

How to Communicate About HAI with X, Y and Z Generations?
Dr Anne-Gaëlle Venier, CPIAS, Nouvelle-Aquitain, Bordeaux, France
A Webber Training Teleclass


**How to communicate about HAI
with X, Y and Z generations?**



Dr Anne-Gaëlle Venier
@AgVenier
anne-gaelle.venier@chu-bordeaux.fr


Hosted by Paul Webber
paul@webbertraining.com

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www.preventioninfection.fr




**Teaching is differently perceived...
...according to the generation!**

- ◆ 1960 concept of « generations of employees » Pr Douglas McGregor, MIT (Massachusetts Institute of Technology)
- ◆ Work expectations depends on the generation
- ◆ Used for management then for marketing



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Generations....




- ◆ **Babyboomers (1945 – 1960)**
 - ❖ Have experienced full-employment with high growth
 - ❖ Attitude to work : pyramidal, hierarchic
 - ❖ **Their expectations**
 - Job security
 - Good working conditions
 - Able to work hard
 - Cordial intergeneration relations
 - No pressure
 - Recognition of their expertise
 - ❖ Training well accepted with a certain formalism

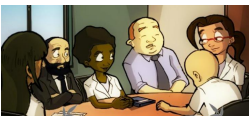
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Generations...



- ◆ **X Generation (1961– 1980)**
 - ❖ Experienced the evolution from the industrial society to the knowledge society
 - ❖ Respect the rules and hierarchy
 - ❖ **Their expectations**
 - Work/ Life Balance
 - Recognition, Credit
 - To be coached rather than to be managed
 - To be energized
 - Evolution
 - ❖ Training is a strong sign of recognition

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Generations...



◆ Y Generation (1981– 1995)

- ❖ Live in a shared knowledge and information world
- ❖ Connected, logic of network and community without frontiers
- ❖ Work cannot exist without personal development

- ❖ **Their expectations**
 - Liberty, flexibility
 - Need for immediacy, and for a diversity of the tasks
 - Open-space culture, familiarities
 - Like sharing contents

- ❖ Training = complement to what they can learn by their own.
- ❖ Like short information (20 seconds)

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Generations...



◆ Z Generation Z (1995– 2010)

- ❖ Born with mature technology
- ❖ « Thumb generation », always connected
- ❖ Informed by internet, not interested by traditional medias
- ❖ Like very short contents (8 seconds)
- ❖ Creative, Adaptation capacity
- ❖ Hierarchy may be almost worthless
- ❖ Competence authority than Factual authority

- ❖ **Their expectations**
 - Security, stability
 - To relate to each other on an equal basis
 - Human contact, Importance of their peers' views
 - To be autodidact, to develop new competencies
 - Co-creation, experience sharing, communicate to share (not only content)

- ❖ Training must generate their curiosity, allow to a creation and perform a partnership
- ❖ Like images and videos

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Generation


What is your generation?
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Funny and humorous wanted by X,Y and Z generation



Gen Z Gen Y Gen X (%)

Feature	Gen Z (%)	Gen Y (%)	Gen X (%)
Is funny or humorous	60	60	72 ^{XY}
Has good music	42	58 ^{XY}	41
Tells an interesting story	39	56 ^{XY}	42
Uses special effects (like action sequences, explosions, space scenes)	17	26 ^{XY}	18
Features a famous celebrity	20 ^X	21	15
Features augmented reality	12	20 ^{XY}	11
Features an online/ social media celebrity	17 ^X	13	10

Source: Harouel M powertrafic.fr




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Examples of existing training tools

Teaching tools

Tools	Example	BB	X	Y	Z
Hierarchical teaching	Amphi, lesson	☺☺	☺	☹	☹
Interactive teaching	Vote, brainstorming, staff, webinar	:-/	☺☺	☺☺	☺☺
Participative teaching	Inverted class Wiki journal	:-/	:-/☺	:-/☺	:-/☺
Fun teaching	Serious games, simulation, gamification Escape game...	☺	☺	☺☺	☺☺

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Example : Serious game I.control

Objective : to become the master of standard precautions

Inspiration : star wars

Target : medical doctors, healthcare workers
Patients

3 universes to explore : healthcare facility,
Social welfare facility, private practice

Theme: standard precautions based on recommandations (SF2H)
240 clinical situations

Belongs to the national hand hygiene toolbox





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Jeu sérieux I.control

Un jeu sérieux pour se former ou se remettre à niveau sur les précautions standard tout en passant un bon moment. Basé sur les recommandations SF2H 2017, ce jeu comporte 240 situations cliniques ludo-pédagogiques.

Visiteurs, patients, soignants (paramédicaux et médicaux) : ce jeu inspiré de l'univers Star Wars est pour vous ! Votre objectif : devenir le maître des précautions standard.

[Télécharger le jeu \(zip 250Mo\)](#)

[Télécharger le KIT COMPLET](#)

[Charte engagement \(doc\)](#)

[Consentement éclairé \(doc\)](#)

[Fiche info joueur \(doc\)](#)

[Présentation \(pdf\)](#)

[Mode d'emploi \(pdf\)](#)

[Guide formateur \(pdf\)](#)

[Des questions ? Consulter le forum](#)

[Jouer en ligne](#)

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Change role | Change avatar | Document | Turn on the sound | Help | Language | Quit

The way is long to become a master of the force, but you must know that if you win gold trophies in the training room, you will get credits to advance in your quest!

Training room

Private practice

Health care facility


Social welfare facility

Patient

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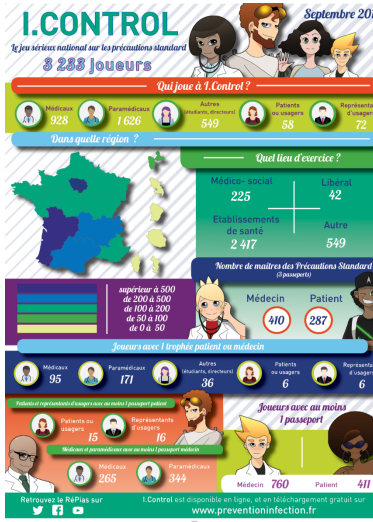
« Serious game I.control »

- ◆ Form
 - Avatar : doctor or patient
 - Manga + star wars universe
 - Free
 - Online, download, moodle


RéPias Hand hygiene toolbox
<https://www.preventioninfection.fr/boites-a-outils/hygiene-des-mains/>

Your point of view?
 Socrative student
<https://b.socrative.com/login/student/room/AGV19>

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Examples of existing training tools

Evaluation tools / Risk tools

Tools	Example	BB	X	Y	Z
a posteriori risk tool	RCA (well done)	☺	☺	☺☺	☺☺
a priori risk tools	Risk visit Scenario analysis	☺	☺	☺	☺
Audits Surveys	Pure observation, hierarchical relation	☺☺	☺	:-/	☹
	Exchanges Equal relation	☺	☺☺	☺☺	☺☺

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MATIS Hand hygiene toolbox: Evaluation




Un outil officiel de la Mission «Mains Propres»

RÉPIAS
MATIS

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National audit « Pulpe' friction »

- Facilities + social welfare
- Diagnosis of compliance and importance given to hand hygiene in a team
- Visibility and awareness of hand hygiene in the patient
- Automated report : results of compliance + Distribution of professionals in 3 stages of change + Team diagnosis + action proposals



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Examples of existing training tools

Communication tools

Tools	Example	BB	X	Y	Z
Posters	Content + picture	☺	☺	☺	☺
Pictures	Only picture	:-/	:-/	☺	☺
Videos	Long (2 - 5 minutes) teaching videos tutorials	☺	☺	:-/☺	:-/☺
	Snack content	:-/☺	☺	☺	☺☺
Social medias	Twitter, Facebook Linkedin	:-/	:-/☺	☺☺	:-/☺
	Snapchat, instagram, tiktok	☹	:-/	☺	☺☺

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Examples of existing training tools




Communication tools

Tools	Example	BB	X	Y	Z
Competition game	Photo, video, quiz...	☺	☺	☺	☺
Music / song	« It's in your hands »	☺ :-/	☺ :-/	:-/ ☺	☺ :-/
Current trend	Flash mob Parodies VLOG Virtual reality	☹ :-/	:-/ ☺	☺	☺ ☺








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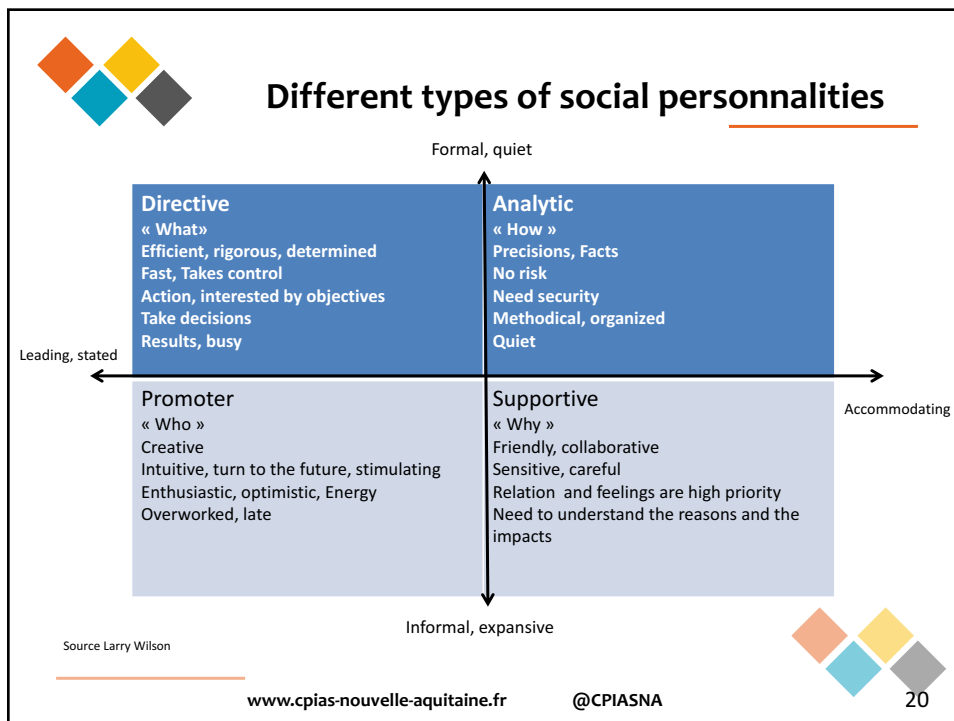
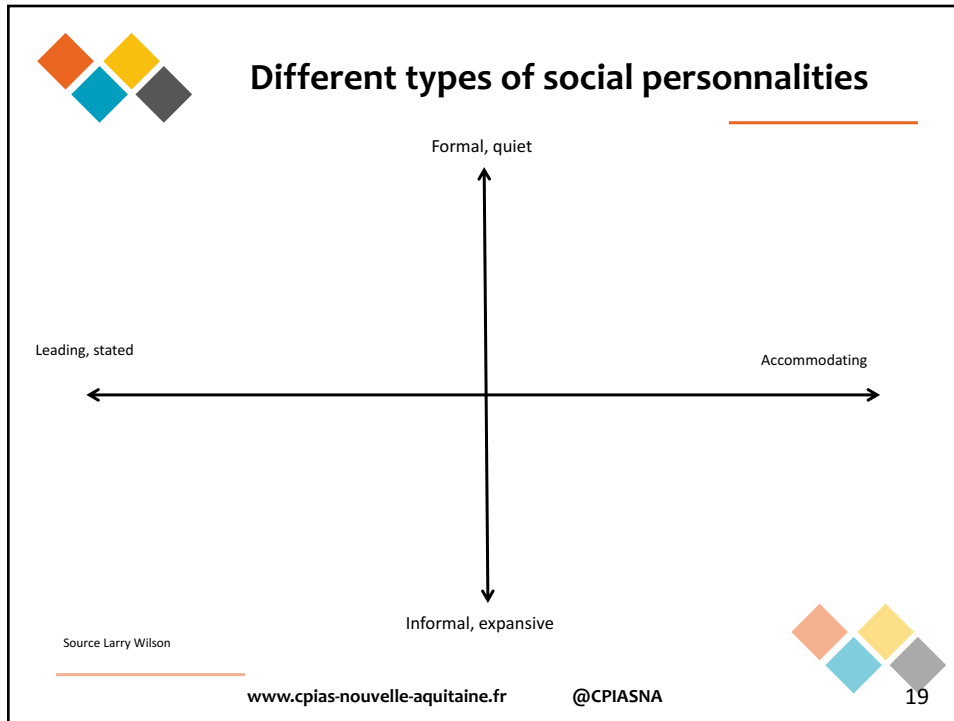
But to communicate with a patient or a healthcare worker, the main tool is ...

YOU!





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Generation


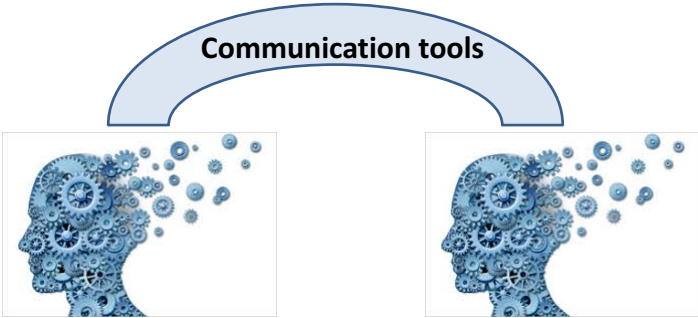
What is your dominant social personality?
Socrative student
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To communicate: to pass through each other's filter




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 Please look at the image during 8 seconds



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 What did you see?


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The image again



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For mixed public, mixed tools!


- ◆ Training tools should be combined
- ◆ Generations interact
 - ❖ First generations are curious of the tools the new generations use
 - ❖ New generations like to share with others
- ◆ Clear and short messages
- ◆ If you focus on one generation : 100% dedicated tools!
 - ❖ Content
 - ❖ Form
 - ❖ Way of diffusion



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For mixed public, mixed tools!

- ◆ Existing tools : **documentary base of the RéPias (French HAI prevention network)** www.preventioninfection.fr
- ◆ **Toolboxes MATIS**
Mission nationale d'Appui Transversal à la prévention des IAS
 - ◆ Evaluation, teaching and communication tools
 - ❖ 2019 : Hand hygiene
 - ❖ 2020 : Fecal risk
 - ❖ 2021 : Respiratory Hygiene
- ◆ **Forum**

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Example video « the walking BHRe » production CPias NA

- ◆ **Public** medical students (Y and Z generations)
- ◆ **Objectives** to remind of asking history of hospitalization abroad + no panic
- ◆ **Content** Objectives
- ◆ **Form** Parodic video of the walking dead (5 minutes)
- ◆ Made by our fellows
- ◆ **Communication** facebook for Halloween
+ for students and fellows during trainings

RéPias documentary base
<https://www.preventioninfection.fr/base-documentaire/> filter : video

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Example video : « 20 secondes to prevent » production Cpias NA


- ◆ **Public** - Patients, visitors
- ◆ **Objectives** – Don't visit a hospitalized relative when you are sick
- ◆ **Content** – Objective
- ◆ **Form**– 20 seconds cartoon
- ◆ **Communication** – internet, mails, posters, Social media, youtube

RéPias documentary base
<https://www.preventioninfection.fr/base-documentaire/>
filter : video

Your point of view?
Socrative student
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Conclusion

- ◆ Multiple ways to communicate and many tools
- ◆ Don't hesitate to create your own tools!
Identify your public's needs and expectations
Choose tools you can use
know your limits and work on them
Evaluate your actions
- ◆ Share your tools on www.preventioninfection.fr
<https://www.preventioninfection.fr/partage-outils-idees/partage-outils-eoh/>



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**To conclude...
Use , evaluate, improve!**

◆ Evaluation according to a logical model

```

graph LR
    A["Activity  
(meeting, campaign, training...)  
Based on literature and evaluation of the public's needs"] --> B["Proximal impacts expected  
(on people involved in the activity : conception vision, knowledge, attitude, interest, motivation...)  
Knowledge indicators  
Competency indicators  
..."]
    B --> C["Intermediate impacts  
Changes in context and people: organization, practices...  
Process indicators  
Practice indicators  
..."]
    C --> D["Ultimate impact  
Example: increase of hand hygiene compliance  
Result indicators"]
  
```

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Thank you for your attention!

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www.webbertraining.com/schedulep1.php	
December 18, 2019	<p><i>(FREE Teleclass)</i> <u>CLEANING IN HEALTHCARE</u> Speaker: Prof. Andreas Voss, Radboud University, The Netherlands</p>
January 7, 2020	<p><u>SOCIAL MEDIA IMPACT ON INFECTION PREVENTION AND CONTROL</u> Speaker: Prof. Didier Pittet, University of Geneva Hospitals, Switzerland</p>
January 23, 2020	<p><i>(FREE Teleclass)</i> <u>A ONE HEALTH PERSPECTIVE ON FOOD SECURITY</u> Speaker: Prof. Laura Kahn, Woodrow Wilson School of Public and International Affairs Princeton University</p>
January 30, 2020	<p><u>POSITIVE DEVIANCE AND HAND HYGIENE: WHAT CAN WE LEARN FROM THE BEST?</u> Speaker: Josiane Létourneau, Univeristy of Montreal</p>
February 13, 2020	<p><u>MALNUTRITION RISK AND HEALTHCARE INFECTION – A MUST DO</u> Speaker: Dr. Fidelma Fitzpatrick, Royal College of Surgeons in Ireland</p>
February 18, 2020	<p><i>(FREE European Teleclass ... Denver Russell Memorial Teleclass Lecture)</i> <u>ANTIMICROBIAL RESISTANCE – A GLOBAL ONE HEALTH CHALLENGE</u> Speaker: Prof. Séamus Fanning, University College Dublin, Ireland</p>
	<p><i>(South Pacific Teleclass)</i> <u>DEVELOPING AND IMPLEMENTING A PERSONAL PROTECTIVE EQUIPMENT</u></p>

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