



**World Health  
Organization**

**Patient Safety**

A World Alliance for Safer Health Care

**SAVE LIVES**

**Clean Your Hands**

# **SAVE LIVES: Clean **Your** Hands**

A briefing kit to advocate for action on 5 May 2010



## Join us: Welcome letter from WHO

Dear Colleague,

I am writing to invite you to join the thousands of hospitals and health-care facilities around the world already taking part in **SAVE LIVES: Clean Your Hands**. When we launched the initiative on 5 May 2009, we were tremendously enthused by the positive response resulting in more than 5000 hospitals and health-care facilities registering their support.

We aim to double the numbers and reach 10,000 registrations by 5 May 2010.

Good hand hygiene is one of the easiest ways to reduce health care-associated infection (HAI), yet globally, on average health-care workers fail to clean their hands 60% of the time that they should when caring for patients. **SAVE LIVES: Clean Your Hands** is part of a major global effort led by WHO through the First Global Patient Safety Challenge: Clean Care is Safer Care, aimed at reversing this worrying trend by supporting health-care workers to improve hand hygiene and thus minimise the spread of HAI.

Globally HAIs occur on a daily basis creating a serious disease burden and significantly impacting on patients and health-care systems. By implementing simple tasks, such as cleaning your hands at the right time in the right way, lives can be saved. **SAVE LIVES: Clean Your Hands** offers an opportunity to galvanise action through a comprehensive suite of tools and resources and communications, which will assist all health-care facilities to improve their hand hygiene regardless of whether they have limited access to water or state of the art technologies.

The success of this initiative depends on both health-care workers and decision and policy makers around the world making a concerted and simultaneous effort to improve hand hygiene practice. Therefore, we are asking everyone to heed this major call to action and help us save lives.

### What is happening next?

In the lead up to 5 May 2010, WHO is embarking on a global campaign to increase registrations, as well as undertaking some key activities to support global efforts on hand hygiene. With your help we will:

- provide continuous updates on our web pages [www.who.int/gpsc](http://www.who.int/gpsc)
- continue to issue a SAVE LIVES newsletter on a regular basis
- actively communicate with many global partners to ask them to take action
- Ask you to do the same!

### You can help – spread the word and take action

The success of the campaign depends on you. We urgently need you to:

- communicate the importance of hand hygiene at the point of care through a range of means
- encourage registrations
- communicate the importance and availability of hand hygiene tools and other resources developed by WHO Patient Safety to your colleagues, employees, and stakeholders.

#### REGISTRATIONS

These can be done online where internet access is available. Where internet access is difficult, paper registrations forms can be submitted to WHO. Additionally, group registrations can be made, information on this is again on the web or can be requested from the team at [savelives@who.int](mailto:savelives@who.int).

#### RIGHT NOW

We ask you to consider ways in which government departments in your country and/or health-care facilities and other organisations and societies can maximise the **SAVE LIVES: Clean Your Hands** opportunity to reinforce existing hand hygiene programmes or create new initiatives where necessary. Whether you are interested in doing an educational activity or a large press conference, this document provides guidance for a number of internal and external communication activities that can help you convey important hand hygiene messages. It also supports you to place



articles in newsletters, etc and to influence as many as you can to take of the cause of improving and sustaining hand hygiene in health care.

**☑ 5 May 2010 – TAKE ACTION!**

Communicate your official support of and desire for all national/regional/local health-care facilities and workers to participate in **SAVE LIVES: Clean Your Hands** and reduce HAIs. We would be grateful if you could utilise your internal communication resources to cascade this information to all relevant stakeholders in your area. To assist you, we have drafted a template email, including a visual image you can insert into your message, if possible, for added impact.

We also encourage local events and activities, which can be shared with us in advance to place on our web pages.

WHO Patient Safety is organizing three exciting supporting hand hygiene activities:

- Three webinars will be broadcast during the week of 5 May 2010, including one by Professor Didier Pittet, external lead for the First Global Patient Safety Challenge based at the WHO Collaborating Centre on Patient Safety (Infection Control and Improving Practices), University Hospitals Geneva. His first webinar on 5 May 2009 was very successful and we hope to achieve a large global audience this year.
- A simplified hand hygiene observation tool based on one of the WHO My 5 Moments for Hand Hygiene to focus health-care workers on taking action at the point of care by monitoring compliance will be issued.
- Data will be presented from the pilot test sites around the world where hospitals trialled the WHO multimodal hand hygiene improvement strategy using the associated implementation and evaluation tools to monitor their hand hygiene compliance as well as other areas such as their perceptions and knowledge of hand hygiene and HAI. This will be valuable information for all of those continuing to apply strategies to increase hand hygiene.

**☑ MOVING FORWARD**

The annual 5 May SAVE LIVES, Clean Your Hands initiative, is part of a long-term global commitment to improving and sustaining hand hygiene in health care. However, good hand hygiene should be at the front of our minds every day; therefore, we encourage you to review the WHO and your own materials and consider ways in which you might continue to incorporate them into your ongoing hand hygiene and infection control programmes. Finally, please do remember to keep in touch and let us know what you are doing to improve hand hygiene in your area.

## Thank you

I know that, in your position, you will have many priorities to consider. However as many of you are already aware, as you have background knowledge on the evidence base for hand hygiene, a global initiative and movement on this important topic is essential, and your backing and participation is essential to its success. This briefing kit aims to support all of your efforts; it is not aimed at being prescriptive but a useful aid. I hope that you will find it helpful and that you will be able to give WHO your full support. Should you have any questions, concerns or ideas which you would like to discuss in relation to **SAVE LIVES: Clean Your Hands**, please don't hesitate to contact me.

Thank you in advance for your help and for your ongoing commitment to improved hand hygiene.

Yours sincerely,

**Claire Kilpatrick**  
Programme Manager  
On behalf of the First Global Patient Safety Challenge  
WHO Patient Safety  
[savelives@who.int](mailto:savelives@who.int)  
[www.who.int/gpsc](http://www.who.int/gpsc)



# Briefing Kit

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## SAVE LIVES: Clean Your Hands

### Background to the initiative - why is SAVE LIVES: Clean Your Hands important?

The **SAVE LIVES: Clean Your Hands** annual initiative is part of a major global effort led by the World Health Organization (WHO) to support health-care workers to improve hand hygiene in health care and thus support the prevention of often life threatening HAI.

This initiative is part of the WHO Patient Safety First Global Patient Safety Challenge, 'Clean Care is Safer Care' programme aimed at reducing HAI worldwide, which was launched in October 2005. The clear and central feature of Clean Care is Safer Care thus far has been to target efforts on the importance of clean hands in health care. The programme has galvanised action at many levels including, as at November 2009, Ministers of Health from 121 countries having pledged commitment to reducing HAI and support the work of WHO. Thirty eight nations/subnations have also started hand hygiene campaigns during this time.

**SAVE LIVES: Clean Your Hands** was deemed a natural next phase of the Clean Care is Safer Care programme, moving the call to action from a country pledge of commitment to the point of patient care. The central core of **SAVE LIVES: Clean Your Hands** is that all health-care workers should clean their hands at the right time and in the right way.

SAVE LIVES: Clean Your Hands incorporates a global annual day to focus on the importance of improving hand hygiene in health care as well as WHO providing information and materials to support these efforts and sharing information on the activities of the many others who take action at local, national and regional level.

A suite of tools and materials have been created from a base of existing research and evidence and from rigorous testing as well as working closely with a range of experts in the field. The tools aim to help the translation into practice of a multimodal strategy for improving and sustaining hand hygiene in health care.

### A strategy for improvement

The WHO Guidelines on Hand Hygiene in Health Care (2009) were published to describe the evidence base for health-care facilities in their efforts to improve hand hygiene, given the concerns over global compliance rates. There is also a summary guide available, which helps to translate all of this information into easy to read blocks of information.

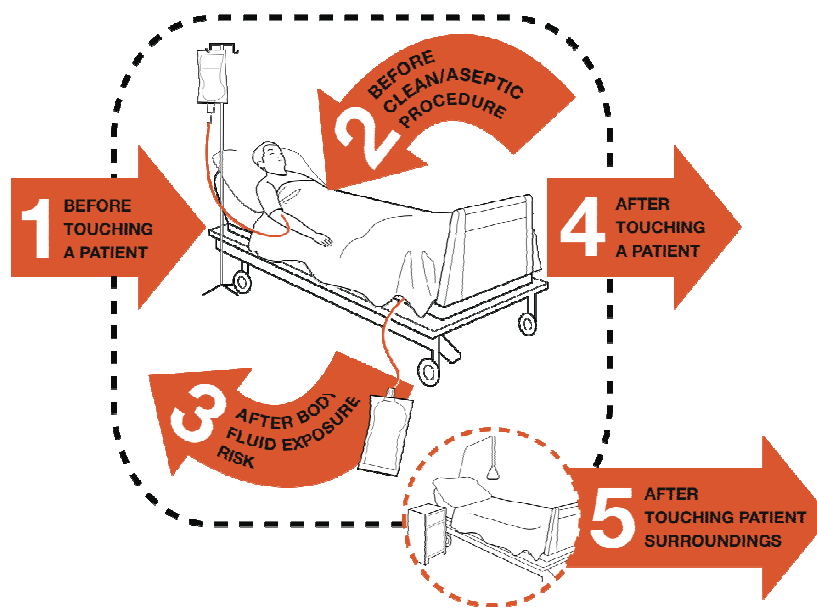
The Guidelines feature the evidence that informs the WHO Multimodal Hand Hygiene Improvement Strategy. This strategy is based on five critical components which we know that all health-care facilities should address. The approach for implementing this strategy is described in the WHO Guide to Implementation. The components are:

- System Change (alcohol-based handrubs at the point of care; access to safe, continuous water supply, soap and towels)
- Training / Education
- Evaluation and Feedback
- Reminders in the Workplace (including posters)
- Institutional Safety Climate (including active participation at institutional level and with patients)

At the core of this is the 'My 5 Moments for Hand Hygiene' approach.

The 'My 5 Moments for Hand Hygiene' approach defines the key times and points at which health-care workers should perform hand hygiene. By following this approach, health-care workers can significantly reduce the transmission of potential pathogens. This evidence-based approach is designed to be easy to learn, logical and applicable in a wide range of settings.

The 'My 5 Moments for Hand Hygiene' approach encourages health-care workers to clean their hands (1) before touching a patient, (2) before clean/aseptic procedures, (3) after body fluid exposure/risk, (4) after touching a patient, and (5) after touching patient surroundings.



<b>1</b>	<b>BEFORE TOUCHING A PATIENT</b>	<b>WHEN?</b>	Clean your hands before touching a patient when approaching him/her.
		<b>WHY?</b>	To protect the patient against harmful germs carried on your hands.
<b>2</b>	<b>BEFORE CLEAN/ ASEPTIC PROCEDURE</b>	<b>WHEN?</b>	Clean your hands immediately before performing a clean/aseptic procedure.
		<b>WHY?</b>	To protect the patient against harmful germs, including the patient's own, from entering his/her body.
<b>3</b>	<b>AFTER BODY FLUID EXPOSURE RISK</b>	<b>WHEN?</b>	Clean your hands immediately after an exposure risk to body fluids (and after glove removal).
		<b>WHY?</b>	To protect yourself and the health-care environment from harmful patient germs.
<b>4</b>	<b>AFTER TOUCHING A PATIENT</b>	<b>WHEN?</b>	Clean your hands after touching a patient and her/his immediate surroundings, when leaving the patient's side.
		<b>WHY?</b>	To protect yourself and the health-care environment from harmful patient germs.
<b>5</b>	<b>AFTER TOUCHING PATIENT SURROUNDINGS</b>	<b>WHEN?</b>	Clean your hands after touching any object or furniture in the patient's immediate surroundings, when leaving – even if the patient has not been touched.
		<b>WHY?</b>	To protect yourself and the health-care environment from harmful patient germs.

More information on the evidence base for hand hygiene and all of the tools can be found at [www.who.int/gpsc](http://www.who.int/gpsc)

Remember, hand hygiene is proven to be the simplest and most cost-effective measure to prevent HAIs. While hand hygiene is not the only measure to counter HAI, compliance with it alone can dramatically enhance patient safety. Many efforts are required at many levels to support sustained good hand hygiene practices. WHO's SAVE LIVES: Clean Your Hands initiative is one way in which we can all contribute to this.



## How to get involved

On 5 May 2009 the new SAVE LIVES: Clean Your Hands web pages went live as part of the WHO site and all interested health-care facilities and workers were given free access to the WHO Guidelines on Hand Hygiene in Health Care (2009) as well as the suite of tools and resources to enable them to improve hand hygiene practices regardless of their current levels of activities or resources.

By using the evidence base and/or available resources from WHO you are already involved in SAVE LIVES: Clean Your Hands. Make sure you check our web pages for any new information on a regular basis

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

Ahead of 5 May 2010, we invite you to further get involved and help us to promote the initiative through your existing communication systems and networks. For example, we suggest that you utilise messages to inform the following:

- Hospital and health-care facility administrators and managers
- Other Infection control officers and leads
- All health-care workers at a national, regional and local level
- Relevant medical trade organisations, infection prevention and control and patient safety societies, teaching/training centres, patient advocacy groups, and other key stakeholders.

We also invite you to arrange your own activities to support your hand hygiene needs while promoting SAVE LIVES: Clean Your Hands.

In summary we are asking you to consider the many ways in which you can highlight the importance of hand hygiene to as many people as you can, including promoting hand hygiene as one of the best and simplest ways of improving patient safety in all health-care settings and highlighting WHO's "My 5 Moments for Hand Hygiene". You can also provide feedback on hand hygiene compliance rates, and use the many WHO tools as we have suggested.

The rest of this document now aims to support you in advocating for hand hygiene to support SAVE LIVES: Clean Your Hands for May 2010 by suggesting a range of communications to add to any activities you may decide to undertake.



## 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/](http://www.who.int/gpsc/5may/en/).



## Template email to announce your intentions for SAVE LIVES: Clean Your Hands, May 2010

You are likely to have a centralized system for cascading important information throughout your national, regional and local health-care contacts. We ask that you use this system to announce **SAVE LIVES: Clean Your Hands** - 5 May 2010; formalize your support; and encourage everyone to work proactively to improve hand hygiene in health care.

To assist you, we have drafted a template e-mail which you can tailor to suit your circumstances, audience and opportunities. It can be sent to health-care workers and other stakeholders in your region.

---

<Insert your logo/letterhead/contact details>

Dear Colleague,

The World Health Organization (WHO) is committed to an important global hand hygiene movement, the **SAVE LIVES: Clean Your Hands** initiative, which includes a global call to action for health-care facilities. Hand hygiene is one of the main measures to reduce health care-associated infection (HAI) and, as such, this evidence based initiative has been developed to support health-care workers to improve hand hygiene and stop the spread of infection.

The tools provided by **SAVE LIVES: Clean Your Hands**, to build on and support any locally available tools and activities, will enable all health-care workers to bring better care to patients through improved patient safety. I am writing to inform you of this initiative and to invite you to make use of the information, resources and opportunity provided.

This year sees the second annual global call to action on 5 May 2010, led by WHO.

### **Get involved**

<highlight any hand hygiene activities you may have planned for the date or thereafter, to which your audience should be aware>

### **Targets**

We are aiming to achieve <highlight your national / regional / local targets for improving hand hygiene and eradicating health care-associated infections>. The **SAVE LIVES: Clean Your Hands** website houses a number of tools, including a template action plan, that will enable all health-care facilities to proactively work toward achieving these targets regardless of their current levels of activity and resources and based on a multimodal improvement strategy.

**SAVE LIVES: Clean Your Hands** is an important global hand hygiene initiative. Please familiarise yourselves with the information it provides. <summarise any additional local messages and actions required here>.

From now until 5 May 2010, more information will be forthcoming to support all of our efforts towards saving lives through clean hands.

Kind regards,

<add name>

<add title / position>

<organisation>

<contact details>

Visit WHO's website for all SAVE LIVES: Clean Your Hands information: [www.who.int/gpsc/5may/en/](http://www.who.int/gpsc/5may/en/)



**Additional artwork to accompany template email:**

A jpg file (as seen below) has been enclosed with this document. You may wish to imbed this with the above e-mail or send it later as a reminder to all hospitals and health-care workers.

**World Health Organization**

**SAVE LIVES**  
Clean Your Hands

Join the thousands of hospitals and health-care facilities around the world already taking part in the **SAVE LIVES: Clean Your Hands** Global Initiative

Good hand hygiene is one of the easiest ways to reduce health care-associated infection (HCAI), yet globally, health-care workers fail to clean their hands 60% of the time that they should when caring for patients.

By implementing simple hand hygiene tasks, such as cleaning your hands at the right time in the right way, lives can be saved. The **SAVE LIVES: Clean Your Hands** initiative offers a comprehensive suite of tools which will assist all health-care facilities to significantly improve their hand hygiene.

To learn more, visit:  
<http://www.who.int/gpsc/5may/en/index.html>

First Global Patient Safety Challenge

Please see the information at the end of this pack with regards to further information on WHO copyright and replications guidelines.



## Draft letter to identified stakeholders to support commitment to **SAVE LIVES: Clean Your Hands**

*This letter can be amended/adapted to suit local conditions.*

<Insert your logo/letterhead/contact details>

<Address>

<Date>

Dear Colleagues

### 10,000 for 2010

On 5 May 2010, WHO Patient Safety will again be profiling hand hygiene to the world as part of our ongoing commitment to reducing the global burden of disease attributable to health care-associated infection. In May 2009, we successfully launched **SAVE LIVES: Clean Your Hands**, as part of WHO's First Global Patient Safety Challenge: *Clean Care is Safer Care*. The energies and commitment of 5000 hospitals and health-care facilities worldwide, have already contributed to make this a very valuable event with activities taking place in many facilities that involved patients as well as staff.

In 2010, WHO hopes to double the number of registrations so that 10,000 facilities are registered by 5 May. From 1 November this year, WHO began a comprehensive campaign to encourage registrations from all over the world. You can help by registering for **SAVE LIVES: Clean Your Hands** and asking neighbouring hospitals or health-care facilities in your region to send in their registration details. Or, please just pass on the word whenever you can. By cleaning hands in the right way at the right time, lives can be saved. You can download more information from the following website <http://www.who.int/gpsc/5may/en/index.html>

Thank you for your ongoing support. Working together can ensure an impact on patient safety.

Yours sincerely

<Signature etc.>



## Ongoing communication suggestions

There are many ways to maximise awareness to **SAVE LIVES: Clean Your Hands** and your own established hand hygiene programmes after dissemination of initial messages. These may include communications and/or activities which you can organise centrally and roll out or those which must be implemented on a local level.

We recommend that you liaise with your communications lead or other relevant staff who can help you, and utilise existing processes and resources as a first port of call, however listed below are a few suggestions and recommended activities which you may wish to consider implementing yourself or sharing with others as appropriate.

### **SAVE LIVES: Clean Your Hands** Newsletter from WHO

A simple way to cascade ongoing messages is to receive the **SAVE LIVES: Clean Your Hands** Newsletter from WHO, by registering your commitment to the initiative, and cascade this on to as many others as possible, either via email or by printing and distributing it around health-care areas.

### **SAVE LIVES: Clean Your Hands** screensaver

A visually appealing screensaver is available for you to easily download on to a personal computer. It displays images of the **SAVE LIVES: Clean Your Hands** initiative with key messages and the website address. It is a simple, easy and cost-effective way to pass along the message to health-care colleagues. The screensaver is accessible via the website [www.who.int/gpsc/5may/en/](http://www.who.int/gpsc/5may/en/) and it is recommended you download it for use for 5 May 2010.



## Leaflets and Notices

Using key messages, for example those provided in this briefing kit (Page 9), you can create a small information leaflet which can be delivered to all health-care workers in your locality. This would provide basic information about **SAVE LIVES: Clean Your Hands**, the importance of hand hygiene in protecting patients' and health-care workers health, your local targets and resources, including the WHO website. There are a wide variety of resources and information available at [www.who.int/gpsc/5may/en/](http://www.who.int/gpsc/5may/en/), which you can tailor to create your own leaflet or notice.

In addition to the tried and tested methods of distributing such information leaflets, you may wish to consider unique or unconventional techniques which will help the information stand out and be memorable. Could you provide each major hospital in your locality with sufficient resource to hire someone to dress like a giant hand and distribute these leaflets to health-care workers as they arrive for work on 5 May 2010? Perhaps the leaflets could be designed and cut out in the shape of a hand and left in the in-tray or pigeon hole of each health-care worker.

## Poster Campaigns

The **SAVE LIVES: Clean Your Hands** website contains several posters on handwashing, handrubbing and the 'My 5 Moments for Hand Hygiene' approach. We suggest you consider producing supplies for your local hospitals and health-care facilities, if you haven't already done so. By doing this you will reinforce your commitment to this initiative and to the act of cleaning hands at the right time and in the right way. These are available for download via [www.who.int/gpsc/5may/en/](http://www.who.int/gpsc/5may/en/). For those in low income countries you can contact [savelives@who.int](mailto:savelives@who.int) to ask for any available printed posters to be sent to you.

Posters, or 'talking walls' are a tried and tested way of raising awareness to the importance of hand hygiene, one component of the WHO Multimodal Hand Hygiene Improvement Strategy.

Again, you might want to try something more creative or unusual to heighten awareness of hand hygiene among health-care workers and to sustain the momentum of awareness. For instance, you can consider organizing a poster design competition among health-care workers throughout your area. Get them to be as creative as they can including images and messages which demonstrate how they are improving hand hygiene locally. They can compete against hospitals around the country/region and the winning poster could become the official hand hygiene poster in your country for 5 May 2010.

## Workshops

Simple workshops can be held during the lunch hour or regularly scheduled team meetings in the local patient care area. Led by a hand hygiene co-ordinator, or infection control professional, health-care workers would receive a brief presentation on **SAVE LIVES: Clean Your Hands**, the rationale for improving hand hygiene and an overview of local targets and implementation activities. Utilise videos, presentations and examples of local best practice to help create enthusiasm and understanding or consider group activities like a mass handrub of all staff in the care setting. Educational and information Microsoft PowerPoint slides are available among the suite of tools at [www.who.int/gpsc/5may/en/](http://www.who.int/gpsc/5may/en/). These can be tailored to suite your needs. They can also be further expanded to accommodate larger conferences, meetings and presentations.

It is likely that there are many examples of good hand hygiene practice throughout your region. We know that most of us learn best when provided with real-life case studies presented by the people involved. Therefore, we would suggest identifying a group of people who could support presentations and awareness raising under the banner of your department/agency and **SAVE LIVES: Clean Your Hands**.

## Newsletters and Websites

You may have one or more newsletters and/or websites that are available locally or national to promote information. These provide an ideal vehicle for communicating **SAVE LIVES: Clean Your Hands** to your target audiences.



**World Health  
Organization**

**Patient Safety**

A World Alliance for Safer Health Care

**SAVE LIVES**

**Clean Your Hands**

Hopefully, your website can be updated on a regular basis and your newsletters will be issued a number of times between now and 5 May 2010. If so, we would strongly encourage you to include something about the launch of the initiative and the availability of resources with planned updates to follow.



## Draft Newsletter Article (Short version)

### SAVE LIVES: Clean Your Hands

On 5 May 2010, the World Health Organization (WHO) will again issue a global call to action inviting health-care workers throughout the world to actively campaign for improved hand hygiene to reduce health care-associated infections (HAI) and demonstrate their commitment to this important global movement.

WHO Patient Safety launched this initiative on 5 May 2009, supported by more than 5000 hospitals and health-care facilities from 125 countries which had already registered their commitment.

Now WHO Patient Safety aims to double the level of commitment to 10,000 by 5 May 2010 and Professor Didier Pittet, external lead for WHO's First Global Patient Safety Challenge: Clean Care is Safer Care, is encouraging all health-care facilities to register their support now. <http://www.who.int/gpsc/5may/register/en/index.html>

To mark 5 May 2010, WHO Patient Safety will:

- Broadcast a live webinar by Professor Didier Pittet from Geneva, Switzerland.
- Issue a simplified hand hygiene observation tool based on one of the WHO My 5 Moments for Hand Hygiene to focus health-care workers on taking action at the point of care by monitoring compliance. This monitoring can be undertaken on 5 May 2010 as well as on a regular basis to improve practice and ensure patient safety.
- Release data from pilot test sites around the world where hospitals have trialed the WHO multimodal hand hygiene improvement strategy using WHO evaluation tools to monitor their hand hygiene compliance as well as other areas such as their perceptions and knowledge of hand hygiene and HAI

HAI places a serious disease burden and significant economic impact on patients and health-care systems throughout the world. WHO is committed to encouraging and supporting good hand hygiene everywhere. The simple task of cleaning hands in the right way and at the right time at the point of patient care can save lives. Take action now and utilize the resources that are available [www.who.int/gpsc](http://www.who.int/gpsc)

<add a brief sentence on local information as appropriate>

Ends.....



## Draft Newsletter Article (Long Version)

### SAVE LIVES: Clean Your Hands

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- Release data from pilot test sites around the world where hospitals have trialed the WHO multimodal hand hygiene improvement strategy using WHO evaluation tools to monitor their hand hygiene compliance as well as other areas such as their perceptions and knowledge of hand hygiene and HAI

During the last two years, WHO Patient Safety has established a network of countries where hand hygiene campaigns or programmes are already established. This network, WHO *CleanHandsNet*, is one of the significant ways in which local and regional advances can be made to support the reduction of HAI. Through sharing knowledge and discussing both issues and potential solutions, countries can learn from each other and benefit their patients. Acknowledging the different levels of awareness and barriers to implementing good hand hygiene from country to country is a major step forward in recognizing the changes that need to be made. Countries with established national or sub-national campaigns are encouraged to be part of WHO *CleanHandsNet* with the aim of supporting local, regional and global efforts in hand hygiene improvement. <http://www.who.int/gpsc/5may/background/en/index.html>

The revised suite of practical hand hygiene tools launched early in 2009, is a critical means of support for any organization involved in providing patient care and wanting to improve their levels of quality and safety. The tools can also support local and national activities for the SAVE LIVES: Clean Your Hands 5 May 2010 initiative.

The 'My 5 Moments for Hand Hygiene' approach aims to streamline and simplify the number of times hand hygiene should occur within health care and has been an internationally acknowledged and important patient safety improvement aid in recent years. It is concerned with promoting hand hygiene only at these moments within care sequences which are likely to yield the maximum return in terms of patient safety and ensure risk and harm reduction.

Globally, compliance with WHO's My Five Moments for Hand Hygiene has averaged at 40 percent. With increasing awareness of the benefits of good practice, WHO Patient Safety believes this percentage can be dramatically improved and sustained worldwide. The global pandemic Influenza A (H1N1) has contributed to the promotion of hand hygiene as a means of reducing infections in environments other than within health care. This increased level of public awareness will aid all of the efforts by WHO and others.

Pledging support for SAVE LIVES: Clean Your Hands is a demonstration of commitment. Sign up now and help save lives. <http://www.who.int/gpsc/5may/register/en/index.html> WHO welcomes health-care facilities to send their plans for 5 May 2010 to [savelives@who.int](mailto:savelives@who.int)



<add a brief sentence on local information as appropriate>

Ends.....



## Public Service Announcements

Some hospitals and health-care facilities have radio stations, TVs and internal announcement systems. We encourage you to request all such services to announce SAVE LIVES: Clean Your Hands on 5 May 2010 or in the lead up to the day, including promotion of local activities and the website address. It is a great awareness raising tool for health-care workers, and a helpful reminder to patients and their visitors. The video available on the WHO website can be utilised <http://www.who.int/gpsc/5may/register/en/index.html> It is available in all official WHO languages; English, French, Spanish, Arabic, Russian and Chinese.

## Working Together: Patient advocacy groups

Identifying other groups with similar goals and initiatives can add strength to local activities. Gather information on potential partners and don't forget to include less conventional groups. Once you have identified groups that will align with the SAVE LIVES: Clean Your Hands initiative, reach out to them and discuss their participation by focusing on goals of both organizations. By partnering with these organizations, your messages have additional breadth and depth.



## Working with the Media

National, regional and local health-care media collectively, is a powerful and effective resource to communicate your key messages and those of **SAVE LIVES: Clean Your Hands** to your target audiences. You may be experienced at working with your local media and/or have access to a communication specialist. We encourage you to take full advantage of all of your experience and resources to maximize the local media potential of **SAVE LIVES: Clean Your Hands**. The following information provides some basic media advice and tactical recommendations. Please use these as a platform for discussion. You are best placed to know what will work with your local media, so please amend and expand upon these suggestions as you see fit.

### Getting Started

Journalists are usually very receptive to new ideas coming from Government health departments and major hospitals. However, every day they are faced with a variety of issues, crises, novel developments, world events and breaking news which compete for their attention. To ensure your story has the best chance of making into the press, we suggest you prepare the following:

- 1. Agree your key messages.** These messages should be developed with your primary target audiences in mind. Think of your story from their perspective and ask yourself, what is this and why should it be important to me? Remember to keep your messages short, succinct, and consistent. A guide of 3–5 key messages is usually the norm – further information can always be made available later.
- 2. Identify your target media.** The primary target audience for **SAVE LIVES: Clean Your Hands** are health-care workers, therefore, you will want to focus on the media which they tend to most often read or listen to.
- 3. Prepare your data.** Once a journalist has decided they are interested in your hand hygiene message, they will require additional information to shape their story. By offering them data, background information and key spokespeople to interview you not only make their lives easier, but you are also improving their understanding of your interpretation of the information being presented. In addition to the global hand hygiene data available within the **SAVE LIVES: Clean Your Hands** materials, primarily the WHO Guidelines on Hand Hygiene in Health Care (2009), it is vital that you provide them with local data so they can make their stories relevant to your local audiences.
- 4. Identify and brief local spokespeople.** Your Regional WHO office and/or other experts may be able to provide support to give journalists a view on the global and regional issues related to HAIs, the importance of hand hygiene in health care and the goals and attributes of WHO **SAVE LIVES: Clean Your Hands**. It is important to make available a local expert who can provide journalists with understanding of the local situation.



## Advanced Media Liaison Suggestions

### Press Conference

A press conference creates an opportunity for you to brief a large number of journalists all at the same time. It's important that you create a reason why journalists should break up their busy day to attend your event. Perhaps you can create and launch a national/local **SAVE LIVES: Clean Your Hands** initiative? Or you might invite a special guest speaker – perhaps a celebrity whose life was positively or negatively impacted by HAI. This event should include presentations outlining the scale of the HAI problem globally and in your area; the impact and value of good hand hygiene in health care; an example of the way in which you are implementing the WHO Guidelines for Hand Hygiene and the **SAVE LIVES: Clean Your Hands** materials – or your own hand hygiene campaign. You might also wish to include presentations by those health-care workers who are working to improve hand hygiene at the grassroots levels and even a politician, and a patient or patient advocacy representative who can provide the 'human angle' to the story.

### Targeted One-to-One Press Briefings

These meetings would be very brief versions of the above press conference, however information would be provided to individuals or small groups of journalists during a more informal meeting. These meetings are very useful in allowing for very in-depth discussion and they can provide the journalists with the opportunity to individualise their particular story angle.

### Targeted Press Materials

Journalists receive a large amount of mail every day, however, they do glance at all the press releases that pass their desk. The trick to stopping your press release from being immediately tossed into the rubbish bin, is to have a great and attention-grabbing headline and introductory paragraph. Your release should follow the same suggestions regarding message flow and length; should include local statistics; as well as quotes from your own expert spokespeople. Your spokespeople should be prepared in case journalists call requesting additional information or interviews. Once completed, these releases can be emailed or posted to your targeted media list.

## News Features

In addition to news articles driven by some of the above recommendations, many publications will also print feature article. These are usually longer and more detailed pieces, which can often be tailored to a very targeted audience, such as nurses. They are less time sensitive than your more immediate news items, however they still need to be topical and relevant to the publication and its audiences. Due to the effectiveness of this resource, we have created a comprehensive guide to understanding and using feature frameworks. We've also included a template framework which you might wish to tailor for your own internal publications, as well as for the purpose of securing feature coverage in your local health-care media.

### Understanding News Features

The news media market is a highly competitive and crowded with a number of different health stories all aiming to receive coverage in health care publications and establish a position of high importance in the minds of health-care workers. It is important that the **SAVE LIVES: Clean Your Hands** initiative maintain a strong media presence and a consistent voice around the core messages encouraging better hand hygiene for all health-care workers globally.

### What are feature articles?

Feature articles are different from news articles in the following ways:

NEWS ARTICLES	FEATURE ARTICLES
<ul style="list-style-type: none"> <li>▪ Short and concise</li> <li>▪ Based on new or different information</li> <li>▪ Immediate and time sensitive with short lead times</li> <li>▪ Located in the first few pages of newspapers or</li> </ul>	<ul style="list-style-type: none"> <li>▪ Longer and include comprehensive details and analysis of a topic/issue</li> <li>▪ Not necessarily linked to breaking news and may use established information. Can continue a topic or</li> </ul>



<ul style="list-style-type: none"> <li>▪ specified 'news' sections of other publications</li> <li>▪ Rarely use the human angle but may include a quote from a relevant spokesperson (e.g. a key opinion leader)</li> <li>▪ Less control of key messages as editorial direction managed by individual journalist/publication</li> </ul>	<p>theme developed from news articles, thereby continuing dialogue with target audiences and achieving further coverage</p> <ul style="list-style-type: none"> <li>▪ Less time sensitive. Have long lead times and may take between three to 6 months before they appear in print</li> <li>▪ Found beyond the news pages of a publication or more prominently in magazines / health-care targeted journals</li> <li>▪ Include a strong human interest angle often including a professionals' opinion and a case study</li> <li>▪ Tailored to a specific audience (discussed in detail in section two)</li> <li>▪ Allow for more control of key messages</li> <li>▪ Of interest to a broad range of readers</li> </ul>
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Feature articles are generally targeted to either medical or consumer media. The key differences between them are listed below:

MEDICAL / HEALTH-CARE WORKER FOCUSED FEATURES	CONSUMER FEATURES
<ul style="list-style-type: none"> <li>▪ Specifically read by health-care workers</li> <li>▪ Assumes a higher level of scientific knowledge among readers, so more technical medical language is acceptable</li> <li>▪ Generally balanced (unbiased) so they can be reviewed from a medical/technical perspective</li> <li>▪ Visuals are not essential but may include charts, diagrams, medical images</li> </ul>	<ul style="list-style-type: none"> <li>▪ Read by members of the general public with little or no medical knowledge</li> <li>▪ Use more simplistic language; complex medical terms are explained in jargon free language</li> <li>▪ Tend to focus on real-life patient experiences, both good and bad. Patient case studies are essential.</li> <li>▪ Often include quotes from a suitable patient organisation</li> <li>▪ Visuals are very important, usually including people</li> </ul>

### Developing a list of target publications

Before adapting a feature framework it is important to define what audience it is aimed at and then develop a list of target publications. This exercise will influence the tone of the article and may influence who you contact when sending it in. You can research the key publications in your market and ensure you are familiar with:

- Audience demographics (e.g. age, sex, profession)
- Circulation and reach
- Writing style
- Frequency with which the publication publishes feature articles
- Style, length and topics of previous feature articles
- Authors who write for the publication i.e. whether medical writers, journalists or medical health-care professionals
  - Determine whether you have an established relationship with the authors
  - With this knowledge, consider what audience the feature article is aimed at and select the appropriate publication(s) accordingly.

### Adding national relevance

Once a list of target publications has been developed, the feature framework will need to be tailored and adapted for the local market and for each of the target publications you have selected.



- National statistics: It is important to support the global framework with information that is relevant in your country/regional/locality. Using national statistics, such as HAIs rates, provides the contextual information required to generate interest with the target readers.
- Key Opinion Leaders/ Professional organisations quotes: It is important to partner with key national opinion leaders and/or professional organisations who can provide quotes, and case studies relevant to the article. This can help influence the readers' perception of the initiative and the messages you are communicating within the feature article, to make them more credible.
- Case studies: A case study is essential for many feature articles and can help provide the human element to balance the more medical feature articles. It is important to review previous feature articles within your target publication to assess how/if they included cases studies and ensure you select the appropriate case study for the journal.
- Relevant visuals: Where possible include relevant visuals that support the local initiatives, including a photo of the KOL to add dimension to your article. It is also helpful to include relevant charts, diagrams or other relevant visuals to help support the data used.

### Working directly with an author at the publication

- Contact the publication to confirm you have the correct contact details as editorial staff tend to change regularly (unless you have an existing relationship)
- Know your publication – what type of stories do they cover, copy deadlines, and how they prefer to receive information
- Approach the identified contact initially by telephone. As well as having your feature framework and summary to hand, also have any relevant background documents and if appropriate
- Sell in the angle – summarise your most important points
  - If possible, review recent media coverage you have received so that the feature is topical to current media stories
- If publication is interested, discuss:
  - Submission deadline and lead times (lead times can be several months of consumer magazines)
  - Length/word count of article
  - Use of figures/illustrations
  - Layout and format (including, font size, spacing, margin size, etc)
  - Referencing requirements
  - Additional information (such as transfer of copyright, etc)
- Once interest is confirmed, ensure the author is supplied with all the necessary background information and nationally relevant data to help them write the article. N.B. You may have to revise the feature framework to reflect your discussions with the contact.
- Always ask to review the final article for accuracy before it goes to print but be advised this is not always possible.

It is important to realise that it may be several months before the feature article is published. It is essential that you keep in regular contact with the publication (or journalist/KOL if they re selling-in the feature directly) to ensure that they have all the information they need. Again, where possible ask if you can review the final copy text for accuracy before it is sent to print. Therefore when planning an article or series of articles to coincide with 5 May 2010, early preparation is vital.

### Alternative uses of published articles

As feature articles cover relevant topics in great depth and offer expert opinion in the context of particular aspects of hand hygiene they can be used for further activities beyond the actual publication itself. As such, it is worth negotiating with the publication to obtain reprints of the article which can be used to:

- Distribute on stands at congresses or other events
- Provide further background information for other media activities including media events
- Distribute in your health-care facility to spread the word of hand hygiene



## Summary Points

We hope that you find this briefing kit and the templates within it of some use to you. Start now to further improve and sustain hand hygiene in your area and to support SAVE LIVES: Clean Your Hands for 5 May 2010.

### Preparation checklist

Get your messages ready to:

- ✓ Inform your colleagues and fellow health-care workers of the **SAVE LIVES: Clean Your Hands** initiative
- ✓ Print an announcement of the upcoming **SAVE LIVES: Clean Your Hands** on 5 May 2010 and website details
- ✓ Plan local or national awareness programme to mark your participation in the initiative.
- ✓ Show support for the **SAVE LIVES: Clean Your Hands** initiative and confirm your commitment. Visit the website regularly, encourage registrations and share your information with us [www.who.int/qpsc/5may/en/](http://www.who.int/qpsc/5may/en/)

Again, thank you for your ongoing support, commitment and enthusiasm.

*"Great things are done by a series of small things brought together."*

*Vincent Van Gogh*



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