



Suggested key messages to use

There are many messages about hand hygiene in the global and local arenas at present particularly since the outbreak of the pandemic Influenza (A) H1N1. Therefore, it is important that all communications about **SAVE LIVES: Clean Your Hands** are clear and consistent. Listed below are key messages which can be included in your written and verbal communications.

Primary Messages:

- ✓ Most health-care associated infections (HAI) are preventable.
- ✓ Clean hands reduce the burden of disease attributable to HAI by preventing the spread of harmful germs. As part of a major global effort, led by WHO, **SAVE LIVES: Clean Your Hands** aims to support health-care workers to improve hand hygiene and stop the spread of infection.
- ✓ At any time, millions of people worldwide are suffering from HAIs; they occur on a daily basis. However most are preventable.
- ✓ Good hand hygiene, the simple task of cleaning hands at the right times and in the right way, should be central to all that health-care workers do.
- ✓ There are 5 crucial moments concerning hand hygiene when caring for patients (WHO's "My 5 Moments for Hand Hygiene"). If you are unaware of these 5 moments, you could be putting the lives of your patients and yourself at risk.

Secondary Messages:

- ✓ Globally, when caring for patients, on average health-care workers fail to clean their hands 60% of the time that they should. Clean hands reduce the burden of disease by preventing the spread of harmful germs.
- ✓ HAIs cannot be entirely eliminated, however, **SAVE LIVES: Clean Your Hands** is a global WHO initiative which includes simple and cost-effective ways to bring better hand hygiene to your health-care facility – ultimately helping to reduce HAIs and saving lives.
- ✓ By implementing simple hand hygiene actions, such as cleaning your hands at the right time in the right way, lives can be saved.
- ✓ There are hand hygiene solutions for all health-care facilities whether they have limited access to water or state of the art technologies. Using a multimodal strategy for improvement is important and relevant for everyone.
- ✓ For further information and to access a suite of useful tools visit www.who.int/gpsc/5may/en/.