

Campaigning to improve the hand hygiene of healthcare workers

Katherine Wilson
cleanyourhands campaign lead
National Patient Safety Agency

29 September 2008



Putting Patient Safety First

Identifying the problem

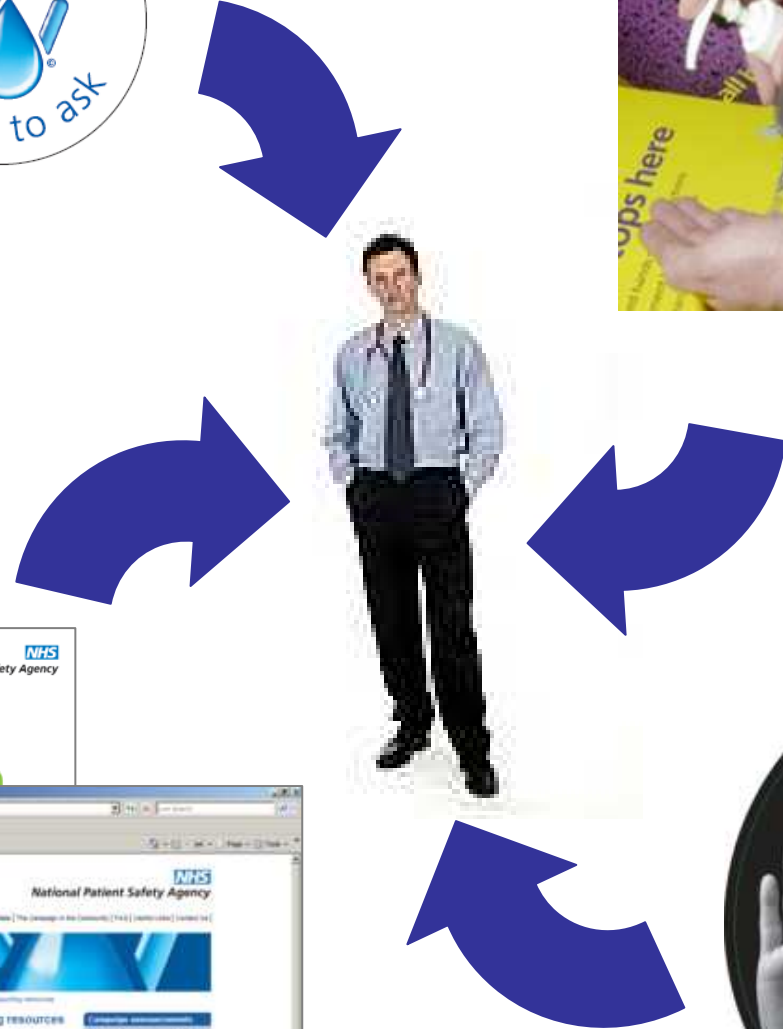
- Estimated 300,000 healthcare associated infections (HCAI) each year
- 5,000 patients may die as a result
- Costs the NHS in excess of £1 billion a year
- Yet approximately a third of are estimated to be preventable

Finding a solution

- One of the main ways in which infections are spread is on the hands of healthcare staff
- Yet healthcare staff commonly cleaned their hands less than half as often as they should
- Evidence showed that improving staffs' hand hygiene can reduce of HCAI

So why weren't healthcare staff cleaning their hands?

- Insufficient or inaccessible sinks
- Frequent hand washing with soap and water caused dryness and skin irritation
- Time constraints
- Considered low priority
- Low internal motivation



NHS
National Patient Safety Agency

HAND CLEANING TECHNIQUES

**How to handrub?
WITH ALCOHOL HANDRUB**

Apply a small amount (about 20ml) of the product in a rubbed hand covering all surfaces.

**How to handwash?
WITH SOAP AND WATER**

Wash hands with water. Rub soap over all parts of hand surfaces.

NHS
National Patient Safety Agency

cleanyourhands

Year Three supporting resources

- **Leaflet**
- **Downloadable**
- **Image collection**
- **Supporting resources**

Year Three supporting resources

The Year Three of this campaign is designed to be more fitting and closer to the patient experience for campaigns. Below are the supporting resources which can be used to support the implementation in your facility.

- Year Three leaflet to support implementation
- Downloadable leaflet
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection

Downloadable resources

- NHS leaflet to support implementation
- Downloadable leaflet
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection
- Year Three image collection

NHS
National Patient Safety Agency

**DON'T FORGET
CLEAN YOUR
HANDS BEFORE
AND AFTER EVERY
PATIENT CONTACT**

cleanyourhands

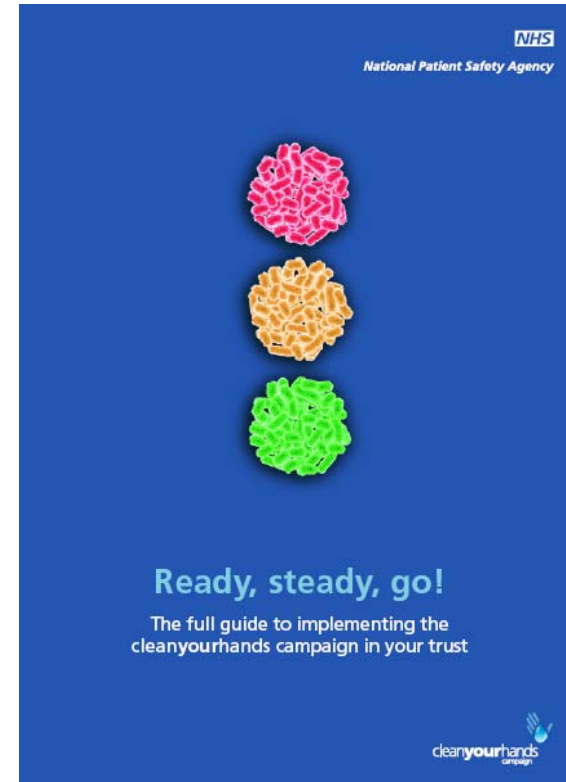
Piloting the approach



- Six trusts in England
- Two wards per trust
- Further three trusts evaluating patient involvement only
- Jul 03 – Jan 04
- Improved practice in pilot wards and beyond

National roll-out

- Phased approach
- Three-month preparation period
- 100% adoption



cleanyourhands campaign

**THINK THEY'RE CLEAN?
KNOW THEY'RE CLEAN**

**ALCOHOL HANDRUB KILLS 99.9% OF THE
GERMS THAT YOU PICK UP ON YOUR HANDS**

**MEDDWL EU BOD YN LÂN?
GWYBOD EU BOD YN LÂN**

**MAE HTLUF DWYLO ALCOHOL YN LLAOD 99.9% O'R
GERMAU YR YDYCH YN EU PIGO I FYNT AR EICH DWYLO**

NHS National Patient Safety Agency

Loganberry, gojo

cleanyourhands campaign

**THINK THEY'RE CLEAN?
KNOW THEY'RE CLEAN.**

**ALCOHOL HANDRUB KILLS 99.9% OF THE
GERMS THAT YOU PICK UP ON YOUR HANDS**

NHS National Patient Safety Agency

cleanyourhands campaign

**DON'T
WALK
PAST**

**CLEAN
HANDS
ONLY
TAKE A
MINUTE**

**CLEAN YOUR HANDS BEFORE AND AFTER
ALL PATIENT CONTACT**

**USE GLOVES FOR SPECIFIC TASKS, THEN REMOVE
IMMEDIATELY AND CLEAN YOUR HANDS**

**PATIENT WITH DIARRHOEA OR VOMITING?
CLEAN YOUR HANDS WITH SOAP AND WATER**

**HANDS LOOK CLEAN? USE ALCOHOL HANDRUB
HANDS LOOK DIRTY? USE SOAP AND WATER**

**BE PART OF THE FIGHT
AGAINST INFECTION.
ASK YOUR HAND HYGIENE
CHAMPION ABOUT WHAT
YOU CAN DO.**

Place Champion photo here

cleanyourhands campaign

NHS National Patient Safety Agency

SPOTLIGHT

the bug

Contaminated
Improvement
Clean

Smith

cleanyourhands campaign

NHS National Patient Safety Agency

cleanyourhands campaign

**BE PART OF THE FIGHT
AGAINST INFECTION.
ASK YOUR HAND HYGIENE
CHAMPION ABOUT WHAT
YOU CAN DO.**

Place Champion photo here

cleanyourhands campaign

NHS National Patient Safety Agency

Putting Patient Safety First

Evaluating effectiveness

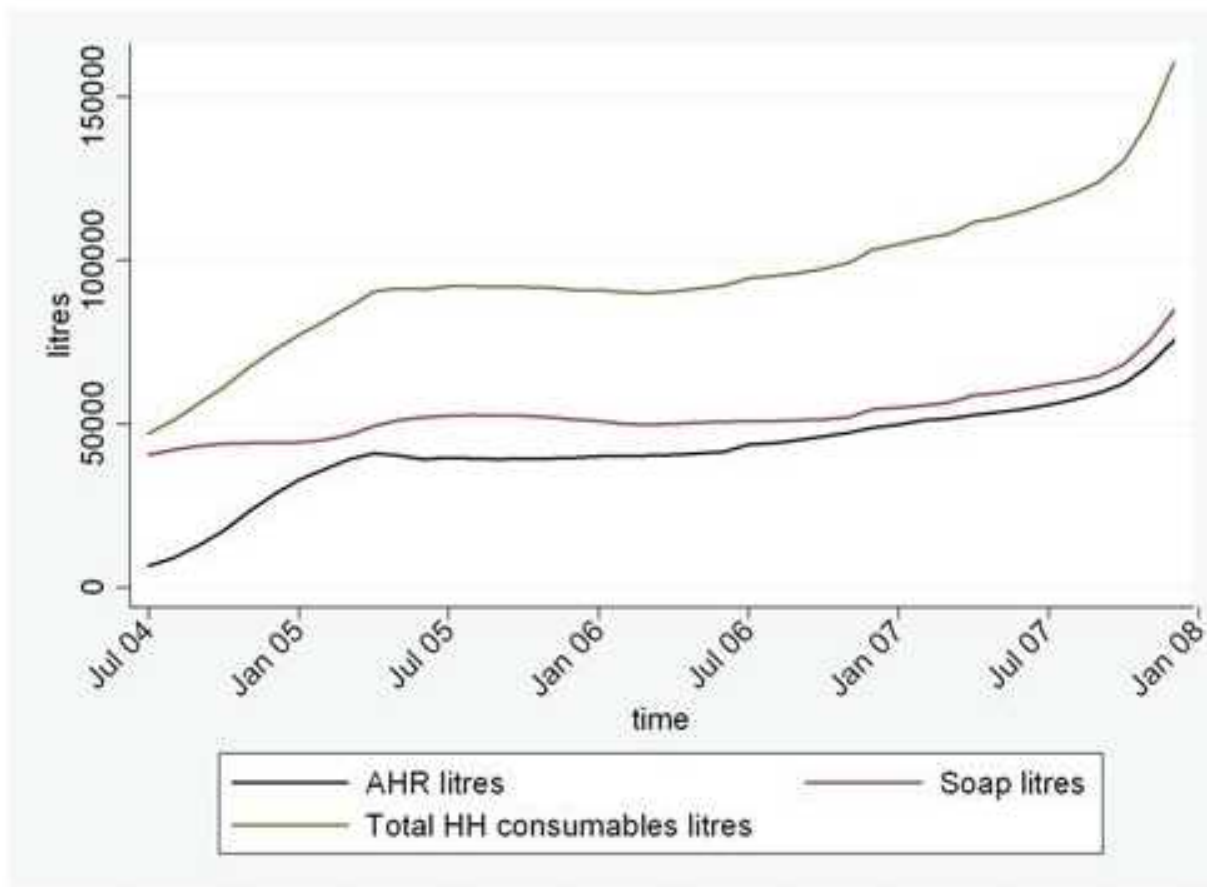


Chart showing increase in hand hygiene product usage

The NOSEC Study



Evaluating effectiveness cont.

- 90% of trusts have handrub available at the point of care
- 80% of trusts still consider the campaign a priority
- 75% of trusts have the campaign posters in nearly all wards
- 65% trusts are auditing hand hygiene and feeding back the information
- 36% of respondents believe the patient materials have changed the behaviour of patients



Our learning

- Strong leadership is important
- Motivation, enthusiasm and commitment of individuals has an impact on the organisational response to the campaign
- Staff tend to get their information from the same sources as patients – mass media
- Empowering others to act may create unexpected or unintended consequences





Where we are now

- One more year of the campaign in acute trusts – ending December 09
- Extension to NHS primary care, mental health, ambulance and care trusts – due to run until at least March 10
- Further work to strengthen patient involvement in the campaign
- Reissued Patient Safety Alert – 2 September 2008

Alert Patient Safety Alert
Second Edition 2 September 2008

NHS
National Patient Safety Agency

Clean Hands Save Lives

This Alert applies to all providers (direct and commissioned) of NHS care in all healthcare settings in England and Wales.

Significant gains have been made in highlighting the need for best practice in hand hygiene over the last four years. The reduction in MRSA bacteraemia can in part be attributed to the concerted action across the NHS. However, to maintain this and other improvements it is vital that hand hygiene remains high on the patient safety agenda.

Improving the hand hygiene of healthcare staff at the point of patient care will reduce healthcare associated infection (HCAI). Hands are a repository for microorganisms that can cause infection. Healthcare staff in all healthcare settings have the greatest chance of transferring these as they move between patients, or different care activities for the same patient.

National and international studies continue to reinforce the fact that infection rates can be significantly reduced, by at least 15 per cent, where a multi-modal strategy has been introduced to improve hand hygiene.¹⁻⁴ Significant progress has been made, however hand hygiene compliance still remains lower than it should be.

This Alert highlights the following key points

1. The role of hand hygiene by healthcare staff in preventing and controlling infection
2. The point of care as the crucial moment for hand hygiene
3. The appropriate placement of alcohol handrub products
4. Which hand hygiene products to use and when
5. The current recognised standard for hand hygiene products
6. Management of risks including ingestion, storage and skin irritation

Action for the NHS by 31 March 2009

All providers of NHS care in England and Wales will:

- > Undertake an audit to review current HSI management strategies including:
 - the placement, accessibility and suitability of all hand hygiene products, including handwash basins and handrub dispensers, to ensure healthcare staff are able to undertake hand hygiene at the point of care
 - all hand hygiene policies, processes and programmes to ensure they prioritise hand hygiene at the point of care
- > Develop and implement an action plan to address the issues identified in the audit.

word **highlighting** This Alert is based on the first hand hygiene Alert (Alert number 4) issued by the NPSA in 2004 and is revised in line with current best practice guidelines in 2008.

1. Pittet D, Hugonnet S, Garbino J, et al. (2005) Effectiveness of a hospital-wide programme to improve compliance with hand hygiene. The Lancet 366: 131-40.
2. Gaynes MP, Archer G, Martin S, et al. (2005) Significant reductions in methicillin-resistant Staphylococcus aureus bacteraemia and other isolates associated with a multi-site, hand hygiene reinforcement program and subsequent sustained methicillin resistance. JAMA 294: 304-310.
3. John W, Martin S, Burnell L, et al. (2005) Efficacy of an alcohol-based hand hygiene program in a hospital with high rates of nosocomial methicillin-resistant Staphylococcus aureus (MRSA) infection. JAMA 294: 311-314.
4. Pessoa-Saiz CL, Hugonnet S, Poirier A, Toussaint S, Chevalier S, Pringle-Baker K, Pittet D. (2007) Reduction of health care-associated infection risk is measured by successful hand hygiene promotion. Pediatrics 119: 102-106.



cleanyourhands®
campaign

- For more information:
www.npsa.nhs.uk/cleanyourhands
- To contact the team:
handhygiene@npsa.nhs.uk