Abstract # 16-185

Ideas for Six Creative Hand Hygiene Programs

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Background/Objective: Compliance with good hand hygiene continues to be a problem in healthcare settings. The infection control department at an orthopedic specialty hospital instituted six creative hand hygiene programs in FY2006 aimed at the visitors, staff and patients. The infection control liaisons were solicited to participate in the events and assist infection control in marketing good hand hygiene.

Methods: The six creative hand hygiene programs were:

November 2005 - Partners in Hand Hygiene - Patient focused education in the preadmission screening process - small bags were distributed to 2000 patients with a hand hygiene brochure and over 300 staff received small bottles of alcohol rub with novelty buggies attached to them during the campaign kickoff.

January 2006 - Let it S.N.O.W. - stop nosocomial organisms by washing - snowmen were wrapped around alcohol based hand rub containers and novelty snowmen were distributed to small bottles of alcohol rub and distributed to over 250 staff in cafeteria displays and raffle items.

April 2006 - Do the H.O.P. - handwashing offers protection - bunnies were wrapped around alcohol based hand rub bottles and novelty bunnies were distributed with alcohol hand rub in cafeteria displays with raffle items.

June 2006 - Bug Beat F.I.E.S.T.A. - fight infection - everyone should take action - the cafeteria fair with exhibits displays from each infection control liaison explained how they participate in the infection control program. The fair included several participatory games, such as Bug Jeopardy, and raffles and prizes were distributed. Over 250 attended the fair including visitors, staff and physicians.

November 2006 - Cruise on the L.U.A.U. - let us always use. Good hand hygiene - the cafeteria was decorated into a cruise ship with a captain greeting staff and visitors at the entrance with automatic alcohol rub dispensers. There was Hawaiian music greeting the staff and small novelty prizes and raffle's were distributed in the cafeteria. November 2006 - M.R.S.A. Fair - make resistance stay away - display of educational posters from the infection control liaisons demonstrated how they participate in the hospital-wide MRSA and MRSA eradication program. Fair included educational handouts, games, raffle items and novelty prizes.

Results: At each program over 250 of the 1000 employees attended based on the number of unique raffle names entered as a pledge to perform good hand hygiene. The pledge fosters principles of reciprocity and high levels of cooperation. Staff, physicians and visitors enjoy the unique, fun programs and the consistent message that it conveys to healthcare workers.

Conclusions: Infection control can be creative and fun with consistent marketing, networking and education, which are important to promote good hand hygiene among staff and physicians. The use of consistent marketing programs with distribution of novelty items establishes a good relationship with staff and a sense of reciprocity, which fosters cooperation and compliance.