WHO SAVE LIVES: Clean Your Hands

“NURSES AND MIDWIVES
Clean care
is in your hands!”
5 May 2020

2020
INTERNATIONAL YEAR OF THE NURSE AND THE MIDWIFE

2020: The Year of the Nurse and the Midwife

The 72nd World Health Assembly designated 2020 as the International Year of the Nurse and the Midwife in honor of the 200th anniversary of the birth of Florence Nightingale.

Florence Nightingale was a pioneer of modern nursing and among the first to recognised that a caregiver could be at the origin of patient harm by spreading infection. She is considered the mother of infection prevention and control.*


Nurses & Midwives: IPC facts

- Annually more than 8 million deaths in low- and middle-income countries are attributed to poor quality of health care.

- Nurses can contribute to improved quality of care, and to patient safety through the prevention of adverse events, but this requires that they work at their optimal capacity.

- Burnout amongst nurses due to high workload, long journeys, and ineffective interpersonal relationships has been associated with worsening patient safety.

- Increased nurse staffing levels and education in skill-mix teams are correlated with reduced adverse events to hospitalized patients, including catheter-associated urinary infections, bloodstream infections, and ventilation-associated pneumonia.


To align with the International Year of the Nurse and the Midwife (YONM)

To acknowledge the importance of nurses & midwives in infection prevention and control (IPC):

In the frontline of care, nurses and midwives play a critical role for clean and safer care

Many IPC personnel are nurses.
Main connections between SLCYH and COVID-19

- **Nurses** and other health care workers are the front-line heroes saving lives from COVID-19.

- In the meantime, neonatal and maternal care remain critical essential services and **midwives** continue to help women to give birth, renewing life during these hard times.


WHO SAVE LIVES: CLEAN YOUR HANDS IN THE CONTEXT OF COVID-19

Hand Hygiene in the Community
You can play a critical part in fighting COVID-19
- Hands have a crucial role in the transmission of COVID-19.
- COVID-19 virus primarily spreads through droplet and contact transmission. Contact transmission means by touching infected people and/or contaminated objects or surfaces. Thus, your hands can spread virus to other surfaces and/or to your mouth, nose or eyes if you touch them.

Why is Hand Hygiene so important in preventing infections, including COVID-19?
- Hand Hygiene is the single most effective action you can take to reduce the spread of pathogens and prevent infections, including the COVID-19 virus.
- Community members can play a critical role in fighting COVID-19 by adopting frequent hand hygiene as part of their day-to-day practices.

Wash your hands
- Wash your hands with soap and running water when hands are visibly dirty.
- If hands are not visibly dirty, frequently clean hands by using alcohol-based hand rub or soap and water.

Why is it important to participate in the WHO global hand hygiene campaign for the fight against COVID-19?
- The WHO global hand hygiene campaign SAVE LIVES: Clean Your Hands mobilizes people around the world to increase adherence to hand hygiene in health care facilities, thus protecting health care workers and patient from COVID-19 and other pathogens.
- Nurses and other health care workers are the front-line heroes saving lives from COVID-19. In alignment with the Year of the Nurse and the Midwife, the global hand hygiene campaign 2020 recognizes their critical role in the prevention of infections.
- The campaign also contributes to the United Nations Secretary-General’s Global Call to Action on WASH in health care facilities.

Follow the 5 May 2020 SAVE LIVES: Clean Your Hands here: https://www.who.int/infection-prevention/campaigns/clean-hands/en/

SAVE LIVES CLEAN YOUR HANDS #safehands #handhygiene #infectionprevention

Member States to improve hand hygiene practices widely to help prevent the transmission of the COVID-19 virus by:

1. Providing universal access to public hand hygiene stations and making their use obligatory on entering and leaving any public or private commercial building and any public transport facility.

2. Improving access to hand hygiene facilities and practices in health care facilities.

WHO, Interim guidance, 1 April 2020

Each year the WHO *SAVE LIVES: Clean Your Hands* campaign aims to maintain a global profile on the importance of hand hygiene in health care and to ‘bring people together’ in support of hand hygiene improvement globally.

**THE ANNUAL GLOBAL HAND HYGIENE CAMPAIGN**

A campaign toolkit – for reference all year round

SAVE LIVES: Clean Your Hands
WHO’s Global Annual Campaign
Advocacy Toolkit

“Health care-associated infection is such a big problem, we need to focus the world on something that is truly actionable and can save many, many lives. This action is hand hygiene, a flagship element of WHO’s patient safety work.”

Dr Edward Kelley, Director, Service Delivery and Safety, WHO

https://www.who.int/infection-prevention/campaigns/clean-hands/5may_advocacy-toolkit.pdf
Why the Campaign is important?
Make the hand hygiene a global priority

Engage with all health care workers in their role in clean care

Inspire hand hygiene and behavior change

Ensure hand hygiene campaign continuity and use of resources at WHO webpages
Main Campaign poster

https://www.who.int/infection-prevention/campaigns/clean-hands/5may2020/en/
CALLS TO ACTION
SPECIFIC TARGET AUDIENCES FOR 5 MAY 2020

• Nurses
• Midwives
• IPC leaders
• Patients and families
• Policy makers
**Calls to Action!**

**Nurses:**
- Clean and safe care starts with you.

**Midwives:**
- Your hands make all the difference for mothers and babies.

**IPC Leaders:**
- Empower nurses and midwives in providing clean care.

**Patients and Families:**
- Safer care for you, with you.

**Policy Makers:**
- Increase nurse staffing levels to prevent infections and improve quality of care. Create the means to empower nurses and midwives.

https://www.who.int/infection-prevention/campaigns/clean-hands/5may2020/en/
Midwives

Your hands make all the difference for mothers and babies

#SupportNursesAndMidwives
#HandHygiene   #InfectionPrevention
PATIENTS AND FAMILIES
Safer care for you, with you
Nurses

NURSES AND MIDWIVES

Clean and safe care starts with you

#SupportNursesAndMidwives
#HandHygiene
#InfectionPrevention
IPC leaders

NURSES AND MIDWIVES
CLEAN CARE LEADS

IPC LEADERS
Empower nurses and midwives in providing clean care

#SupportNursesAndMidwives
#HandHygiene
#InfectionPrevention
Policy makers

Increase nurse staffing levels to prevent infections and improve quality of care

Create the means to empower nurses and midwives

#SupportNursesAndMidwives
#HandHygiene
#InfectionPrevention
Poster Maker
MAKE YOUR CAMPAIGN VISIBLE AND IMPACTFUL
Selfie Board for pictures

- Download the board at [https://www.who.int/infection-prevention/campaigns/clean-hands/5may2020/en/](https://www.who.int/infection-prevention/campaigns/clean-hands/5may2020/en/)
- Post your pictures with the hashtags above on: [https://www.CleanHandsSaveLives.org](https://www.CleanHandsSaveLives.org)
Transparent sticker
Global Message at a specific time on 5th May
NURSES AND MIDWIVES
CLEAN CARE IS IN YOUR HANDS
#SupportNursesAndMidwives
#HandHygiene #InfectionPrevention
NURSES AND MIDWIVES
CLEAN CARE IS IN YOUR HANDS

#SupportNursesAndMidwives
#HandHygiene #InfectionPrevention
5 May 2019 – Hashtags #

#SupportNursesAndMidwives
#HandHygiene
#InfectionPrevention
Recognition and gratitude

Local authorities and senior managers can recognise and thank nurses and midwives (individuals and teams) for their dedication to and excellence in hand hygiene and IPC best practices, by using this template certificate.

Suggested criteria for recognition:

- actions that increased adherence to hand hygiene practices and/or other IPC practices and/or reduced health care-associated infections
- implementation of hand hygiene and/or IPC training programmes
- developing and implementing hand hygiene/IPC guidelines adapted from WHO guidelines
- hand hygiene/IPC research with successful practical implications

5 May 2020 – Promotional resources

- Slides for campaign promotion
- Campaign posters
- Modifiable posters that can be edited to customize to the local context and include your own pictures
- Two-pager on hand hygiene in the context of COVID-19
- Template for stickers and brooches
- Photo board
- Journal announcement and articles
- Social media package
- Video message by Didier Pittet & WHO Chief Nursing Officer
- Awareness resources – country stories
- Promotion of recognition certificates focused on hand hygiene and IPC activities
- Provision of a country package including the campaign resources

https://www.who.int/infection-prevention/campaigns/clean-hands/5may2020/en/
Video message by Didier Pittet & WHO Chief Nursing Officer E. Iro

https://www.youtube.com/watch?v=zCIR3J3_wEo&feature=youtu.be
5 May 2020 – Technical products

- New IPC professional competencies document
- New poster on hand hygiene in maternal care
- Advocacy document on Core Components and Minimum Requirements for effective IPC programmes, that are central to nursing and midwifery:
  - Core Component 1 (IPC Programmes)
  - Core Component 3 (Education & Training)
  - Core Component 7 (Workload, Staff & Bed occupancy)

https://www.who.int/infection-prevention/en/
Main activities for virtual participation ahead of and on 5 May 2020 (1)

1. **Certificate of recognition** – We encourage authorities at all levels reward and thank nurses and/or midwives (individuals, teams or organizations) for their dedication to and excellence in hand hygiene and IPC best practices, also (but not limited to) in the context of the COVID-19 response, by using the template certificate.

2. **Urge government commitment to WHO’s recommendations on hand hygiene and to the campaign** - On 1 April the Director-General of WHO announced recommendations for Member States to improve access to hand hygiene stations in the context of the COVID-19 virus. Please ask governments, either ministers of health and/or other senior figureheads, to show their commitment to the recommendations and campaign by making a short video or posting a statement on their social media channels. These videos can be used locally, through media and be shared with WHO at savelives@who.int.

3. **Health care workers #SafeHands challenge video**

WHO expands the #SafeHands challenge to health care settings by calling on health leaders and all health care workers to follow the DG in practicing hand hygiene and taking a video.
Main activities for virtual participation ahead of and on 5 May 2020 (2)

4. **5 May clap initiative to thank nurses and midwives** - all health care facilities and the public to stop make a **one-minute clap at noon (local time) on 5 May 2020** to thank nurses and midwives for their critical role in delivering clean care through IPC and hand hygiene best practices. Take a video or picture and share on your social media channels with the tags #SupportNursesandMidwives #HandHygiene #InfectionPrevention and send to savelives@who.int and/or https://www.CleanHandsSaveLives.org

5. **Song** - The WCC at the University Hospitals of Geneva will deliver a short song thanking Nurses and Midwives for delivering clean care through IPC and hand hygiene best practices. Professor Pittet will share the video through social media. Please send video clips of your own singing-along to https://www.CleanHandsSaveLives.org They will be collated in a 5 May video.

6. **WHO webinars on 5 May 2020**
   - 2 pm: 5th May hand hygiene campaign presentation; Benedetta Allegranzi, IPC Hub, WHO HQ, & Didier Pittet, University of Geneva Hospitals, Geneva, Switzerland (find the programme at https://www.who.int/infection-prevention/campaigns/cleanhands/5may2020/en/)
   - 3:15 pm: Webinar for the International Day of the Midwife; (find the programme at https://www.who.int/news-room/campaigns/year-of-the-nurse-and-the-midwife-2020)
Promote WHO improvement tools as part of 5 May 2020 activities

All improvement tools for hand hygiene

https://www.who.int/infection-prevention/tools/hand-hygiene

All improvement tools for IPC programs

https://www.who.int/infection-prevention/tools/core-components/en/

IPC guidance for the COVID-19 outbreak preparedness and response


https://www.who.int/infection-prevention/en/
As of 15 April 2020, **23,000 facilities** in **182 countries** – covering over 13 million staff and over 5.1 million beds

We still need more to join!

In summary, we ask you to act now

➢ Sign up your facility to the campaign, if not already (http://www.who.int/infection-prevention/campaigns/clean-hands/register/en/)

➢ Be a 5 May 2020 campaign advocate:
  • feature a link to the WHO campaign on your web pages

➢ Actively use WHO campaign resources and participate in proposed activities
  • check the WHO web pages often to find new information

➢ Promote hand hygiene best practices in the context of the COVID-19 outbreak preparedness and response
Thank you for participating in the WHO global annual hand hygiene campaign
SAVE LIVES: Clean Your Hands

NURSES AND MIDWIVES
Clean care is in your hands!

Learn more at: https://www.who.int/infection-prevention/campaigns/clean-hands/5may2020/en/
Join the WASH Revolution!


CONNECT: Join the community @wash_for_health

COMMIT: Support country commitments and/or encourage others to commit at www.washinhcf.org/commitments

IMPROVE: Identify health entry points; work on one or more practical actions; implement & document.