



cleanyourhands[®] campaign

cleanyourhands campaign

Solihull Care Trust

Why the campaign?

- In the 21st century infections continue to be acquired by patients
- HCAs cause the deaths of at least **5000** patients every year and cost the NHS **£1 billion**
- It is estimated that **8% in England** and **6% in Wales** of adult hospital patients in England have a HCAI at any one time.
- **One third** of HCAI are estimated to be easily preventable
- Many can be prevented solely by improving hand hygiene (9-50%)

The cleanyourhands campaign

- Staff commonly clean their hands less than half the time they should
- There are a number of reasons for this, but it is clearly unacceptable
- The cleanyourhands campaign is based on achievements in Geneva, Oxford, Lewisham and Pennsylvania

What the campaign involves

- Removing the practical barriers faced by staff:
 - Near patient alcohol handrub
 - Personal dispensers
- Raising awareness of the issue:
 - Rotating posters and supporting materials
 - A consistent feel and distinct designs
 - Involving patients
 - Management support and clinical role models (staff champions)

Background

- The campaign was originally piloted in six acute NHS trusts over a six month period in 2004
- The campaign is now in 100% of acute trusts in England and Wales and is now entering its third successful year
- In August 2007 19 organisations from a variety of care settings became initial implementers of the campaign outside of hospitals
- In January 2008 all PCTs, mental health trusts, ambulance trusts and care trusts in England and Wales were invited to join the campaign

Original pilot findings

- Staff went from cleaning their hands 28% of times to 75% of times
- The patient involvement aspect was popular with the majority of staff and patients, but needs careful introduction
- The costs of the campaign products and promotions are incredibly small compared to the excess costs of HCAI
- An economic evaluation indicates a trust with 500 beds could save 1,540 bed days by replicating this success organisation-wide

The campaign toolkit

- Enabling staff – through the provision of **alcohol handrub** – to clean their hands at the right time and in a quick effective manner.
- **Environmental prompts** to remind staff to clean their hands
- **Involving patients** in improving hand hygiene
- Supporting **tools and resources**



The campaign history

- **2002** – HCAI identified as a patient safety issue for the NPSA to focus on. Work began on reviewing available evidence and all that had gone before.
- **July 2003-January 2004** – pilot of the hand hygiene toolkit in 6 acute trusts.
- **2 September 2004** – patient safety alert 04 issued instructing the acute NHS to provide alcohol handrub and inviting them to join the campaign
- **September 2004-June 2006** – year 1 of the campaign in hospitals
- **July 2006-July 2007** – Year 2 of the campaign in hospitals.
- **August 2007 onwards** – the first phase of extending the campaign to other health and social care settings commenced with 19 ‘pioneer’ organisations testing the campaign prior to wider roll-out.
- **November 2007-November 2008** – year 3 of the campaign in hospitals
- **January 2008** – the campaign is rolled out to all other NHS community settings

What this means at a local level

- The campaign materials will be delivered to each organisation
- Alcohol handrubs placed at the point of care (attached to the wall or the member of staff)
 - Alcohol handrubs need to be replenished when empty
 - Alcohol handrubs need to be replaced if they are faulty
 - Alcohol handrubs must look clean

What is means at a local level (cont)

- The core campaign posters need to be displayed in areas where staff provide care to patients
 - Core posters change every four weeks
- Staff need to be identified to be displayed on the staff champion posters
 - Staff champions need to be photographed for posters
 - The staff champion posters need to be displayed around the in areas where staff have contact with patients
 - No set frequency of changes

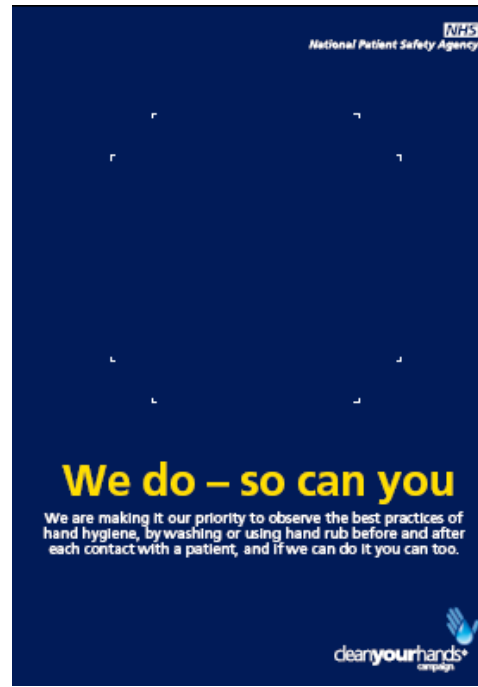
What this means at a local level – cont.

- Patient posters and leaflets – to be displayed in areas where patients are most likely to see them
- The campaign badges (enamel) to be available and worn to show support of the campaign
- The campaign stickers stating ‘Its ok to ask’ to be promoted and worn
- An observation of hand hygiene compliance is recommended prior to implementing the campaign – with results fed back to staff

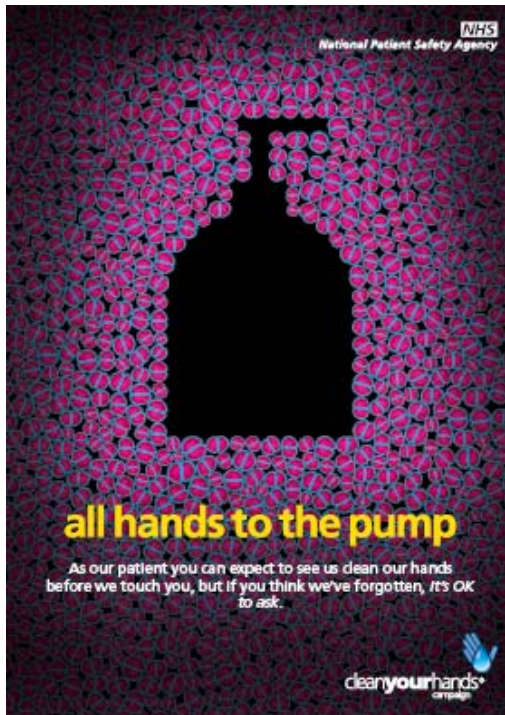
Core campaign posters



Champion posters



Patient materials - to supplement patient involvement



What you can do next

- Use alcohol handrub to clean hands before and after every patient contact
- Use soap and water to clean hands when your patient has diarrhoea or vomiting and when hands are visibly soiled
- Look out for the posters
- Be aware that patients know about the importance of hand cleaning
- Talk to patients about why hand hygiene is important to prevent infections and the campaign

Leading by example

- A CDC study found that nurses, junior doctors and medical students tended to follow the example of senior medical staff with respect to hand cleaning
- In the study the normal compliance of nurse, junior doctors and medical students was 50%
- When staff accompanied senior medics on ward rounds *who did not wash their hands*, this dropped to 10%
- Each member of staff can be very powerful influence on fellow staff.

Evaluating its effectiveness

The NPSA will be evaluating the campaign however it has already been effective in changing hand hygiene behaviour in hospitals:

- The number of times that healthcare workers clean their hands per patient per day has increased from **six to 16**
- All hospitals have alcohol handrub in **more than three quarters** of their wards
- **80%** of hospitals have the campaign posters in **more than three quarters** of their wards

What Next in Solihull?

- Initially campaign aimed at Care Trust Community Services
- Extending campaign to include homes and GPs surgeries

What do we need to do?

- Sign up to receive regular material
- Identify Hand Hygiene Champion/ link person
- Regular meetings to keep updated after the project