

**Effective Infection Control Promotion**  
**Allen Soden, Deb Ltd.**  
**A Webber Training Teleclass**

**Effective Infection Control Promotion**  
in 3 (to 5) Steps

**Allen Soden**  
President, Deb SBS

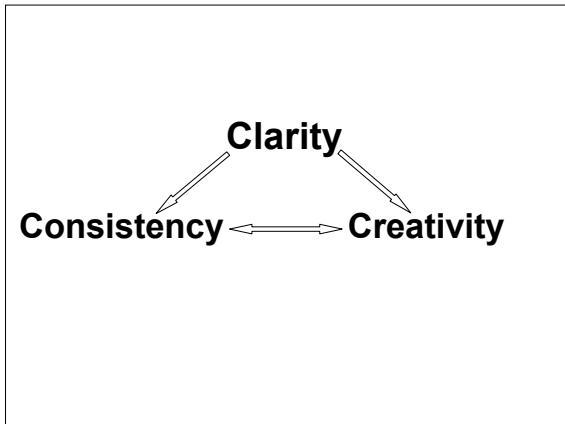
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paul@webbertraining.com

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**Message Types**

<b>Procedural</b> How to perform a function	<b>Informational</b> New or recent information to disseminate among employees or the public
<b>Lifestyle</b> Promotion of infection control as a concept and lifestyle	<b>Target</b> Promotion of specific infection control / patient safety message, or other healthcare activity

*The First 3 Steps*




**1**

**CLARIFY**  
the message

Peel the Onion

Reduce the message to its core component(s)



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**Improve  
Hand Hygiene Compliance**

Hand hygiene is the most important part of hospital infection control

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Hand Hygiene Compliance**

Hand hygiene is the most important part of hospital infection control

Hand hygiene is the most important part of patient care

Finger tips and finger pads are most important

Clean under fingernails

Wash between fingers

Wash before and after every patient contact

Disinfect hands after removing gloves

Don't reuse gloves

Pat dry with paper towel

Remove gloves immediately after use

Wash when hands look or feel soiled

Remove jewelry before washing

Moisturize dry skin

Clean hands before eating or drinking

Rinse gross soiling before washing

Wash for 10-15 seconds


Avoid touching your face

In the presence of *C. difficile* wash hands rather than disinfect

Dry thoroughly

**Improve  
Hand Hygiene Compliance**

Use alcohol hand rub before and after all patient contacts, particularly around finger tips and finger pads, unless hands look or feel soiled, or if the patient has loose stool that might contain *C. difficile*, in which case wash.

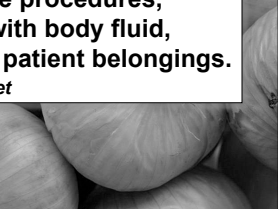


**Improve  
Hand Hygiene Compliance**

Use alcohol hand rub before and after all patient contacts:

- (1) before touching a patient,
- (2) after touching a patient,
- (3) before invasive procedures,
- (4) after contact with body fluid,
- (5) after handling patient belongings.

*Didier Pittet*




**Improve  
Hand Hygiene Compliance**

Use alcohol hand rub before and after all patient contacts:

- (1) before touching a patient,
- (2) after touching a patient,
- (3) before invasive procedures, patient contact, and body fluid contact
- (4) after contact with body fluid,
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*Didier Pittet*

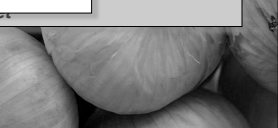


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**P-P-BF**



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Improve Hand Hygiene Compliance

Tips & pads rub before and after

Before a contact ... wash it down

Glove for leaking patients

Our mission is primary care and preventative medicine, providing advanced diagnosis and treatment with a focus on teaching and research. An essential resource in achieving our mission is the medical expertise provided by our competent and caring professional staff, dedicated to treating all with respect, compassion and dignity. We recognize the value of every person and are guided by our commitment to excellence and leadership. We demonstrate this by providing personalized services to a broad community, building a patient where each person is valued and respected and has access to personal and professional growth opportunities. We advance our health services education, fostering a culture of discovery, innovation and supporting exemplary health science research, strengthening our relationships with universities, colleges, other hospitals, agencies and our community, demonstrating social responsibility through the just use of our resources. The commitment of our staff physicians, volunteers, students, community partners and friends to our mission permits us to maintain a quality of presence and tradition of caring which are the hallmarks of an outstanding organization and the future of healthcare. We will be leaders in our community and will share with you

**The Mission Statement**

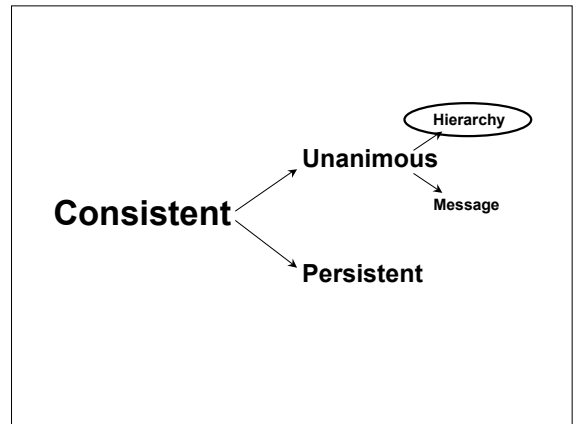
To improve the health of people and community

**The Rule of Five Why's**

The Japanese practice of asking "why" five times when confronted with a problem. By the time the fifth why is answered, they believe they have reached the core of the issue (clarity).

**2**

**CONSISTENCY**  
in the message



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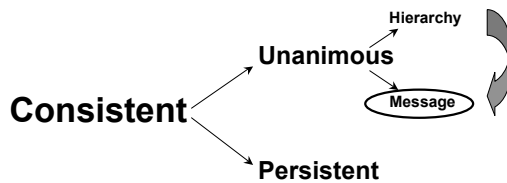
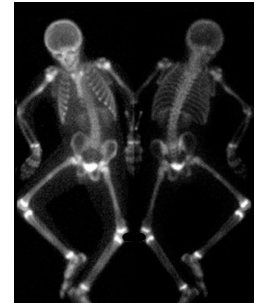
## Necessary Recruits

.....

Senior Management  
Chief of Nursing  
Department Heads  
Influential Doc's  
**Employee Influencer**  
Volunteer Representative  
Union Representatives  
Family / Religious / Community Representatives

## Anatomy of an Employee Influencer

Influencers might first be noticed by their enthusiasm, charm, sociability, persuasiveness and their expression of emotion. Some might call them "social directors" or "eternal optimists". Influencers tend to be involved with people, make a favorable impression, enthusiastic, entertaining, and involved in group activities.



## Provide the Message

Provide background information on the elements of the issue/problem

## Justify the Message

Head off objections, anticipated or already raised

## Support the Message

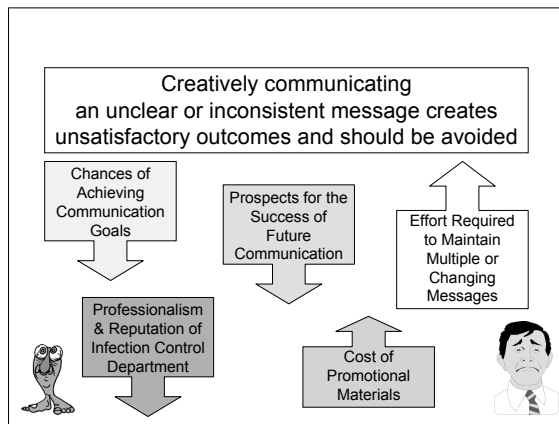
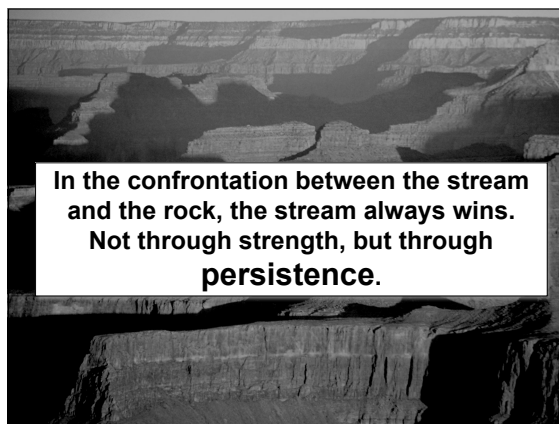
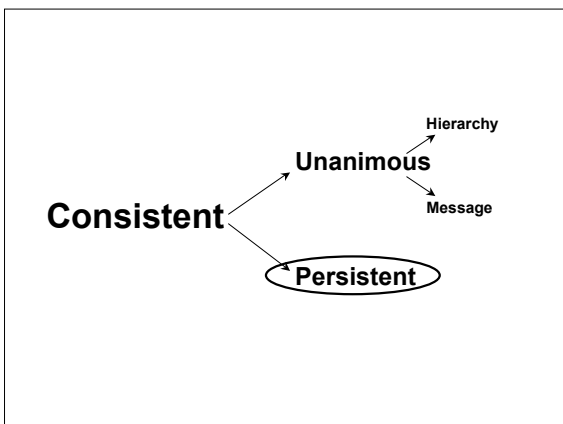
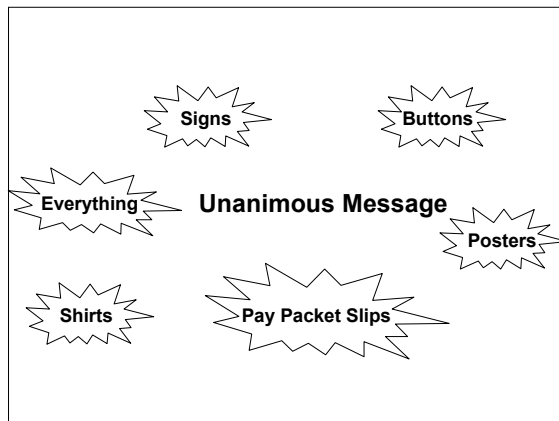
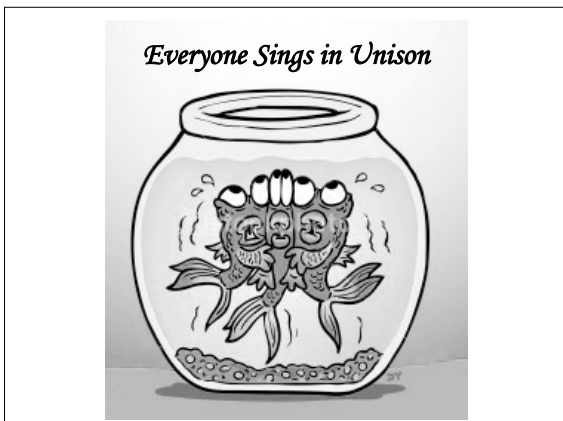
Provide tools each recruit can use to implement the new ideas and communicate the message to other employees (e.g., suggestions on how to respond in different situations, talking points)

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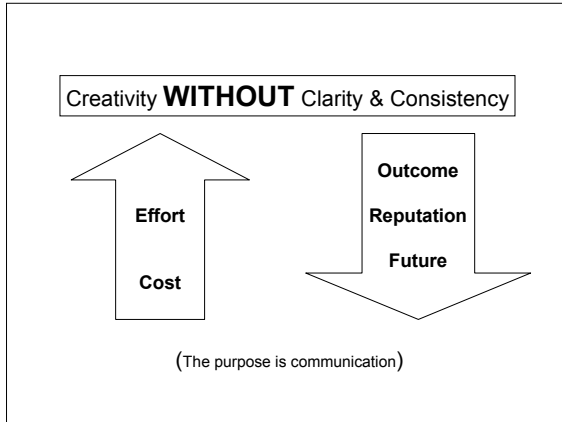
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**Predator - Germs**  
**Prey - You**

Clean everything ...  
 disinfect where appropriate

**Posters**

BIG graphic ... clarified text

Cycle weekly or at least monthly

Corporate freebies ...  
 are they on YOUR message??

[www.webbertraining.com](http://www.webbertraining.com)  
**Free Downloads**

NPSA  
 National Patient Safety Agency

Pictures of your  
 "Top Dogs"

cleanyourhands<sup>®</sup>  
 campaign

[www.npsa.nhs.uk/cleanyourhands](http://www.npsa.nhs.uk/cleanyourhands)

**I do – so can you**

I am making it my priority to observe excellent hand hygiene, by cleaning my hands before and after every contact with patients. And if I can do it, you can too.

cleanyourhands<sup>®</sup>  
 campaign

**Canada's Hand Hygiene Campaign**

[www.handhygiene.ca](http://www.handhygiene.ca)

UNITED STATES  
 DEPARTMENT OF VETERANS AFFAIRS

[www.publichealth.va.gov/infectiondontpassiton/posters.htm](http://www.publichealth.va.gov/infectiondontpassiton/posters.htm)

*The Leader in Infection Control Products*


INFECTION CONTROL PRODUCTS FOR THE MEDICAL, EDUCATIONAL AND FOOD SERVICE INDUSTRIES

[www.brevis.com](http://www.brevis.com)

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**Buttons**

- Limit text to 3-5 words
- Limit the number of different buttons
- No graphic, or just a simple symbol




**Temporary Tattoos**

- [www.calicousa.com](http://www.calicousa.com)
- [www.printglobe.com](http://www.printglobe.com)

**Inkjet Tattoo Paper**

- [www.texascraft.com](http://www.texascraft.com)



**Just imagine the possibilities!!!**

YOUR MESSAGE HERE

**4**

**Tell A Story**

**"We engage with stories, relate them to previous stories we've heard, remember them easily and retell them when appropriate."**

Carmichael Taylor, Sources of the Self

**We grasp our lives in a narrative**

**Engaging Narratives Have:**

- Characters** who come alive through interesting description and quotes
- Settings** that the reader can remember long after they have read the story because they have been described in just enough detail
- A **problem** or issue that needed to be overcome and that the audience can understand on an emotional level
- A **solution** or a resolution to the problem that makes a significant difference

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**Telling the Story**

Take the story as close to them as you can

Keep it brief – pare down to the heart of the story

Stimulate their senses

Describe the characters and settings to help them sympathize with the characters' feelings

Learn the story as a whole rather than in fragments

Master the story ... then simplify

Don't memorize it

Know what comes first, and what comes last

**5**

**Get Political**



1. Find your local representatives contact details, often these can easily be found online or in election leaflets or posters.
2. Decide on which method will be most effective to raise the issue whether writing a letter, meeting in person, calling the representatives office, or emailing them.
3. ALWAYS be polite and friendly when discussing an issue regardless of how you raise the issue. Also try to keep things short and stay focused on the issue and end the communication on a friendly note. Give an example of the problems caused by the issue where possible.
4. Await contact from the representative or his office regarding the issue. If no reply is received within around three (3) weeks, contact the representative or his office again and still be polite. Your inquiry could easily have been lost or perhaps never arrived via postage.
5. Continue to raise the issue locally, and if possible gather support of friends and colleagues to highlight how the issue is affecting the community or how people feel about a global issue.

[www.wikihow.com/Lobby-Politicians](http://www.wikihow.com/Lobby-Politicians)

Always remember ...

Politicians sometimes RESPOND ...

They usually REACT!!

How strong is your story?

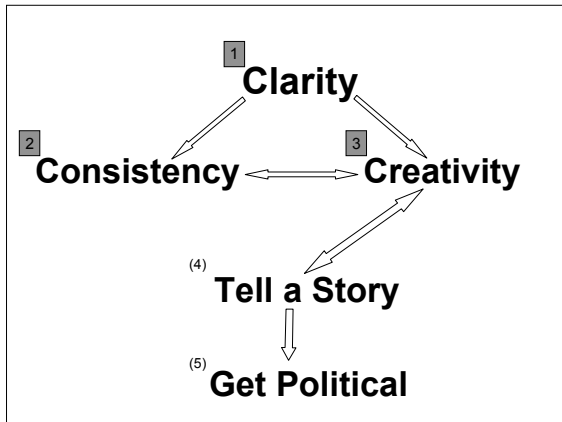
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Finally ... what about  
**CHANGE?**

"If we believe that no approach we can use will CHANGE people, then we are right.

The locus of CHANGE is in the people, we can only create space and signposts."

<b>The Remaining 2007 Teleclasses</b>	
<b>December 6</b>	<b>Infection Control in the Living and the Dead - The Angola Marburg Outbreak</b> ... with Prof. Adriano Duse, U. of Witwatersrand, South Africa
<b>December 13</b>	<b>Water Quality Issues Pertaining to Medical Device Reprocessing</b> ... with Dr. Michelle Alfa, St. Boniface Hospital, Winnipeg

For the full teleclass schedule – [www.webbertraining.com](http://www.webbertraining.com)  
For registration information [www.webbertraining.com/howtoc8.php](http://www.webbertraining.com/howtoc8.php)

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