



Bedside Hand Hygiene Project

Julie Storr, National Patient Safety Agency

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The National Patient Safety Agency's cleanyourhands campaign

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JFK airport - men's "restrooms"




Source: Wall Street Journal, used by John Grout, NPSA Seminar, 17 January 2003



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NPSA - overview



- 850,000 adverse incidents annually
- 50% of which are thought to be preventable
- NPSA is a special Health Authority established 2001 to gather information on the types and causes of error and ensure learning and future risk reduction
- UK is the first country in the world to set up a national reporting and learning system
- Hand hygiene highlighted as a core patient safety issue

What can be done?




- Further research?
- Punitive approach?
- Simple approach?
- Creative approach?

Source: Wall Street Journal, used by John Grout, NPSA Seminar, 17 January 2003



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The role of hand hygiene in transmission of infection

- The evidence is plain to see.
- Elaine Larson summarised the evidence in a prior teleclass
- Oelberg et al (2000) in *Pediatrics*
 - NICU, Virginia
 - 6 pods housing 8 infants each
 - DNA markers placed in 1 pod (on the telephone)
 - Within 4 hours the marker was widely found on staff hands & charts in the pod
 - Over 7 days the marker was also recovered from all pods especially; blood gas analysers, computer mice, telephone handles, medical charts, ventilator knobs and staff hands.

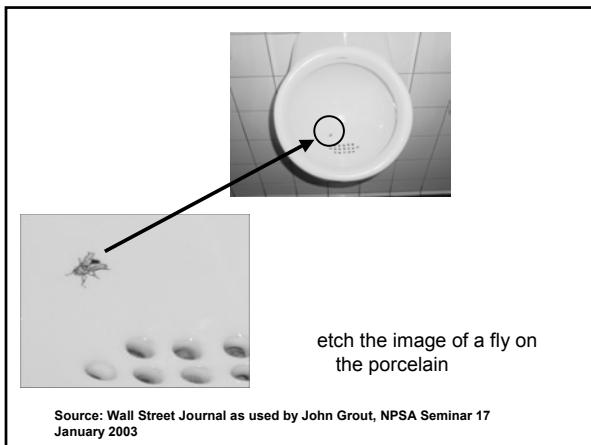


Think "outside of the box"

Source: Wall Street Journal, used by John Grout, NPSA Seminar, 17 January 2003

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Background to the cleanyourhands campaign

- At the outset of the project 77% of Infection Control Teams in England & Wales stated that there was a **definite** need for a national improvement campaign.

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Internal Motivation

- Performance of hand hygiene is dependant on internal motivation of staff and the resources available to carry out the task (O'Boyle et al 2001).
- Multifaceted approaches provide us with the best hope of positively changing hand hygiene behaviour.

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The cleanyourhands campaign - 1

- The campaign has been developed by the communication and design team at NPSA based on research and in consultation with clinical staff.
- The campaign is multifaceted.
- It aims to improve the attitudes, behaviours and personal responsibility of health care workers in observing hand hygiene standards

Internal motivation

Hand hygiene compliance of less than 50%

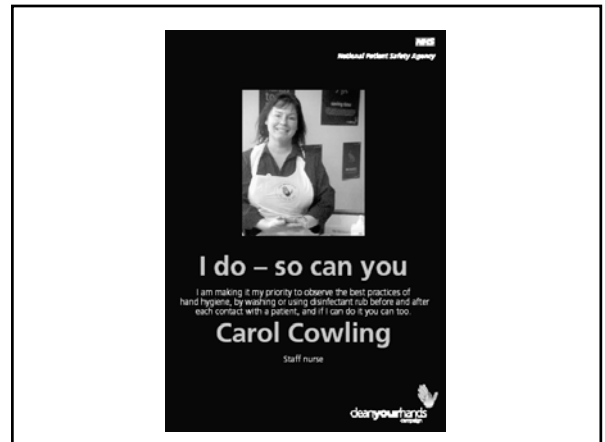
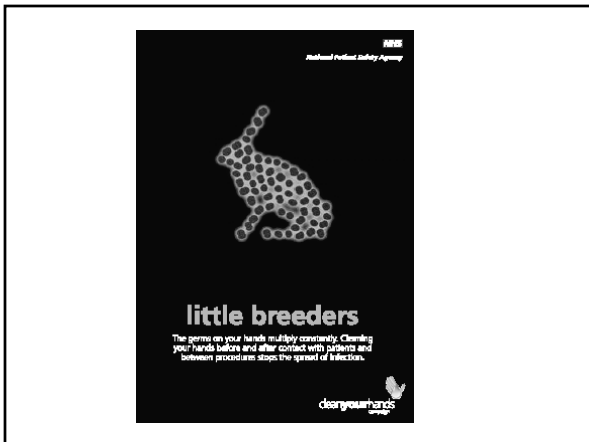
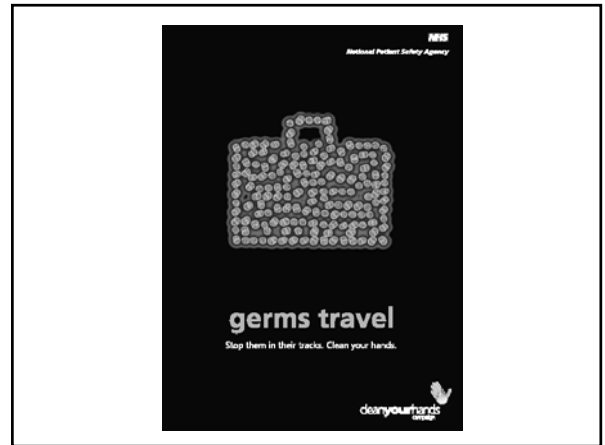
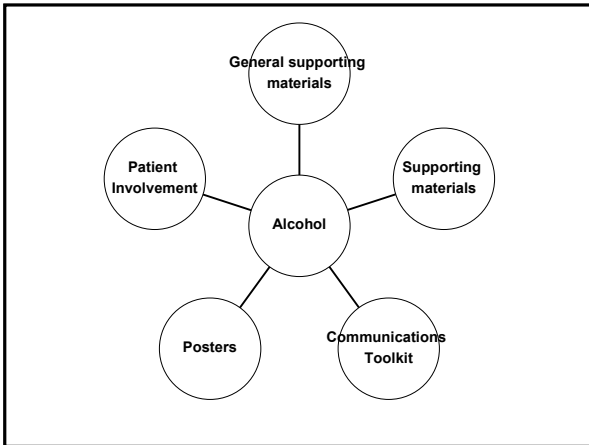
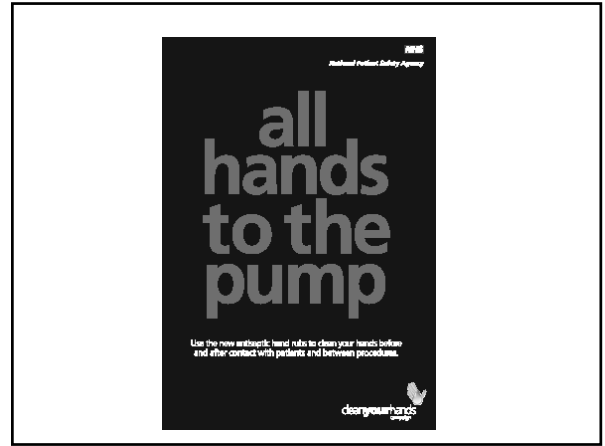
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The cleanyourhands campaign - 2

- The core message is simple: clean your hands.
- The tone of the message has been deliberately designed not to patronise or scaremonger, but to be honest and straightforward – clean hands will save your time, your money and patients' lives – objectively placing the onus of positive action clearly on the reader.

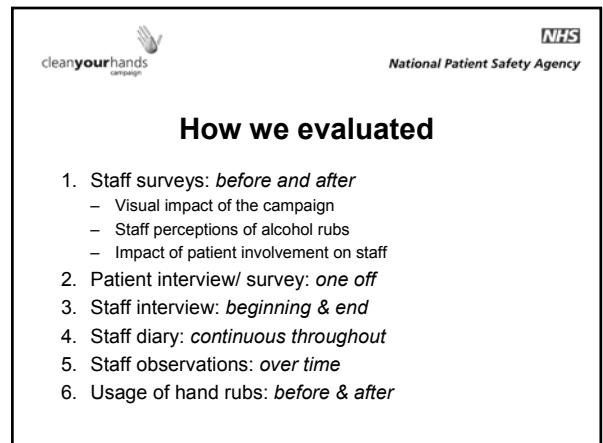
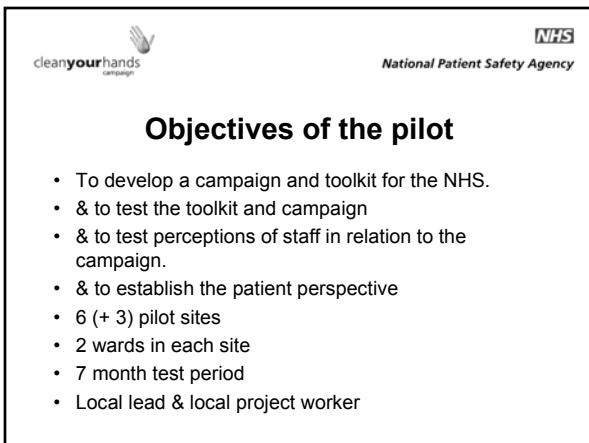
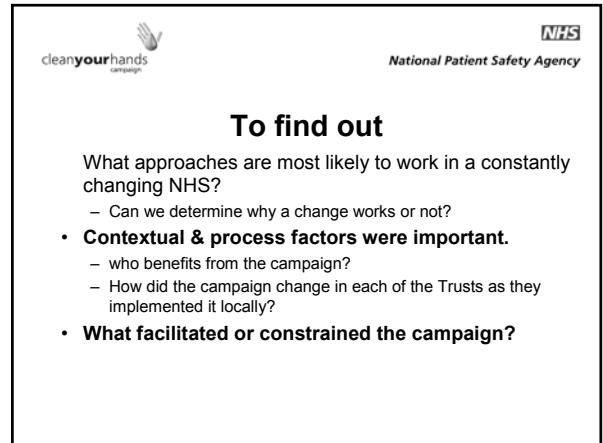
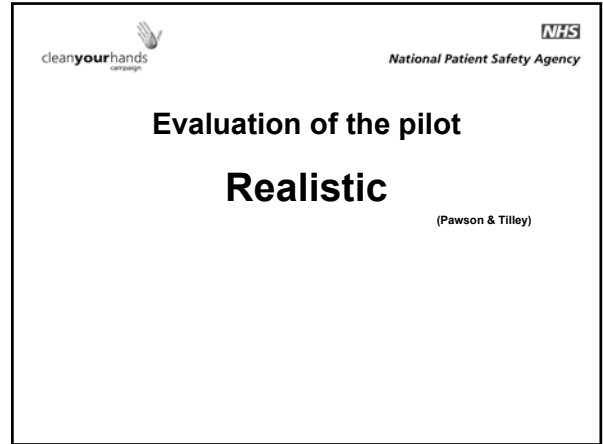
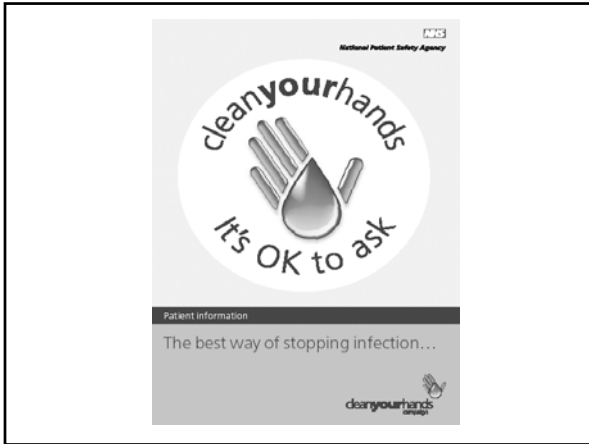
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Staff survey



 
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Staff observations & product usage

 
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Questions asked:



- Have you noticed the campaign posters
- Have the posters made you think about your own hand cleaning?
- Due to the alcohol do you clean your hands more frequently?
- Have any patients asked you about hand washing?
 - By survey 2, high numbers of respondents were reporting favourable comments about the campaign and its impact.
 - Staff were being asked by patients.

 
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- **Staff observations:**
 - Used modified Geneva (Lewisham) tool
 - 20 minute periods
 - Observers logged high; medium and low risk hand hygiene opportunities.
 - Feedback given to wards.
- **Product usage**
 - Before and at end of pilot
 - All hand rub monitored for a 2 week period

 
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Patient interview/ survey

 
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- Two & a half times increase in compliance
- Two and a half times increase in product usage

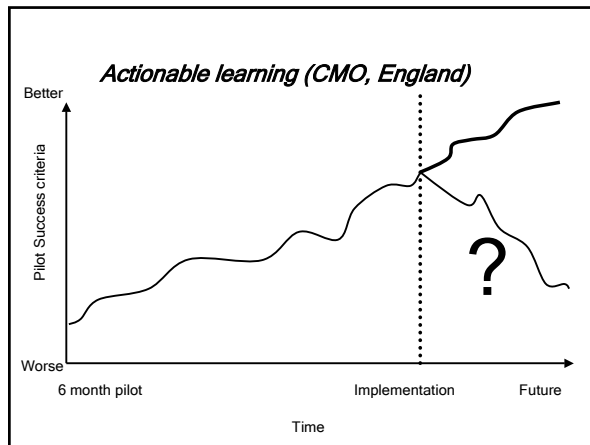
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Diary/ Meetings log

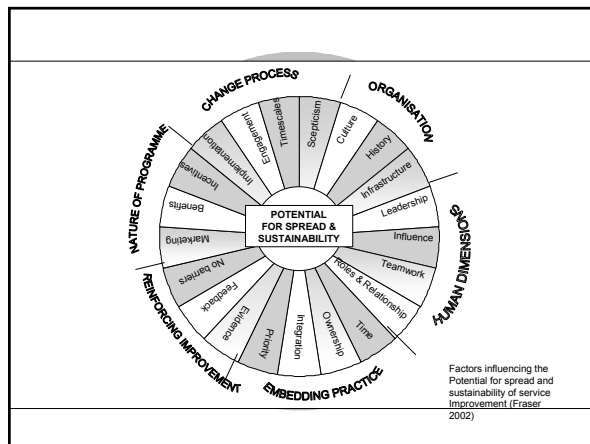
- **Analysis of contextual & process information:**
 - The 3 campaign elements
 - Barriers/ constraints
 - What makes it work
 - Communications
 - Launch events
 - Local working group
 - Spin-offs & benefits
 - Role of Modern Matron
 - Role of ward housekeeper
 - Time issues



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Interviews

- **Internal learning for NPSA**



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What now?


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Critical success factors

- Winning the hearts & minds of staff, the public and patients is key to successful implementation of the campaign
- The "people issues" (Fraser 2002)

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Ownership is crucial

- Managers need to be *convinced* how the opportunities and impacts of the campaign affect their Trust (*Communications Strategy*).
- How will the campaign impact on:
 - National Standards
 - Patient confidence
 - Performance Indicators (PI's)
 - Clinical governance
 - Trust objectives

 
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Next steps

- Interested Trusts will be invited to become early implementers
- (*cleanyourhands hospitals*)
- Implementer sites will receive a toolkit containing a range of hard copy & electronic tools to aid local implementation

 
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Summary

- *cleanyourhands* has been designed as an evidence-based integrated campaign aimed to have maximum impact in tackling a previously intransigent problem.
- As such the sum of the various elements of the campaign is greater than its constituent parts.
- National implementation and subsequent evaluation at a relatively modest cost compared to costs of HCAI will deliver significant benefits to Trusts in England and Wales, as seen in the pilot.