



advocacy
information to the public
hand hygiene
campaigns
Clean Care is Safer Care
public opinion
health care-associated infection
Political
Commitment
solutions & tools
Advances
Change
WHO
Alliance

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Health care-associated infection

Millions of people in the world suffer or die from HAI

The world has the tools to address HAI

HAI is a low political priority in most countries:
without policy change and funding HAI can not be conquered

HAI: Health care-associated infection

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Why Advocacy

Bring about
change to
reduce HAI

Influence policies
and financing

Win support of key constituencies

HAI: Health care-
associated infection



Obstacles to improving HAI

Low political priority in many countries

Resources spent on more glamorous health investments

Health providers and workers:- often not trained to tackle HAI
- trained but do not comply with practices
- managers deny HAI as a problem

Patients and their families are not aware

Many health system constraints

Low priority among donor agencies



Advocacy to tackle HAI

Influence beliefs of decision-makers

Influence for pro-HAI policies and spending

Improve practices, attitudes and behaviours
of health care providers

Raise awareness of patients and their families about HAI

Urge for better laboratories, procurement and surveillance systems

Appeal for more aid for health to tackle HAI

HAI: Health care-
associated infection



5 basic pieces:

4 basic steps

**Political commitment
to address HAI**

**Mobilising
partners**

**Working with
the media**

**Packaging the message to
different target audiences**

Documenting the situation of HAI

The witch's hat