

Using humor in infection prevention

Professor Didier Pittet, MD, MS, CBE

Faculty of Medicine Geneva, Switzerland

Chair, Clean Hospitals



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Plan

- Humor in hand hygiene (early 1990's)
- Effects of humor in advertising
- Humor in health care
- How to use humor in infection prevention (IPC) ?
- Humor in scientific publications
- Humor in media
- Humor in the community

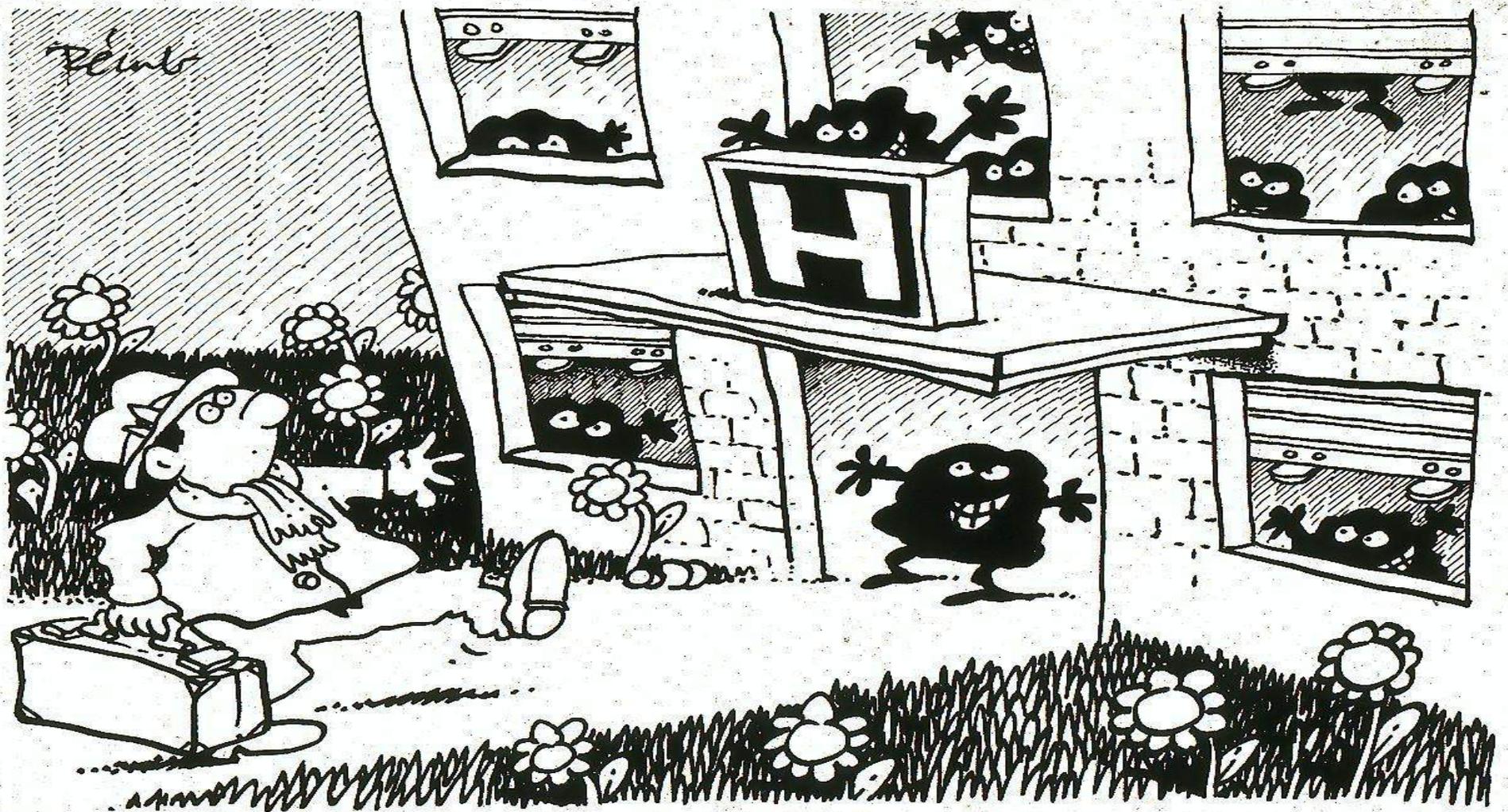


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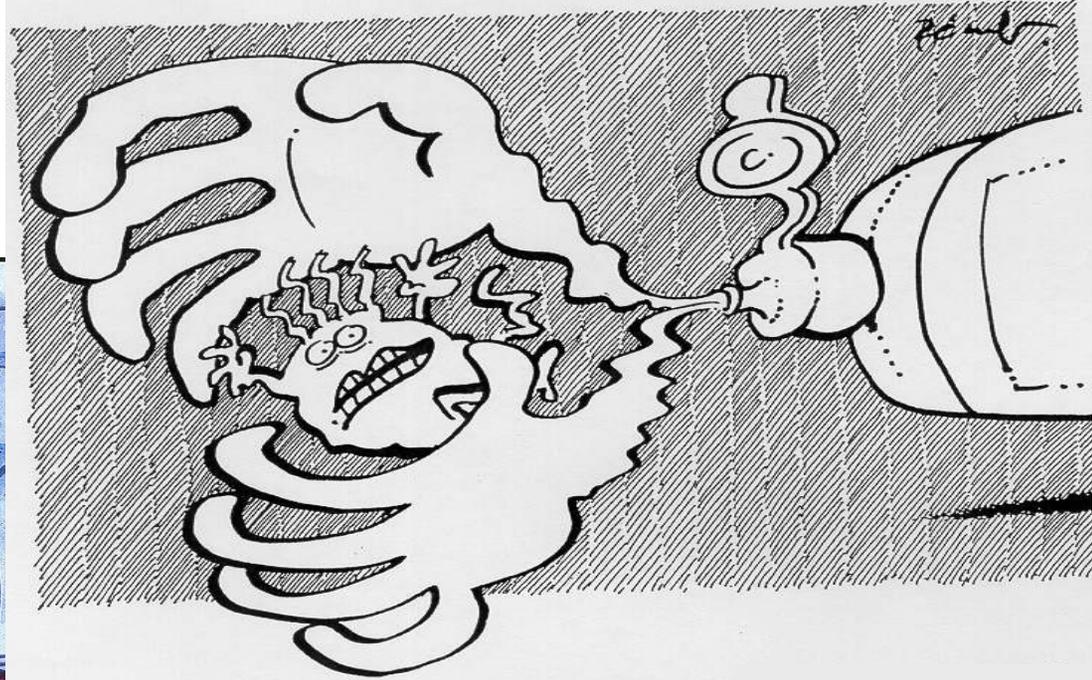




Handwashing...

An action of the past

(except when hands are visibly soiled)



Alcohol-based handrubbing...

The new standard of care

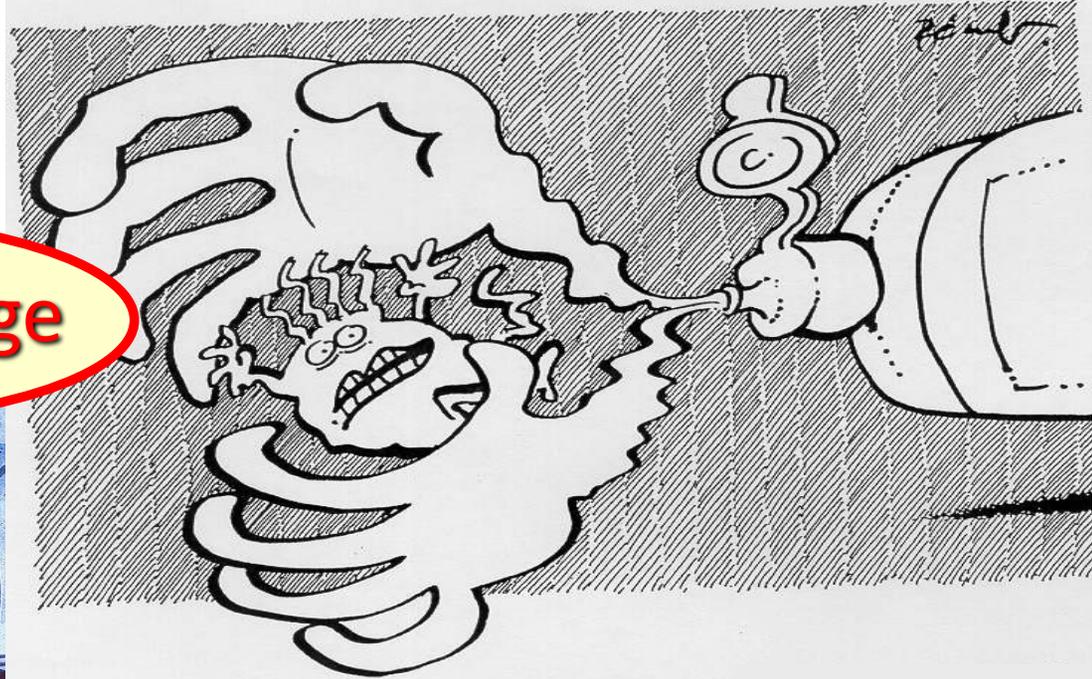
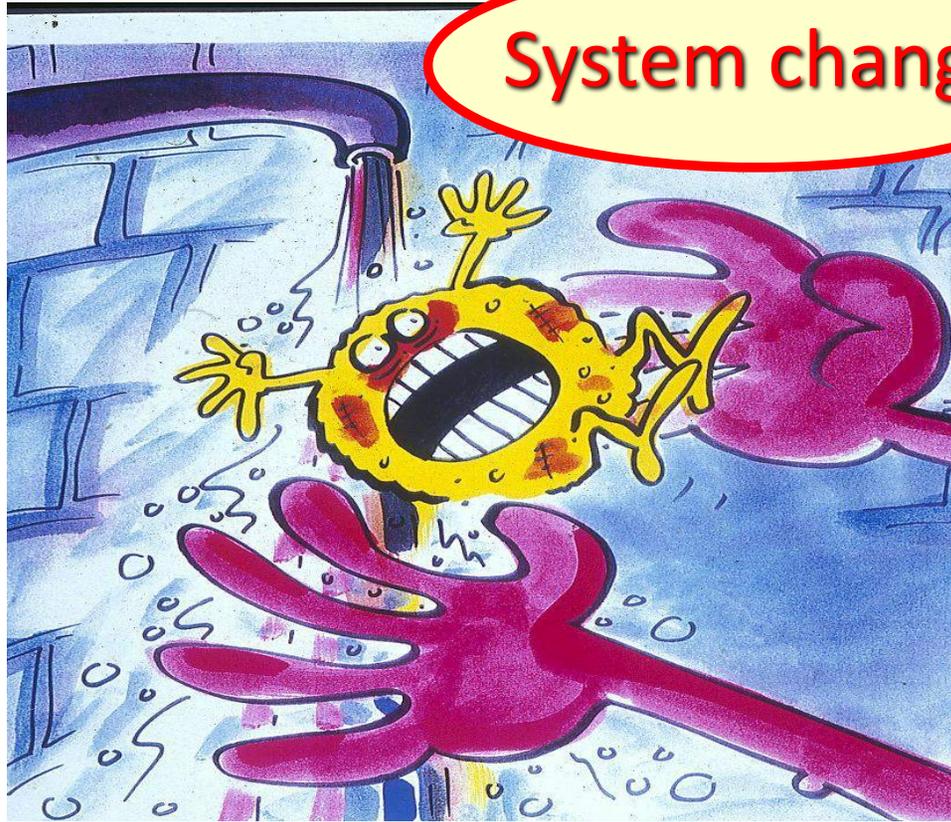
The « hand hygiene revolution »

Handwashing...

An action of the past

(except when hands are visibly soiled)

System change



Alcohol-based handrubbing...
The new standard of care
The « hand hygiene revolution »

Alcohol-based
hand rub at the
point of care



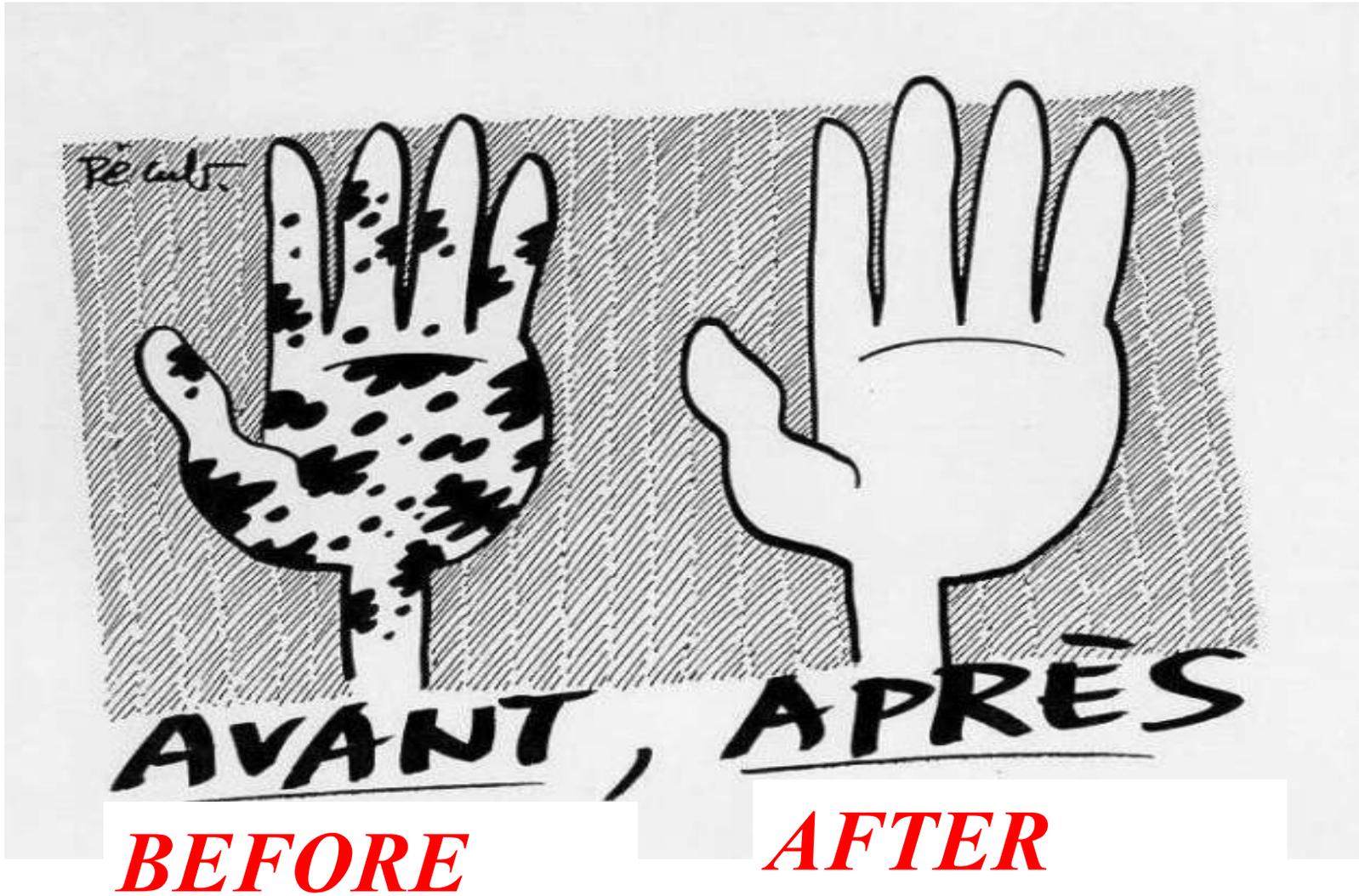
Before and after any patient contact
After glove use
In between different body site care

HUG

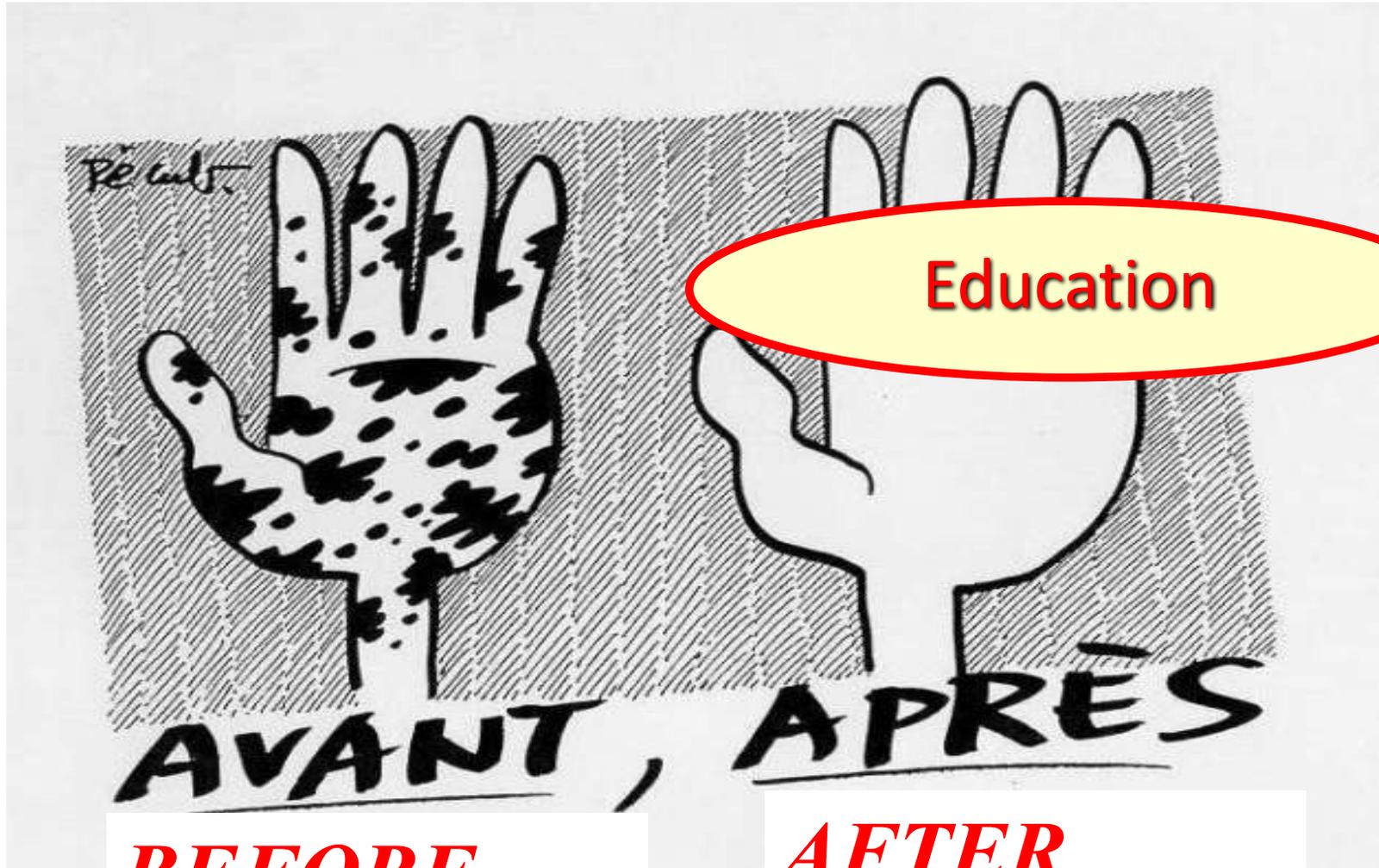


*The University
of Geneva
Hospitals, 1995*

The University of Geneva Hospitals (HUG), 1995



The University of Geneva Hospitals (HUG), 1995



BEFORE

AFTER

The University of Geneva Hospitals (HUG), 1995 - 1998

« Talking walls »



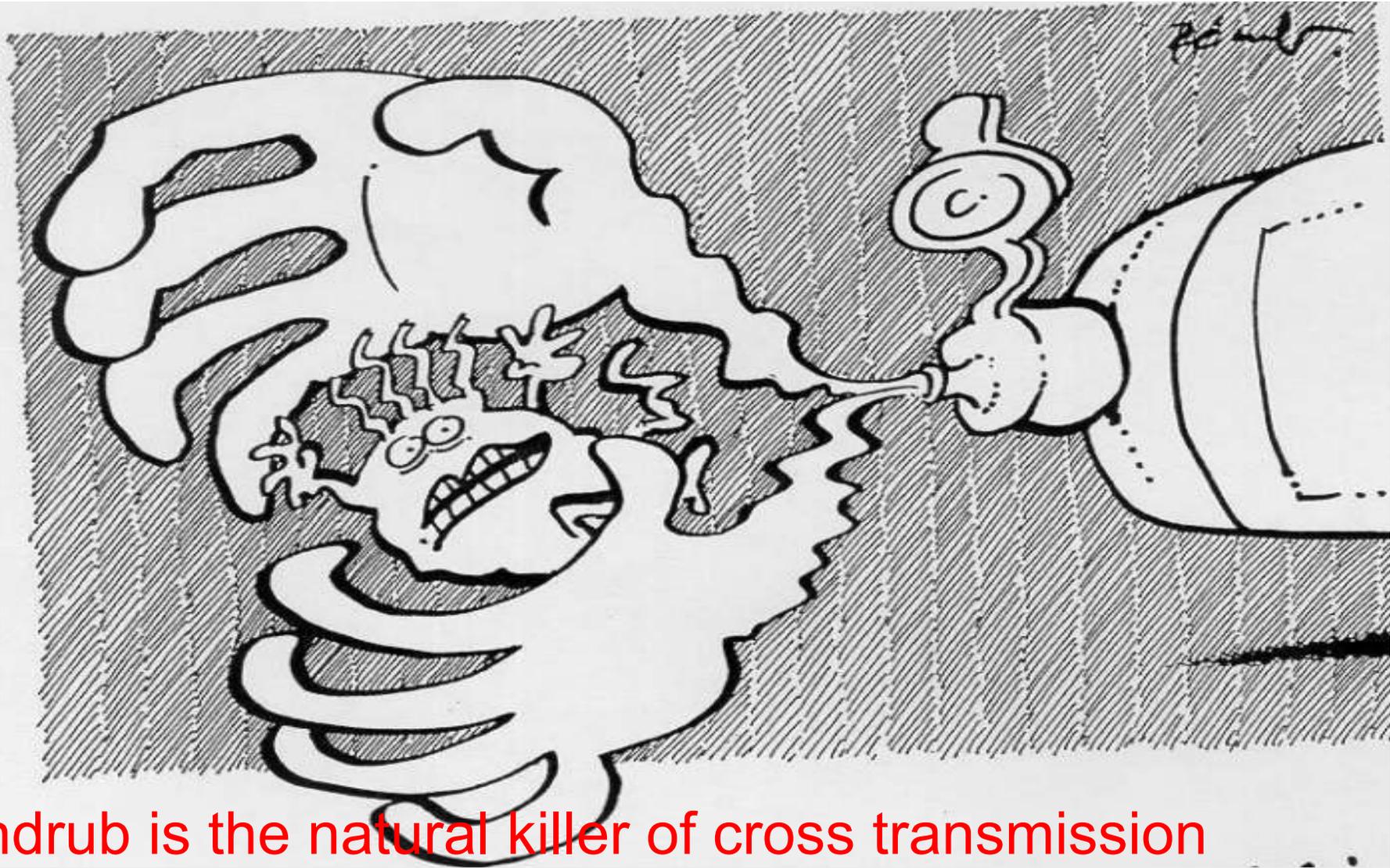


LES MAINS QUI SAVENT
SE LAVENT

MAS QUI DONC
A INVENTE
L'ASEPSIE?

LES MAINS QUI
SAVENT,
SE LAVENT!

LES MAINS QUI
SAVENT,
SE LAVENT!



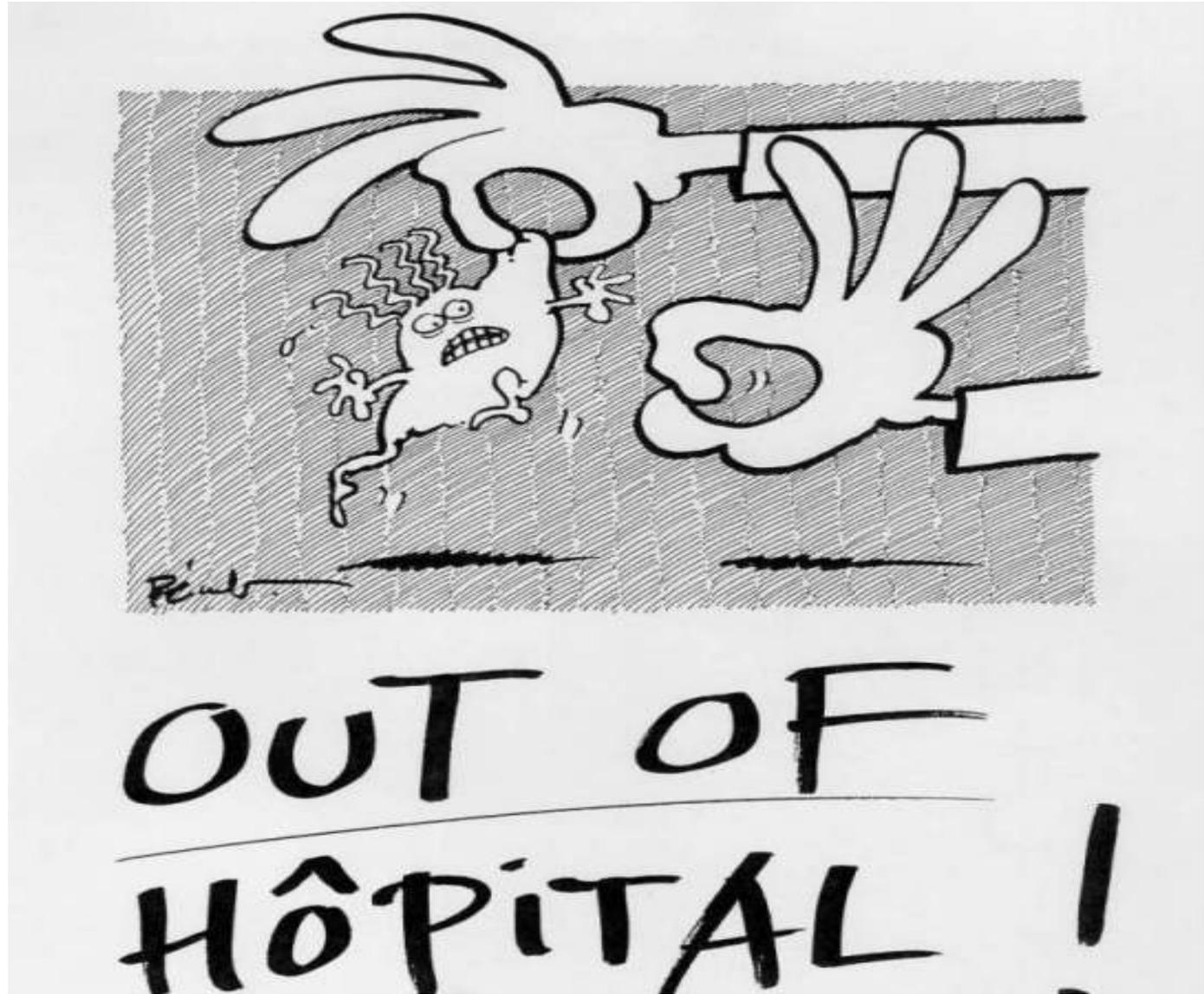
Handrub is the natural killer of cross transmission



My son,
if they don't get me,
you will become
multiresistant

Dirty Staph

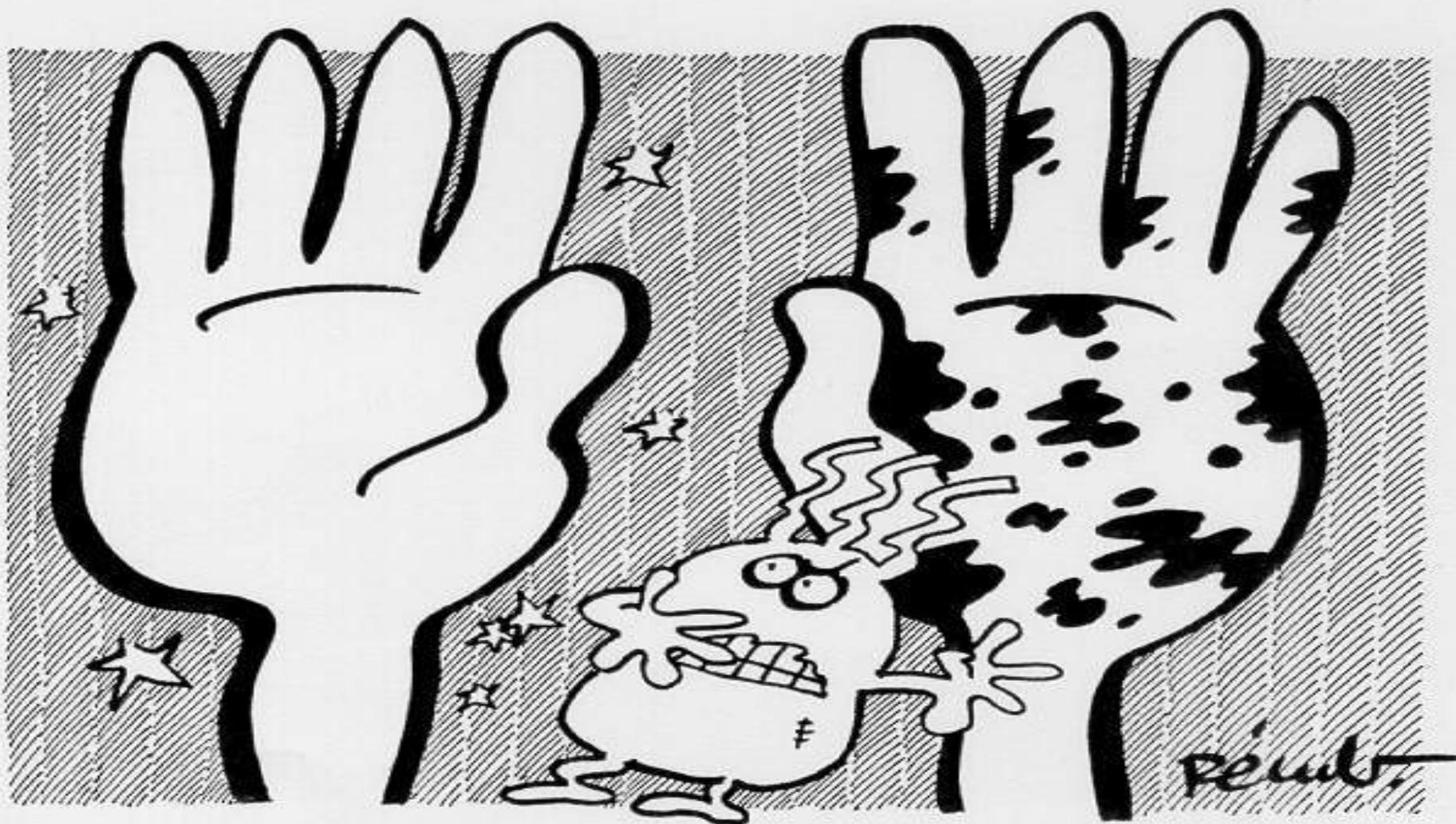
*...out
of
hospital*





**Workplace
reminders**

The University of Geneva Hospitals (HUG), 1995 - 1998



The University of Geneva Hospitals (HUG), 1995 - 1998



*Doctor Freud,
in this hospital,
it's become impossible
to cause infections
any more !*

Geneva's University
Hospitals against *Dirty Staph*
:
war has been declared

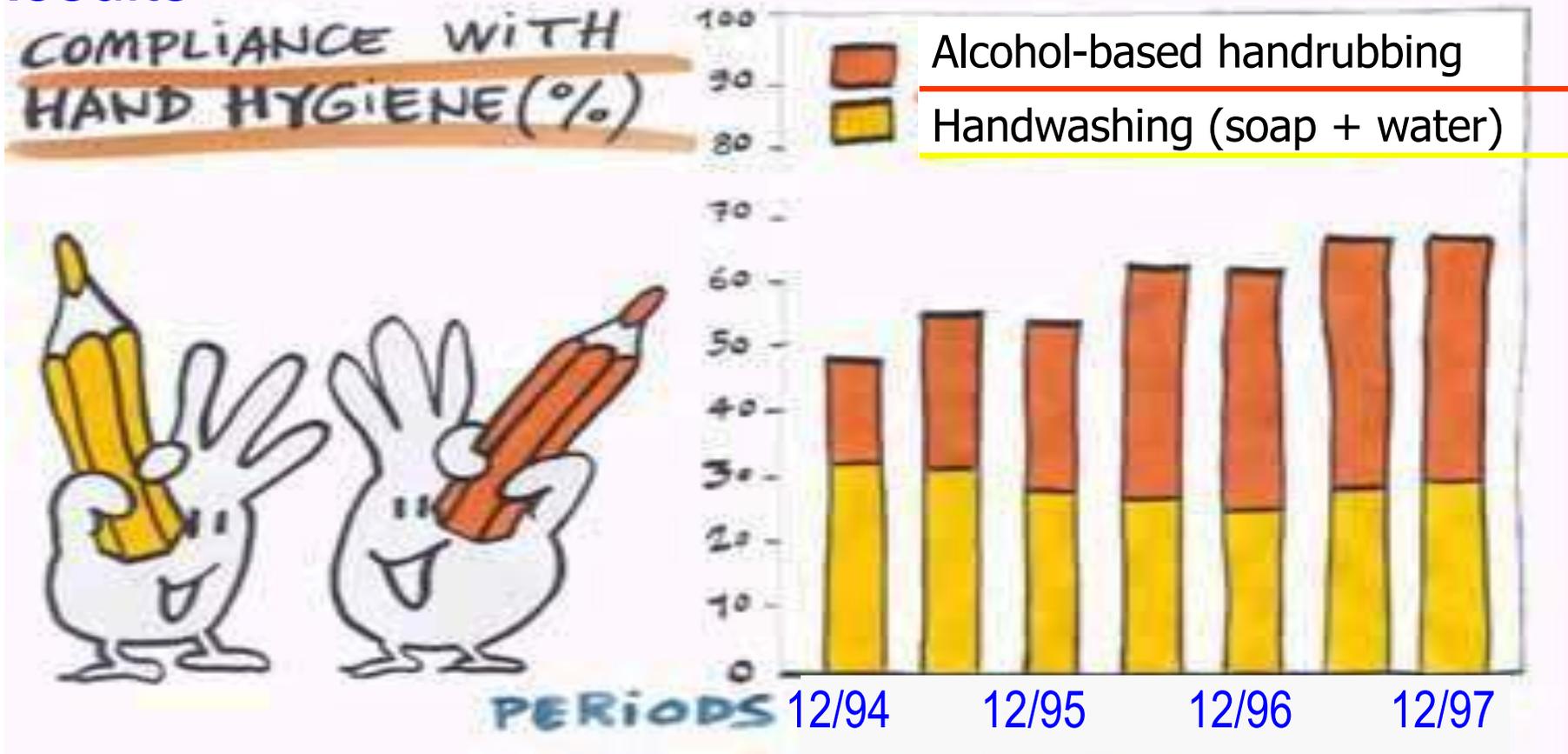


Doctor Freud,
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Safety culture

Geneva's University
Hospitals against *Dirty Staph*
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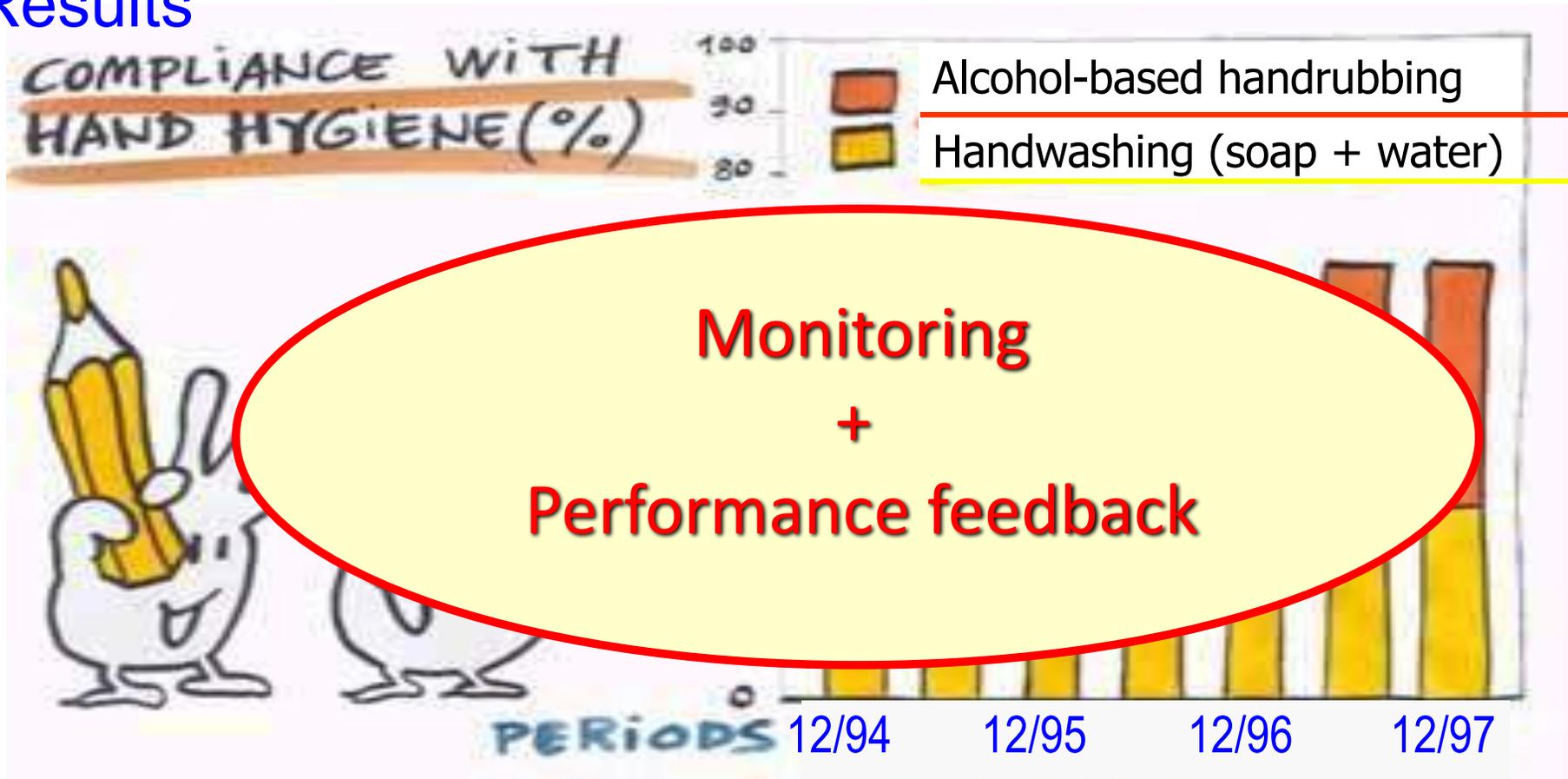
Results



www.hopisafe.ch

Pittet D et al, *Lancet* 2000; 356: 1307-1312

Results



www.hopisafe.ch

Pittet D et al, *Lancet* 2000; 356: 1307-1312

System change

Education

Monitoring
+
Performance feedback

Workplace
reminders

Safety culture

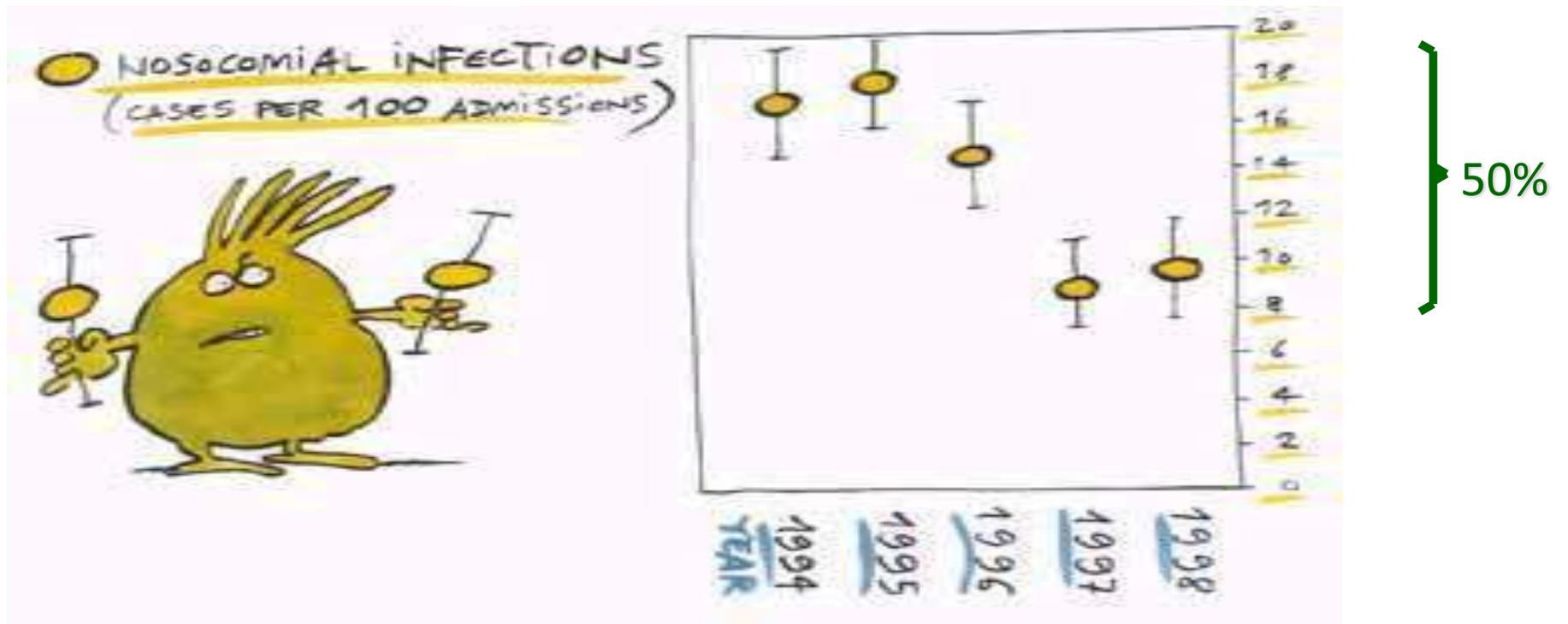
multimodal

behavior

change

strategy

Hospital-wide nosocomial infections; trends 1994-1998



www.hopisafe.ch

Pittet D et al, *Lancet* 2000; 356: 1307-1312

The University of Geneva Hospitals (HUG), 8 years follow-up



Rub hands... it saves money

Pittet D et al, *Inf Control Hosp Epidemiol* 2004; 25:264

Effectiveness of a hospital-wide programme to improve compliance with hand hygiene

Didier Pittet, Stéphane Hugonnet, Stephan Harbarth, Philippe Mourouga, Valérie Sauvan, Sylvie Touveneau, Thomas V Perneger, and members of the Infection Control Programme

THE LANCET Vol 256 – October 14, 2000

« Geneva model » of hand hygiene promotion, Reproduced with success (2002-2005)

- ◆ in single hospitals in France, Belgium, USA, Australia ...
- ◆ in multiple hospitals in Hong Kong, Australia, Belgium, ...
- ◆ in national promotion campaigns: Belgium, the UK, Switzerland

Plan

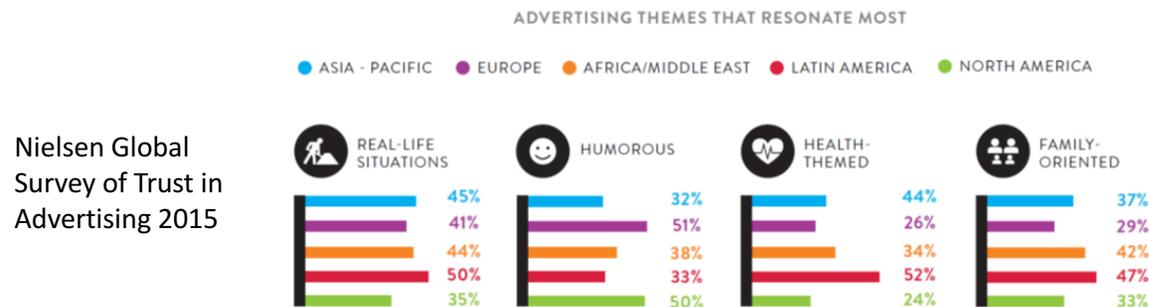
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Effects of humor in advertising

In advertising, it is demonstrated that:

- Humor is an effective method to attract attention
- Using humorous and positive messages encourage/promote behaviour change and knowledge acquisition
- Humor strength (humor's attention gaining mechanisms) and humor-message relatedness have a positive impact on memorizing the message



Cline TW., Kellaris JJ. Journal of Advertising, 2007; 36: 55–67



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Humor in health care

Preventive health campaigns

Humor-based materials are used effectively in preventive campaigns to prevent alcohol and tobacco consumption, obesity, and cancer:

- to draw attention
- to reduce negative emotional responses, such as fear, anxiety, and embarrassment to disturbing health topics
- to increase acceptance of health messages and behavior change



Miller E et al. Aust N Z J Public Health. 2021;45:568-577

Blanc N, Brigaud E. Health Commun. 2014;29:669-77



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How humor can be used in infection prevention and control (IPC)?

Training

- IPC training by the use of the same messages and teaching materials may result in HCWs feeling bored and over-messaged
- Traditional training may also cause less comprehension of the key messages
- Educational games and creative hands-on activities can be used in IPC training to stimulate sustainable learning and team spirit



Some examples ...

- An interactive audit and feedback strategy for hand hygiene was implemented using a card game in a large academic center

“Splat” game – hand hygiene

Splat cards

“Splat” cards were provided to staff at the beginning of each shift. They handed the cards out as gentle reminders when they observed peers or colleagues not performing hand hygiene.



The first person on each shift to give all their cards away and not obtain any card in return was offered coffee gift cards donated by the medical director

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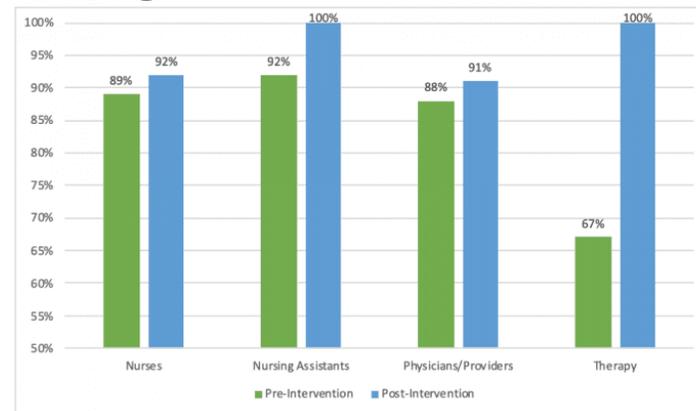
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After implementing the game:

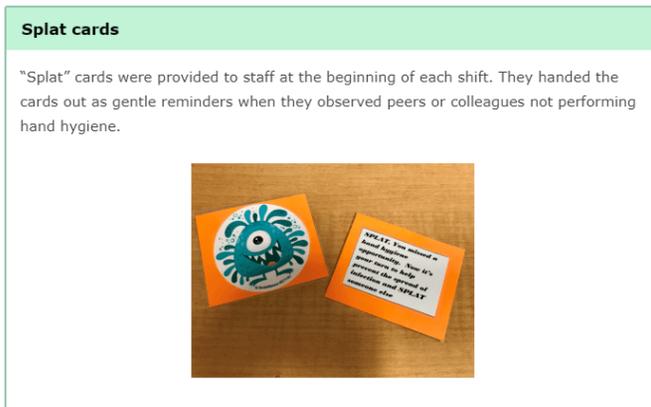
- Hand hygiene adherence increased from 87% in 2017 to 90% in 2018 and it continued to improve
- *C. difficile* infection rate decreased from 17% (6 months before the intervention) to 3.7% (6 months after the intervention)



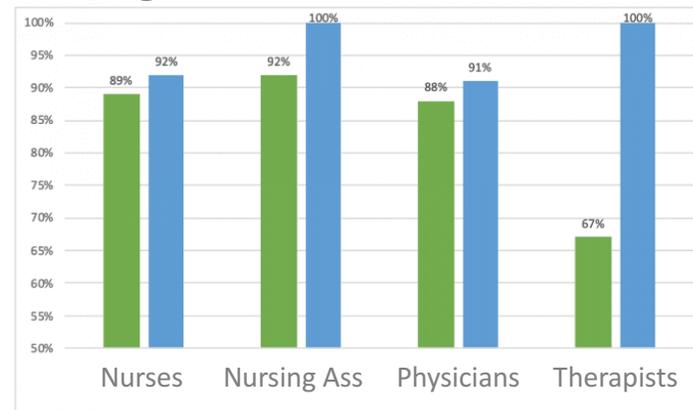
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Some examples ...

- As part of an education session at St. Joseph's Health Centre, staff had to remove their gown and gloves without getting any of the pudding on their skin or clothes underneath
- The game was meant to mimic the potential for transmission of bacteria by health-care providers

The « PPE Pudding game »



Some examples ...

- The University of Geneva Hospitals created “Escape COVID-19”, a serious game to promote safe IPC practices among HCWs and other hospital employees during the COVID-19 pandemic

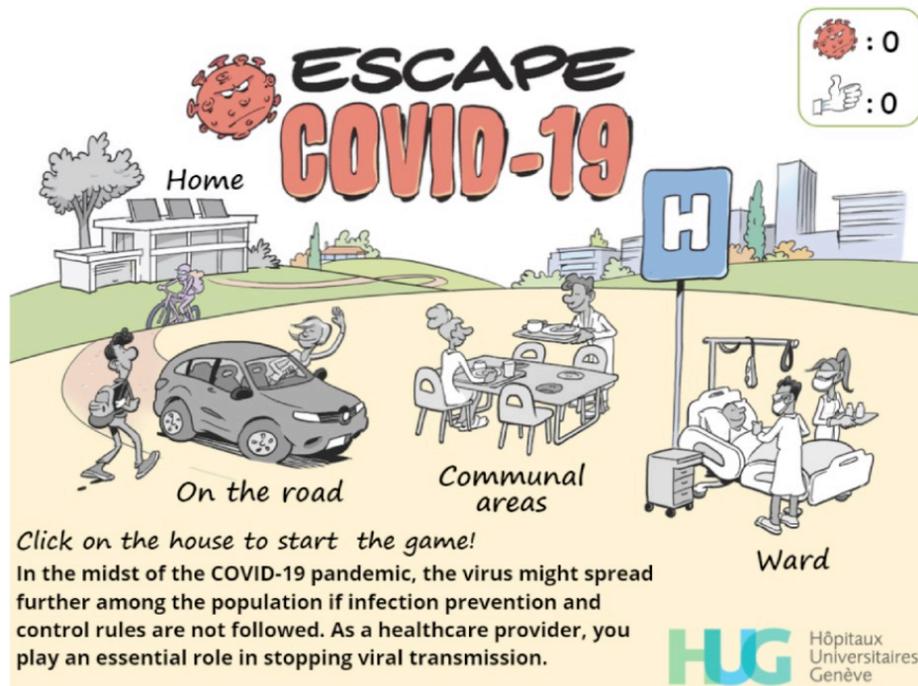
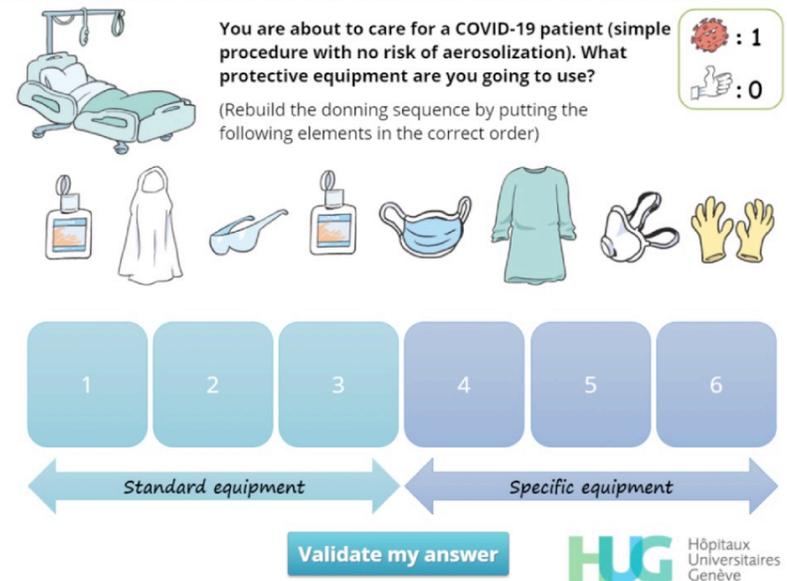


Figure 6. Rebuilding the donning sequence. The player must drag and drop the elements of personal protective equipment in the right order.



How humor can be used in IPC?

Awareness raising campaigns

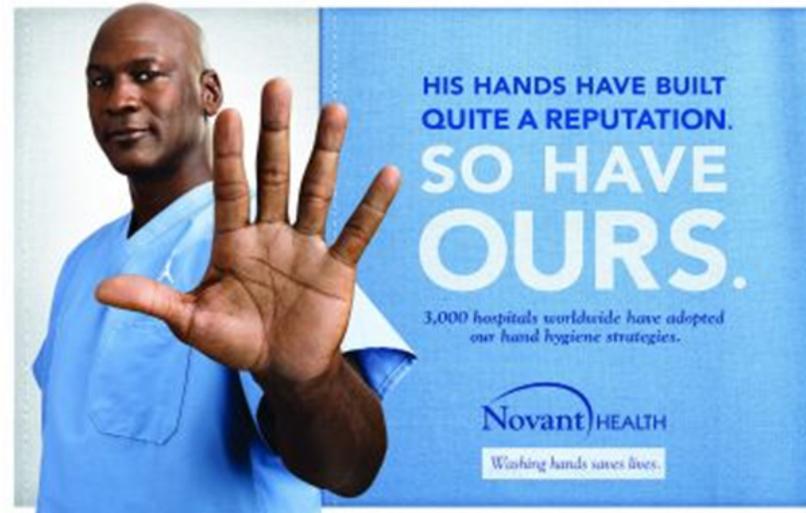
- Humorous materials (e.g. posters, reminders, screen savers) may help to capture HCWs attention



Soh, Antimicrobial Resistance & Infection Control 2015; 4(Suppl 1):I12

Healthcare-associated infections

Kinda like a Monday morning



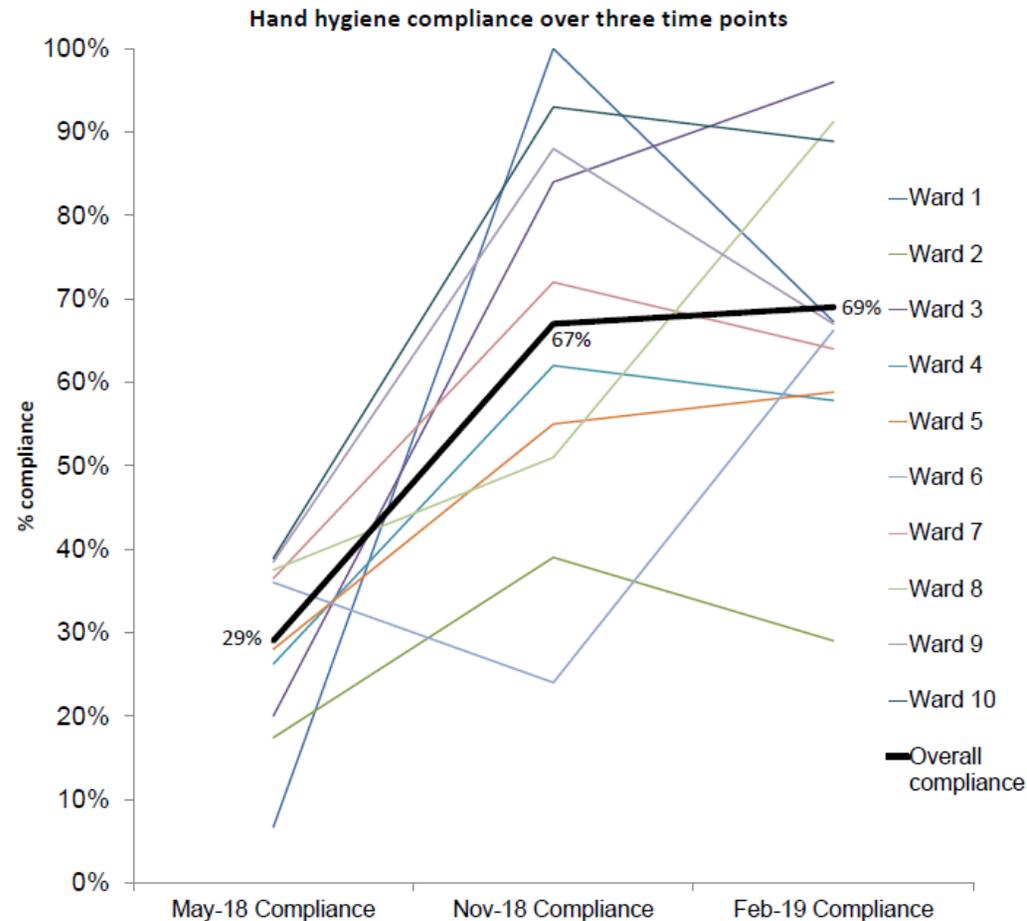
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Some examples ...

- 'Nudge' reminders based on well-known song lyrics have been developed
- Hand hygiene compliance significantly improved from 31% to 68% in 10 wards with the new reminders and multi-modal hand hygiene promotion strategy



Some examples ...

- Emojitoons are created by using avatars of employees to remind the key IPC practices to the HCWs
- They are designed to give a brief information at a short time to make easy to remember the topic



Results:
50% increase in compliance detected
on key IPC practices

Environmental hygiene

- Patient area environmental surfaces play an important role in the transmission of all health care–associated pathogens
- Although both hand hygiene and environmental hygiene represent basic horizontal interventions to prevent cross-transmission, there is a need for both interventions to be recognized as interdependent
- Several technologic interventions to augment environmental hygiene have been recently developed but remain to be objectively evaluated in well-designed clinical studies

I have gathered all my knowledge
and have come to the conclusion that...

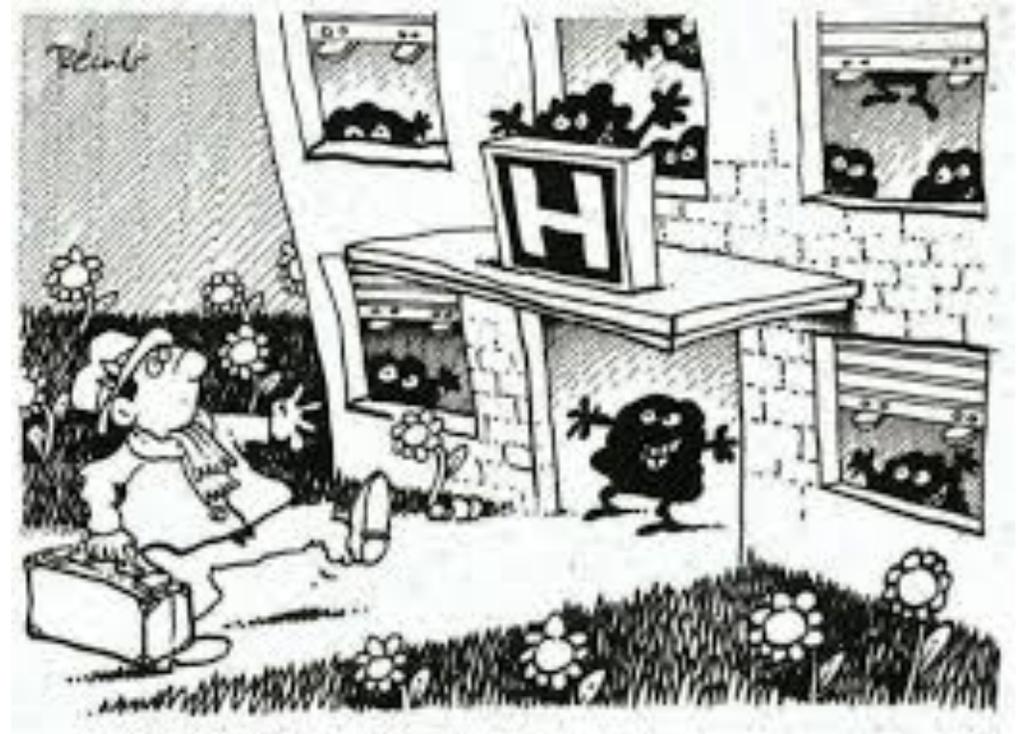


you will be sent to hospital quarantine



Environmental hygiene

- According to a 2022 systematic review, improving healthcare environmental hygiene helps keep patients safe
- Most studies demonstrated that interventions in the hospital environment were associated with lower HAI and/or patient colonization



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Peters et al. "Impact of environmental hygiene interventions on healthcare-associated infections and patient colonization: a systematic review." Antimicrobial resistance and infection control. 2022



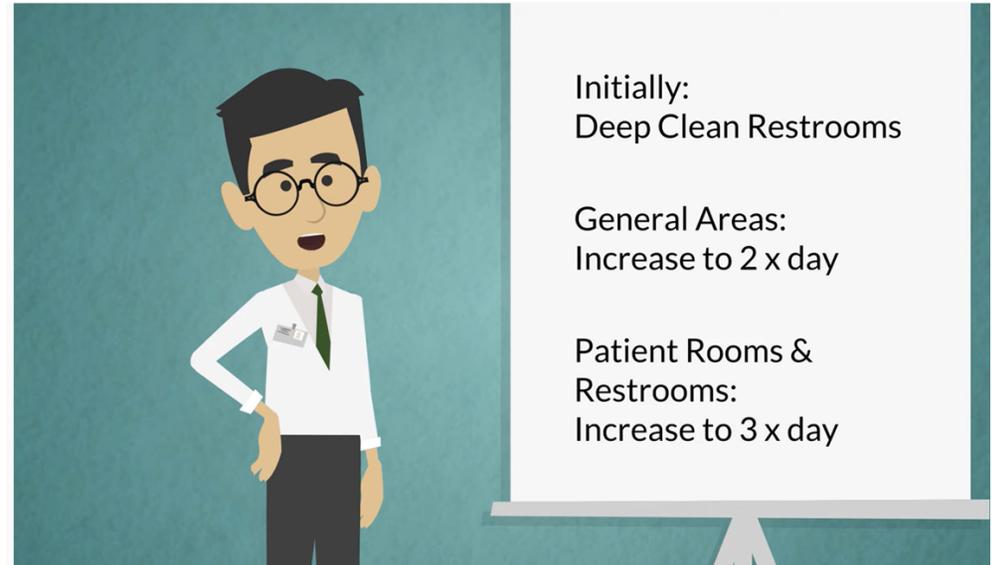
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Oregon Patient Safety Commission Training for EVS



Environmental Cleaning and Disinfection: Dialysis



Initially:
Deep Clean Restrooms

General Areas:
Increase to 2 x day

Patient Rooms &
Restrooms:
Increase to 3 x day

Norovirus Training for Environmental Cleaning Staff

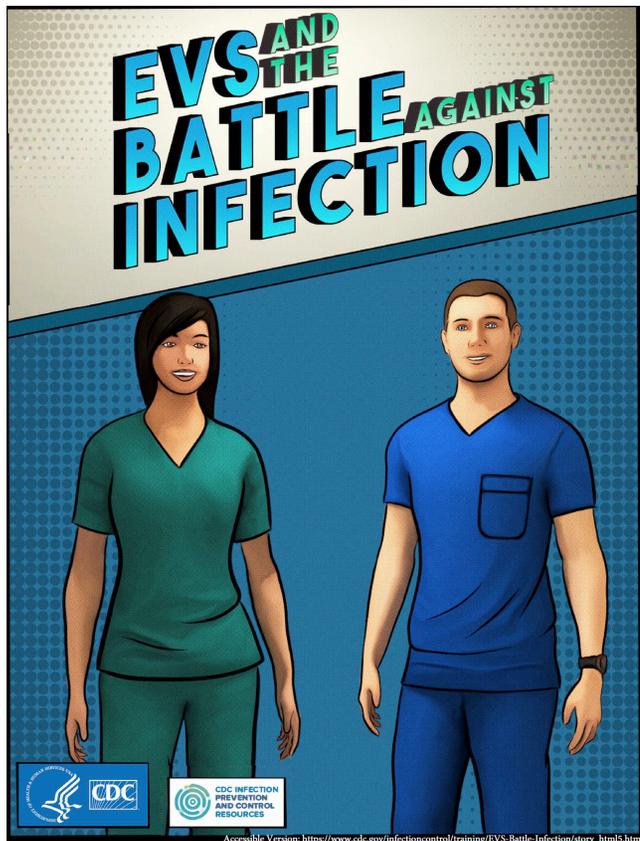


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Centre for Diseases Control and Prevention, (CDC) USA EVS and the Battle Against Infection Graphic Novel

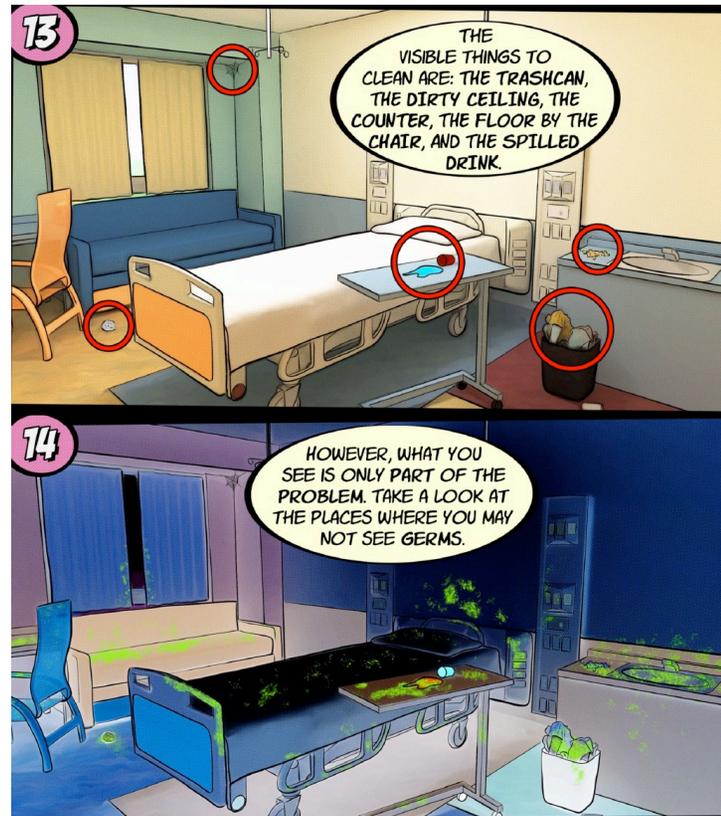


<https://www.cdc.gov/infectioncontrol/training/evs-battle-infection.html>



CDC

EVS and the Battle Against Infection Graphic Novel



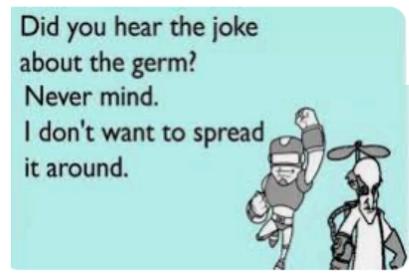
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Environmental cleaning during Covid-19





Twitter Infection prevention - Sani Nudge on Twitter: "#...



Pinterest Infection Prevention And ...



Pinterest 12 Infection control humor i...



Pinterest 37 Best infection preve...



Pinterest 7 Infection Prevention ideas...



Infection Prevention and Y... 2022 International Infection P...



Pinterest 12 Infection control humor id...



Pinterest



Etsy



EICC



Pinterest



CafePress



Pinterest

Other examples ... from multiple sources

Other examples ... looking for gadgets and tools..

 Découvrez des articles similaires pouvant être envoyés vers ce pays : Grande-Bretagne

Voir plus →



Suzy Stomach - Cadea...
BadgeBlooms
13,35 €UK



Good Veins - Cadeau ...
BadgeBlooms
13,35 €UK



Bouton Banquier de sa...
Annonce de SliimShop
3,44 €UK



Boîte de Petri plaque d...
Annonce de IduCustom
8,30 €UK
~~9,96-€UK~~ (10 % de réd...)



INFECTION CONTROL ...
MEDcraftz
17,58 €UK



Infection Control Nurs...
...
3,43 €UK



J'aime les grosses vein...
BadgeBlooms
13,35 €UK



Badges de rythme car...
BadgeBlooms
13,35 €UK



BadgeBlooms  S'abonner

116 950 ventes | 4,9 ★★★★★ (15 817 avis)

Humour d'épidémiologiste - Contrôle des infections - Cadeaux d'infirmière - Bobine de badge de laboratoire médical - Détenteur de badge de pathologiste - Badges mignons -

A Pinterest side.... To get ideas and materials



Explorer

Recherchez des idées pour des dîners faciles, sur la mode, etc.



infection control humor

12 Épingles 4 ans

Collection de Sally Salter

Partager

Idées similaires populaires actuellement



Humour



Humour Médical



Humour Infirmière



Université De Bordeaux

Il Faut Sav >



Film festival promoted by APIC...

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- [News Releases](#)
- [Interview/Speaker Request](#)

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Film festival uses humor and education to promote infection prevention



Nashville, Tenn., June 26, 2015—A video created for the Agency for Healthcare Research and Quality (AHRQ), highlighting the key benefits of engaging patients in hemodialysis infection prevention activities, is the winner of the fifth annual Film Festival at the [42nd Annual Conference](#) of the Association for Professionals in Infection Control and Epidemiology (APIC).

The winning video, created for AHRQ by the Health Research & Educational Trust and titled "[Patient Engagement in Infection Prevention](#)," explores the advantages of involving patients in infection prevention. The video highlights numerous steps that clinicians can take to involve patients and protect them from infection during hemodialysis.

How humor can be used in IPC?

Contests (poster, photo, song, video,..)

- Contests for IPC activities motivate front line staff to show their enthusiasm, creativity, and team spirit

Canadian “Clean Shots” photo contest



#HealthForAll #InfectionPrevention
Hands - the official song for the World Hand Hygiene Day (5th of May)



<https://hospitalnews.com/infection-control-educate-motivate/>



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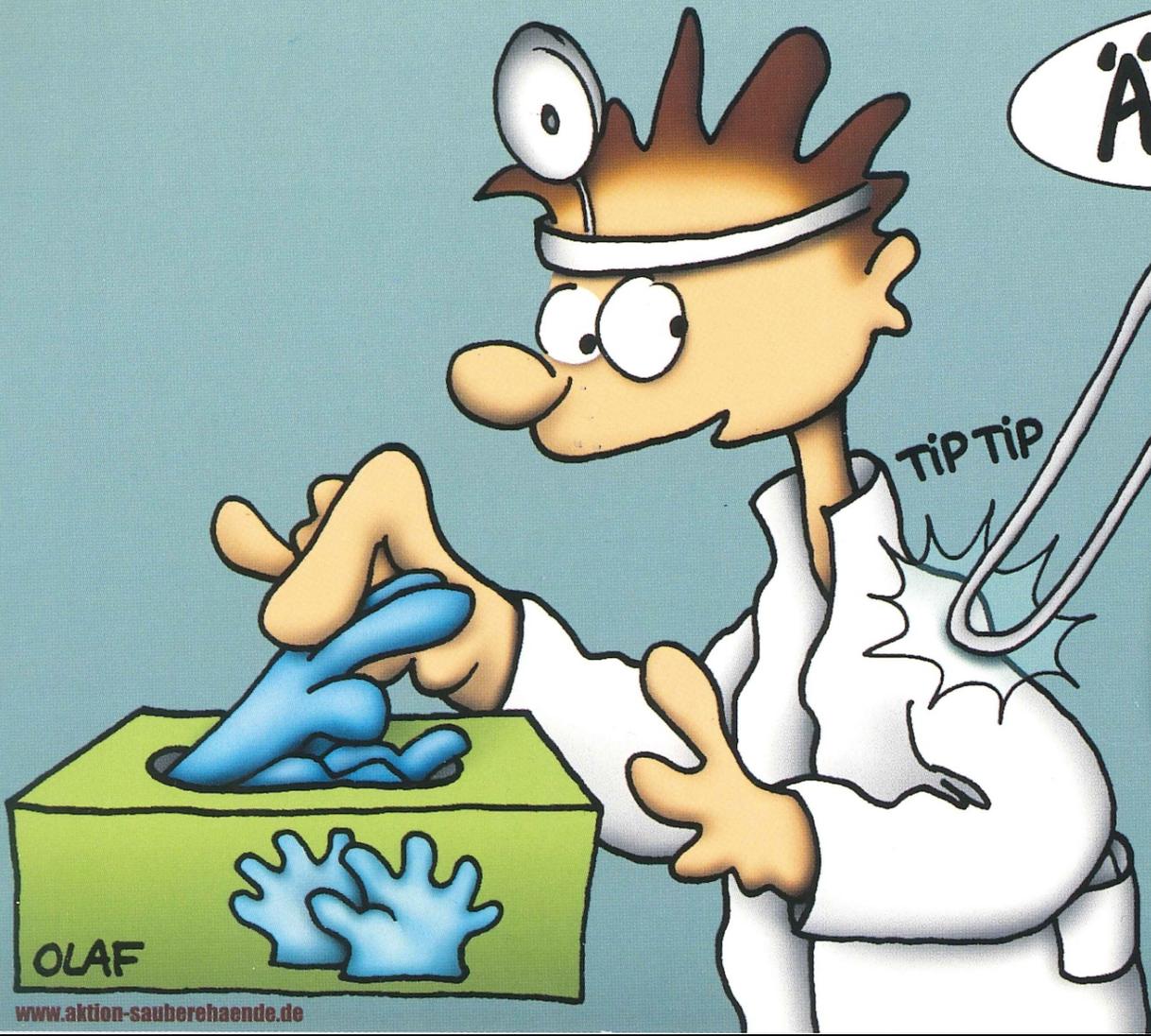
Photo Contest, 5 May 2022, Geneva Hospitals



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Hôpitaux
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Genève



Ähem...

TIP TIP



www.aktion-sauberehaende.de

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

Germany



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INNOVATION ACADEMY PRESENTATION

Open Access

The use of creative and humorous designs as vehicles for health education and infection control

SWL Soh

*From 3rd International Conference on Prevention and Infection Control (ICPIC 2015)
Geneva, Switzerland. 16-19 June 2015*

Introduction

Ilovemicrobes.comTM was started in late 2014 by a microbiologist cum ex-lecturer at a Singapore institute of higher learning. The concept was to incorporate humour

Results

For viewing of the characters designed, please go to <http://www.ilovemicrobes.com>

Plan

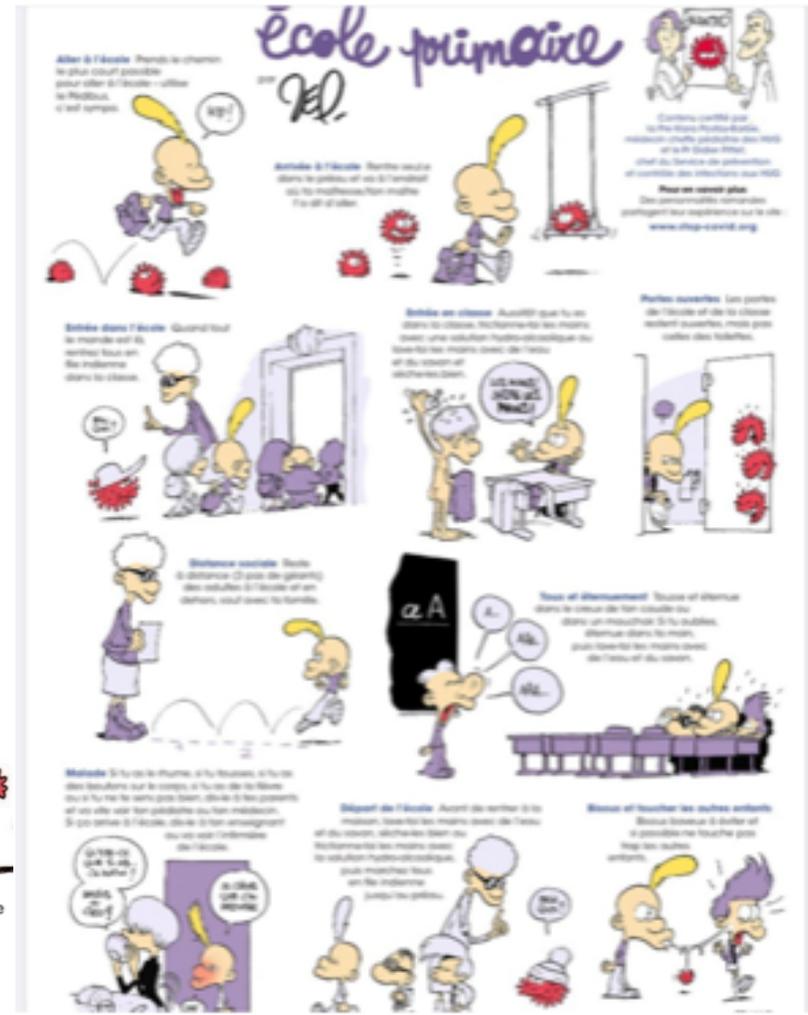
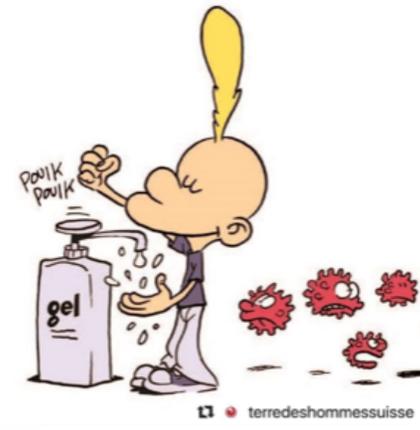
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Humor in media

LES GESTES ANTI-MICROBIENS, ILS SONT EFFICACES ET ILS NE COÛTENT RIEN !

‘Standard precautions are efficacious and cost-effective’



Humor in media



About Covid certificate:

« For sure,
the copy of a Didier Pittet »



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SARS , 2002



**GET MY 'SARS' MASK QUICKLY! I HAVE TO
TALK TO OUR HONG KONG OFFICE...**

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Humor (?) in the community



SARS, 2002

Humor in the community

*First case
of H1N1-2009
in Paris area*



First case
of H1N1-2009
in Paris area



Conclusions

In advertising, it is demonstrated that:

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- The impact of humor on compliance with optimal IPC practices deserves more research



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However, humor can be used as a powerful tool for delivering key infection control messages in a memorable and engaging way



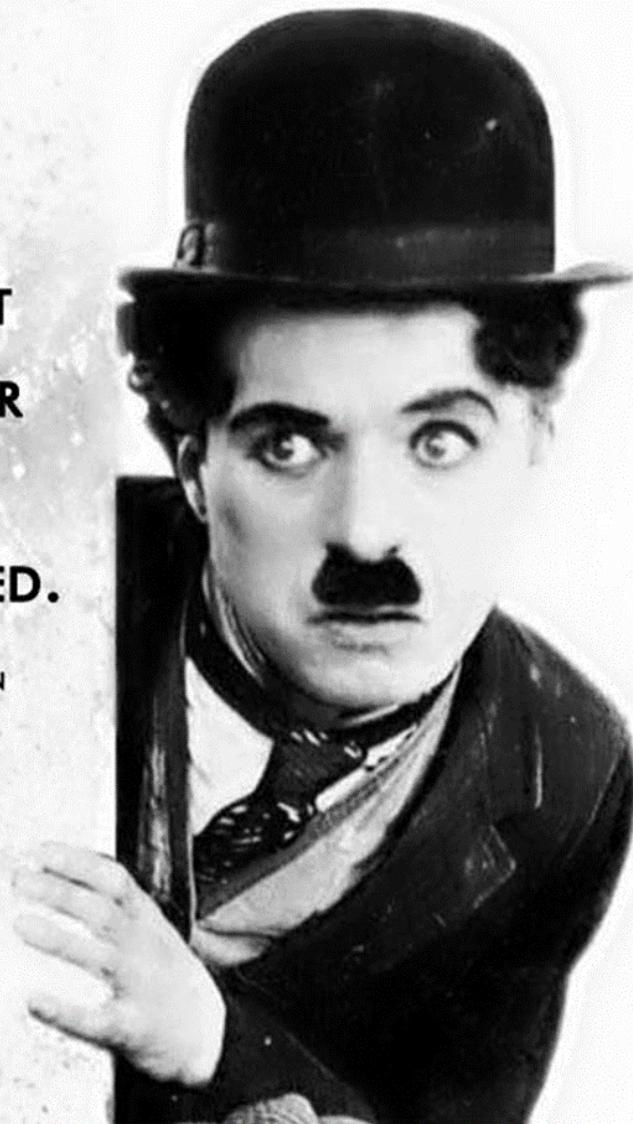
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**A DAY
WITHOUT
LAUGHTER
IS A
DAY WASTED.**

CHARLIE CHAPLIN

MEDIAWEBAPPS.COM



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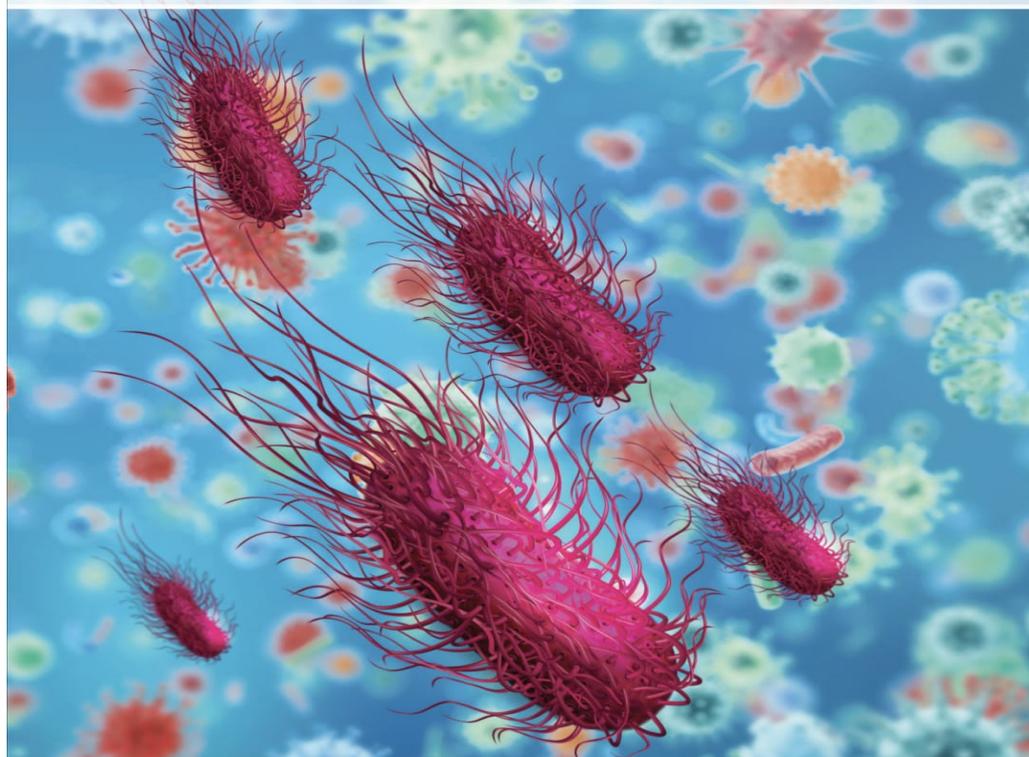


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PREVENTION & INFECTION CONTROL

Geneva +

12-15 September 2023



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University of Geneva Hospitals
and Faculty of Medicine, Geneva, Switzerland
WHO Collaborating Centre
on Patient Safety
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Save the Date:

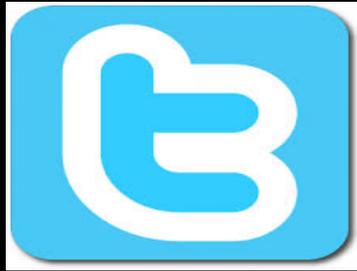
**7th ICPIC, 12-15 Sept 2023,
Geneva, Switzerland**



Semmelweis at ICPIC



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www.CleanHandsSaveLives.org

#HandHygiene

#CleanHospitals

#CleanHands



**Private
Organizations
for Patient
Safety**

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