



World Health
Organization

SAVE LIVES
Clean Your Hands

5 May 2015
WHO Call to Action

Clean Care is Safer Care Programme
Service Delivery and Safety Department
World Health Organization

- The theme for 5 May 2015 was announced at the end of 2014 on the campaign web pages <http://www.who.int/gpsc/5may/en/>

**Strengthening health-care systems
and delivery –
*hand hygiene is your entrance door***

Why is strengthening of health-care systems and delivery important?

- There are weaknesses in all health-care systems – they are complex systems.
- *‘Once you think you’ve done safety and you’re sorted, then you’re in trouble’* – Charles Vincent, Imperial College London & University of Oxford.
- In recent times, fundamental infection prevention ‘weaknesses’ have again surfaced in many countries of the world, in developed and developing countries, in relation to both knowledge and/or practice.
- The international agenda is focused – the international community has been mobilised <http://www.who.int/healthsystems/ebola/en/>

Using hand hygiene as the entrance door...

- Hand hygiene in health care has saved millions of lives in the last years.
- Hand hygiene is a quality indicator of safe health care.
- Health-care weaknesses, such as HAI occurrence, which is often invisible but nevertheless still occurs, are political and social challenges that we must highlight again now to demonstrate safe(r) health-care systems.

Annals of Internal Medicine | SUPPLEMENT

The Top Patient Safety Strategies That Can Be Encouraged for Adoption Now

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Over the past 12 years, since the publication of the Institute of Medicine's report "To Err is Human," we searched for existing relevant systematic reviews. To assess the potential utility of such reviews, we followed procedures proposed by Whitlock and colleagues (3) and asked the following questions: Is the existing review sufficiently "on topic" to be of use? Is the review of sufficient quality to foster confidence in the results? If we determined that the existing systematic review was sufficiently on topic and of acceptable quality, we took 1 of 2 further steps. In some cases, we did an "update" search (that is, we searched databases for all new relevant evidence published since the search end date in the existing systematic review); in others, we conducted searches for "signals for updating." Such searches generally followed the criteria proposed by Shojania and colleagues (4), which involved a search of high-yield databases and journals for pivotal stud-

Hand Hygiene

In summary

- This year is different - this year is 10 years since the launch of the WHO Clean Care is Safer Care programme <http://www.who.int/gpsc/background/en/> (and the seventh year of SAVE LIVES: Clean Your Hands campaign).
- Take this opportunity to show your colleagues, your country and the world what a strong quality indicator of care hand hygiene is.
- Take the opportunity to commemorate all that has happened around the world over these last 10 years.
- *In past years your commitment, energy and innovation has contributed significantly to the success of this vital global patient safety programme and campaign.*

What will WHO issue to support your activities/ promotion of the Campaign and 10 years of Clean Care is Safer Care? (1)

- A (at least) monthly newsletter & other communications to promote all activities and action, and to give updates on campaign registrations numbers.
- A new web page that will summarise key global activities, outputs and achievements in the last 10 years.
- Feature and photo stories on hand hygiene successes on the WHO main web page on and around 5 May.
- Videos and photos of those promoting the 2015 campaign branding.
- Information and a protocol for undertaking hand sanitizing relays around the world (see slide 12).

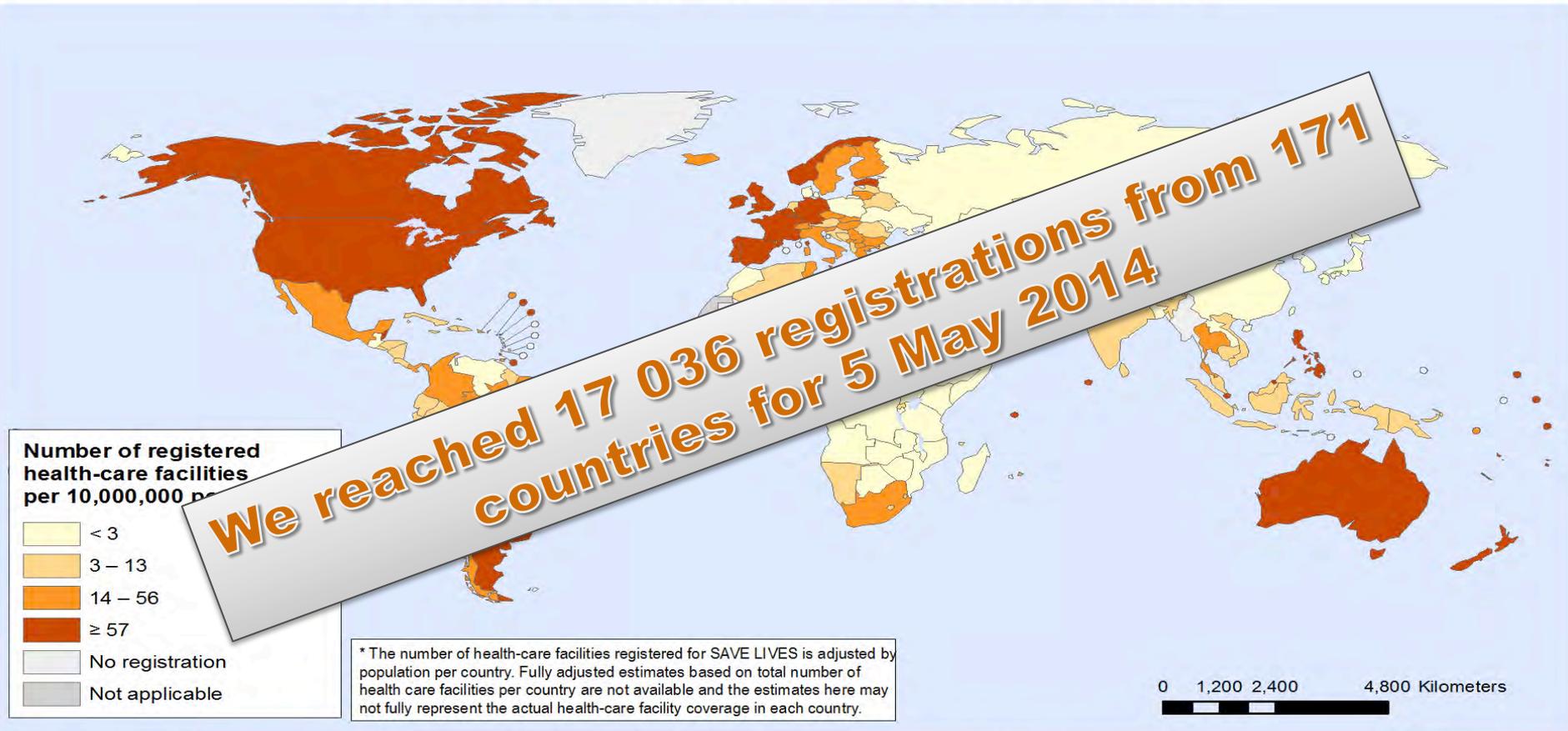
What will WHO issue to support your activities/ promotion of the Campaign and 10 years of Clean Care is Safer Care? (2)

- A summary pack of existing, key WHO hand hygiene improvement tools, with revised introductions and 5 May 2015 branding.
- A call to ministries of health to tell what they are doing 10 years after being asked to pledge to reduce HAI (did your country pledge?) <http://www.who.int/gpsc/statements/en/>
- A new web page dedicated to hand hygiene and Ebola information – including information on alcohol-based handrub use and local formulation in support of patient safety, as well as information on progress towards WHO listing alcohol-based handrub as an ‘essential medicine product’ – *the whole world has been affected by Ebola.*

What can YOU do to promote this WHO annual campaign? (1)

- Plan your newsletters and social media messaging in line with WHO messaging/newsletter – start now.
- Cascade the SAVE LIVES: Clean Your Hands newsletter to all health-care facilities in your network – every month.
- Visit the campaign web pages frequently to check for updates including the new hand hygiene and Ebola page <http://www.who.int/entity/gpsc/5may/en/>
- Put the WHO SAVE LIVES: Clean Your Hands link on web pages & share this URL with savelives@who.int so your support can be acknowledged – between now & May.
- Ask 10 (new) health-care facility to register with SAVE LIVES: Clean Your Hands – start now!

Countries with health-care facilities registered for SAVE LIVES: Clean Your Hands global campaign



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Data Source: World Health Organization
Map Production: Health Statistics and Information Systems (HSI)
World Health Organization

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http://www.who.int/gpsc/5may/registration_update/en/index.html

What can you do to promote this WHO annual campaign? (2)

- Ask your ministry of health to tell their story of commitment to hand hygiene and HAI – they can do this using social media mentioning @WHO and using #handhygiene
- Use and promote the summary pack of key, existing WHO hand hygiene tools – issued by WHO by April.
- Tell us which WHO hand hygiene tools you use – how to share this information with WHO will be explained soon.
- Take your photos and post them – the A4 campaign branded banner and how to share photos with WHO will be explained soon.
- Challenge 10 other health-care facilities to take their photos with the 2015 campaign promotional page.



香港浸信會醫院
Hong Kong Baptist Hospital

Hand Hygiene Relay method:



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What can you do to promote this WHO annual campaign? (3)

Supported by the WHO collaborating centres in Geneva and Hong Kong - hand sanitizing relay activities:

- Hospitals are invited to partake in a hand sanitizing relay to commemorate 10 years of WHO Clean Care is Safer Care.
- Hospitals are encouraged to break the Guinness World Record (GWR) with their hand sanitizing relay. The current attempt is from Hong Kong Baptist Hospital with a total of 277 participants in 2014. Improvement in health-care worker hand hygiene compliance was noted after the record setting event. Apply for setting a record through the website of GWR
<http://www.guinnessworldrecords.com/set-a-record/individual/fast-track>
- Besides attempting the GWR, hospitals are therefore invited to measure the impact on hand hygiene compliance pre and post event through evaluation surveys and audits – information will be provided by WHO.



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Thank you
Good luck for 2015

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