control is everyone's responsibility.

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## Utilize The Media

- Local Cable Station



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## Have Some Fun

- What to do if;
  - You have no money
  - You have no time
- ...but you do have people with talent.
- Sometimes your greatest successes are the most spontaneous.



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### Celebrate Your Success

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### Change We Can Believe In

Change will not come if we wait for some other person or some other time. We are the change that we seek.

Barack Obama  
February 5, 2008

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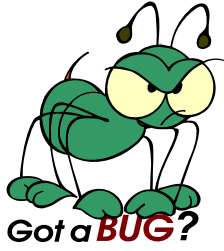
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Questions?



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