

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

www.webbertraining.com

May 5, 2023



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Part 1

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SAVE LIVES -Clean Your Hands

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

CAMPAIGN WEBSITE

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This year's campaign theme

World Health Organization TS HEALTH FOR ALL

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

- O1 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
- O2 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



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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

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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

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Why clean hands matter?

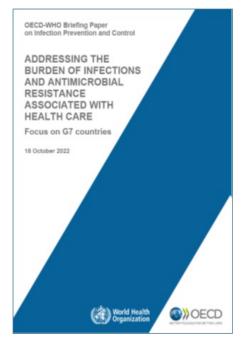
Read the latest Facts and Figures



https://apps.who.int/iris/handle/10665/354489



https://www.oecd.org/health/health-systems/antimicrobial-resistance.htm



https://washdata.org/reports/jmp-2022-wash-hcf



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

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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 WEBSITE



Campaign posters

Main campaign slogan and image

- Available in all UN languages

World Hand Hygiene Day, 5 May 2023



Accelerate action together. SAVE LIVES – Clean Your Hands















CAMPAIGN WEBSITE

WHO call to action postersAvailable in all UN languages

World Health Organization



World Hand Hygiene Day, 5 May 2023











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

















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





SAVE LIVES - Clean Your Hands World Hand Hygiene Day, 5 May 2023





Accelerate action together



SAVE LIVES - Clean Your Hands World Hand Hygiene Day, 5 May 2023





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



- The campaign guide contains:
 - Text for emails to send to your networks
 - 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</u> (ipcglobalcommunity.org)
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







- 20 minutes, face to face or virtual
- Engage a few health workers in advance, to speak up in the café
- Download the campaign assets
- 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!



Wha	at are the benefits of xx-civil society collaboration?
Temp	plate for country/health facility stories
orient	ociety and other stakeholders' collaborations can take on many forms, are often task tated and driven by people with a common interest. Greater levels of social actedness mean a greater chance of improvement.
Exam	ples of collaboration can include:
-	Co-creation or adaptation of messages and materials
- 6	Unity in cascade messaging (existing WHO materials will be helpful).
	Providing a dedicated 'platform' to showcase existing and proposed hand hygiene activities and promote long term action
	Organising collaborative events, community discussions, facilitating protected spaces for open discussion and lessons identified for how to move forward to achieve improvements, for example, the objective can be to raise awareness on infection
	prevention and patient and health worker safety and the roles people can play.
	partition and partition in the control of the contr
Provi	de your story on collaboration! Approx. 300 words.
Name	of country/health care facility:
Vame	s of the organizations involved:
401110	S of the organizations involved.
Wher	e the collaborations took place, e.g., a district:
When	the collaborations took/are taking place:

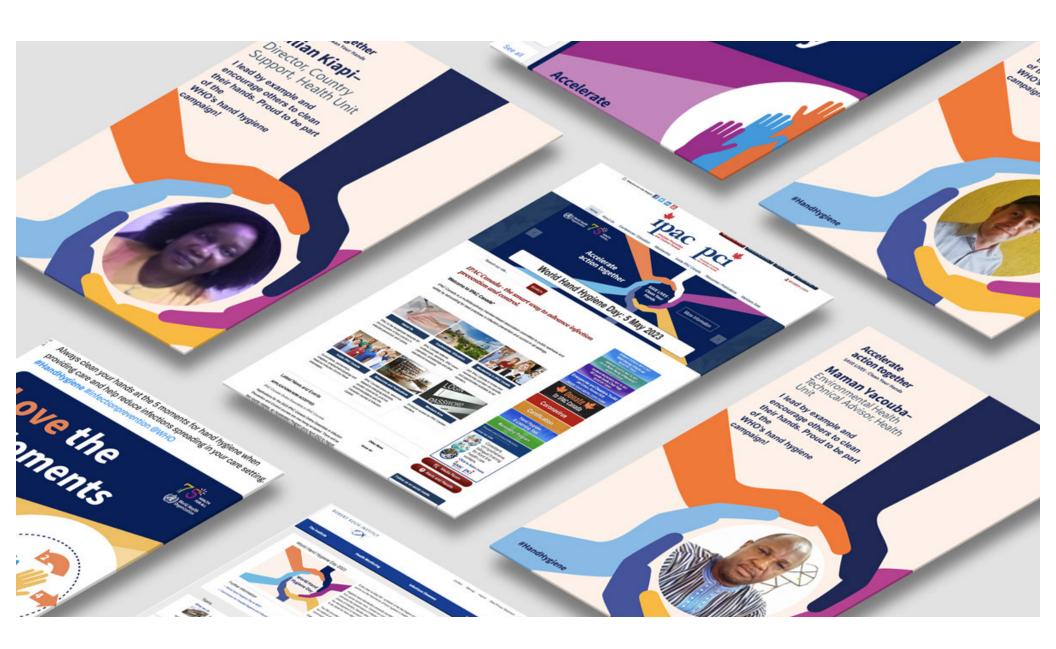
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Promotion by our stakeholders

Thank you very much!





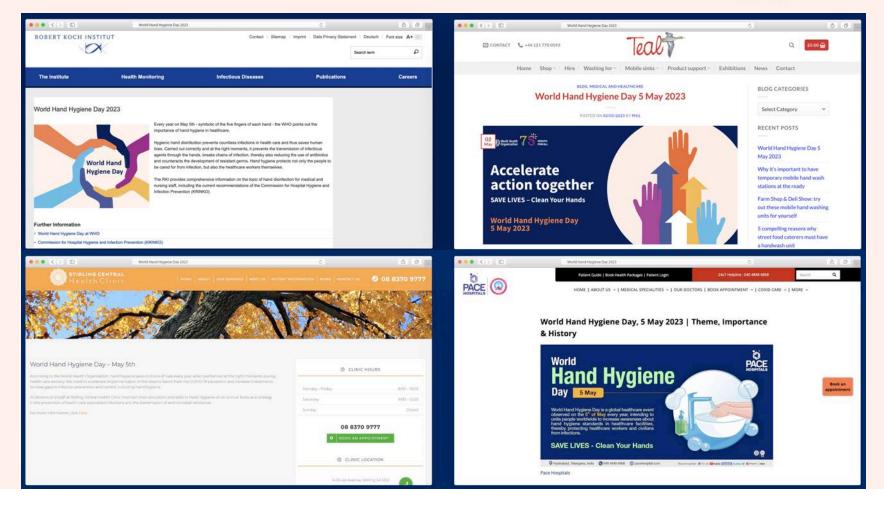


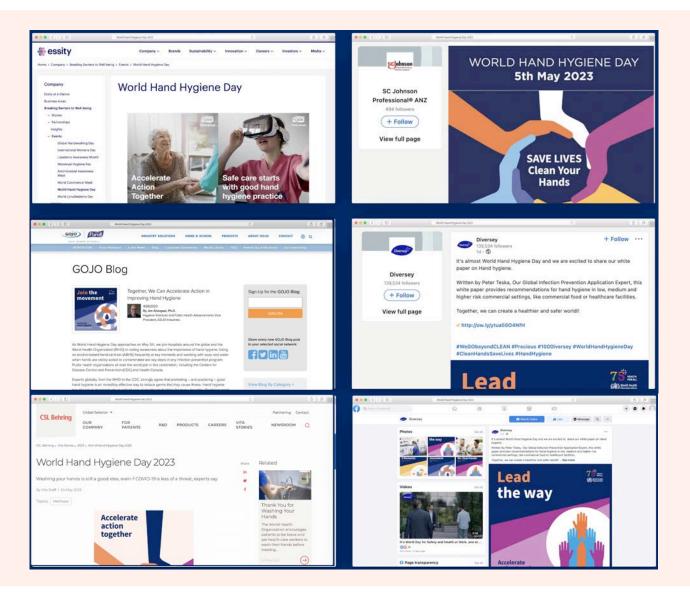


Clean Hands social wall

@CleanHands

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









Hand hygiene saves millions of lives every year when performed at the right times in health care to keep everyone safe



Scan the QR code to access all campaign materials











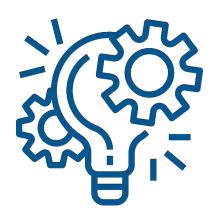




INNOVATION ACADEMY

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





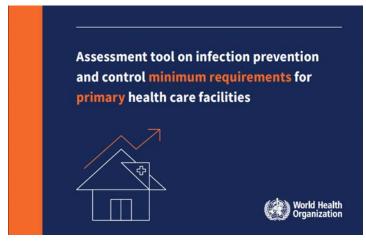
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Part 2

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

New tools issued today, 5 May 2023!







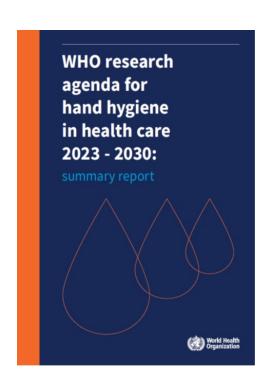






New summary of the WHO hand hygiene research agenda priorities





- 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

Fig. 1. Six core hand hygiene domains



World Health 75 HEALTH FOR ALL

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.

05/05/2023

^{*}Delphi 2 and Delphi 4 were combined together.

Highest hand hygiene research priorities by domain





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

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

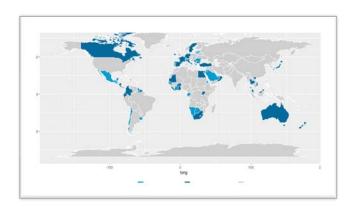


IPC plays a key role in making PHC safer in at least two ways:

- 1. Preventing the spread of infections and AMR at the first point of entry 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)

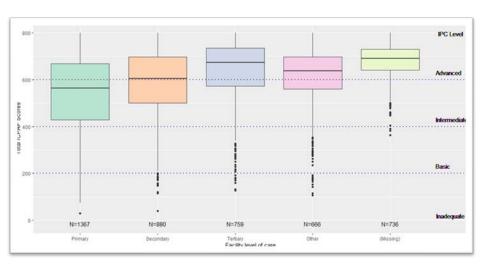
• OTHER: 712.5 (637.5-762.5)

- The average score was <u>significantly higher in</u> tertiary than in primary care facilities in the 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). https://www.thelancet.com/journals/laninf/article/PIIS1473-3099(21)00809-4/fulltext Slide credit: Benedetta Allegranzi

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







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

Aide memoires and online training courses





https://www.who.int/ publications/i/item/W HO-UHL-IHS-IPC-2022.1



Transmission-based precaucidors for the prevention and control of infections.

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Transmission-based precautions

https://www.who.int/ publications/i/item/W HO-UHL-IHS-IPC-2022.4

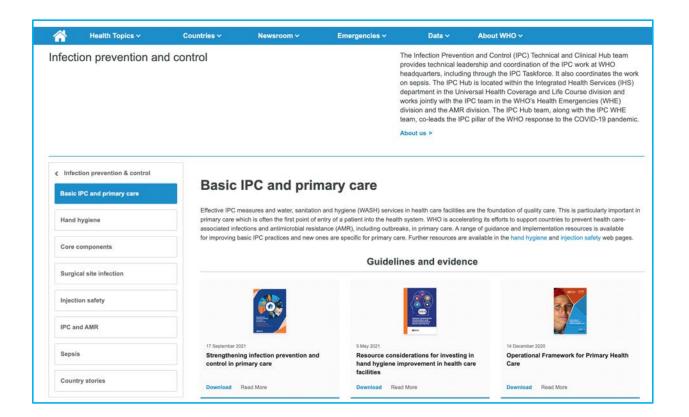
https://www.who.int/publications/i/item/W HO-UHL-IHS-IPC-2022.2



https://openwho.org/channels/ipc

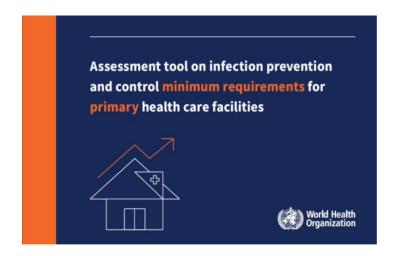
New web page dedicated to basic IPC and PHC





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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May 9, 2023	(European Teleclass) 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

Thanks to Teleclass Education PATRON SPONSORS







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