



UNIVERSITÉ
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FACULTÉ DE MÉDECINE

Geneva, WHO Sepsis 2018



The WHO *Save Lives : Clean Your Hands* campaign – 5 May 2018

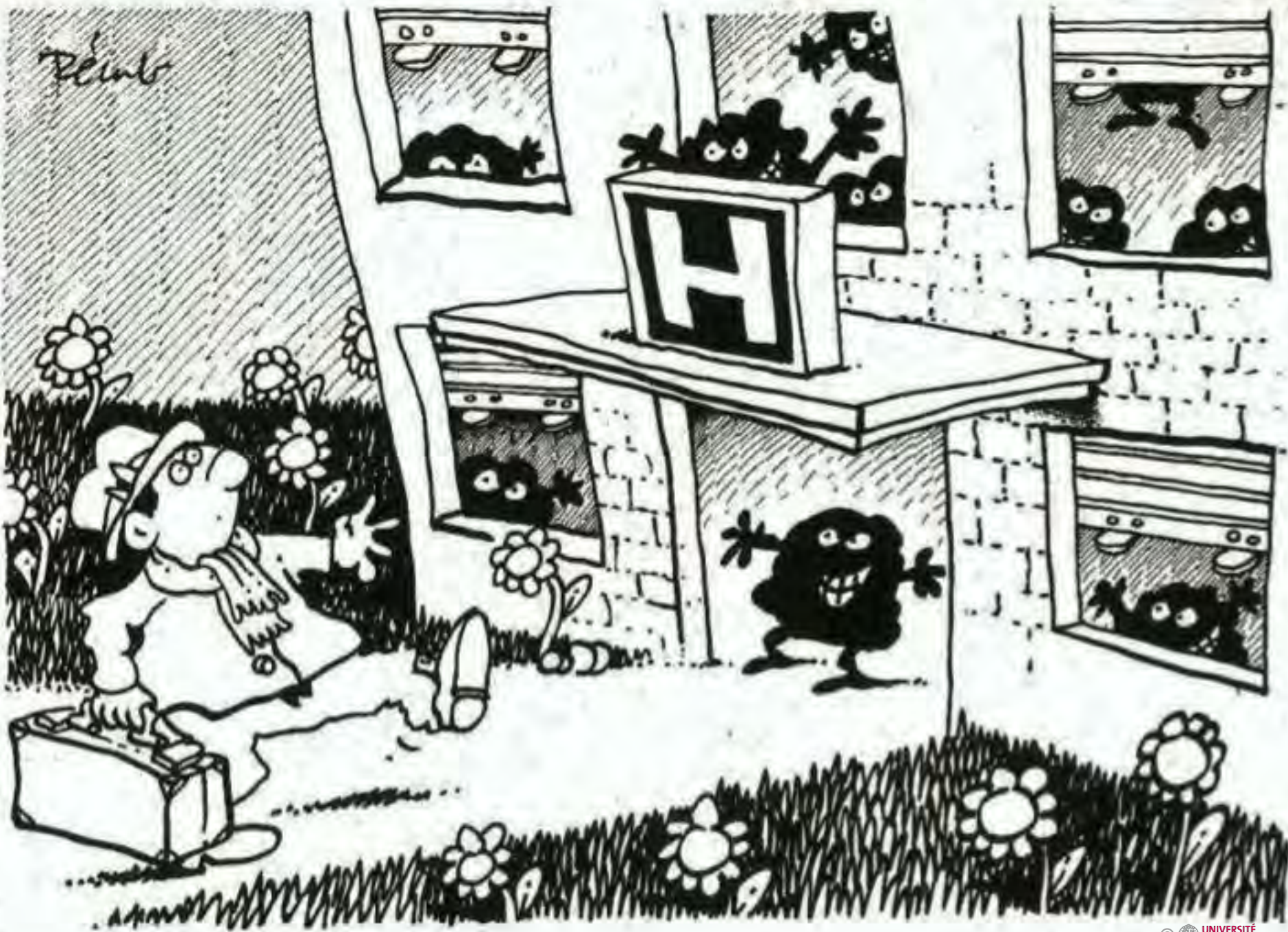
Prof. Didier Pittet, MD, MS, CBE

Infection Control Programme

&

WHO Collaborating Centre on Patient Safety

University of Geneva Hospitals and Faculty of Medicine,
Geneva, Switzerland

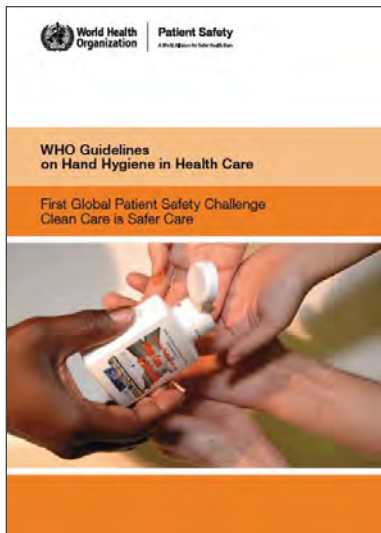


Implementation strategy and toolkit for the WHO Guidelines on Hand Hygiene in Health Care

Knowledge & evidence



Action



The My Five Moments approach

Making it easier to

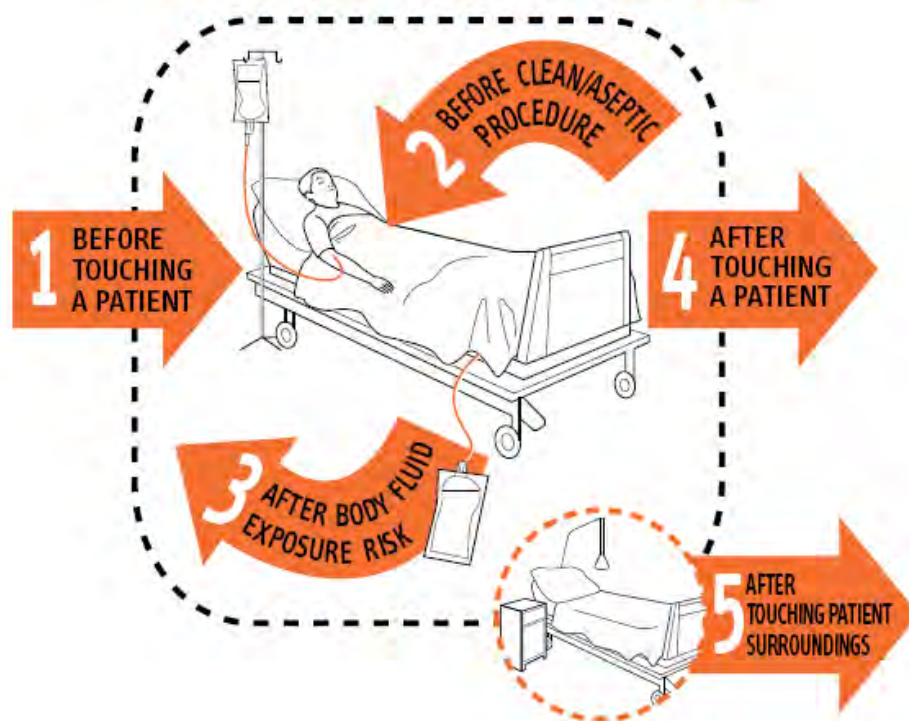
- understand

- remember

- practice

the hand hygiene indications at the point of care

My 5 moments for HAND HYGIENE



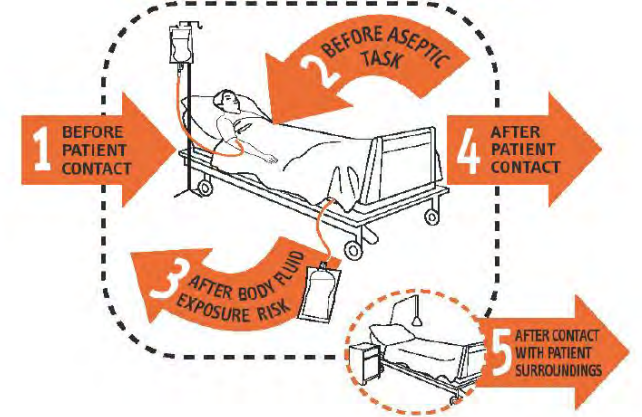
Sax H, Allegranzi B, Uçkay I, Larson E, Boyce J, Pittet D. *J Hosp Infect* 2007;67:9-21



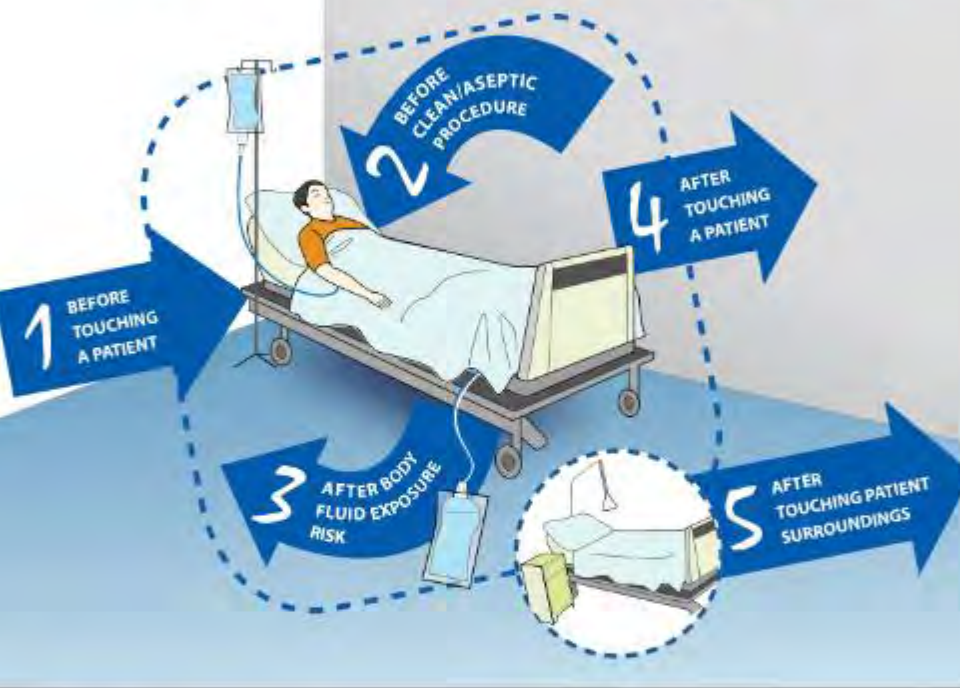
ہاتھوں کی صفائی کے پانچ مواقع



حملة غسل الأيدي ٢٠٠٨ Your 5 moments for HAND HYGIENE



5 MOMENTS for Hand Hygiene



Los 4 momentos de la higiene de manos



1	BEFORE TOUCHING A PATIENT	WHEN?	Clean your hands before touching a patient when approaching him/her.
		WHY?	To protect the patient against harmful germs carried on your hands.
2	BEFORE CLEAN/ASEPTIC PROCEDURE	WHEN?	Clean your hands immediately before performing a clean/aseptic procedure.
		WHY?	To protect the patient against harmful germs, including the patient's own, from entering his/her body.
3	AFTER BODY FLUID EXPOSURE RISK	WHEN?	Clean your hands immediately after an exposure risk to body fluids (and after glove removal).
		WHY?	To protect yourself and the health-care environment from harmful patient germs.
4	AFTER TOUCHING A PATIENT	WHEN?	Clean your hands after touching a patient and his/her immediate surroundings, when leaving the patient's side.
		WHY?	To protect yourself and the health-care environment from harmful patient germs.
5	AFTER TOUCHING PATIENT SURROUNDINGS	WHEN?	Clean your hands after touching any object or furniture in the patient's immediate surroundings, when leaving – even if the patient has not been touched.
		WHY?	To protect yourself and the health-care environment from harmful patient germs.



MOMENTO 2



00:04 / 00:04

Es el momento previo a cualquier contacto con el paciente o con su entorno.





Adapt to Adopt

If you want people
to AdOpt ...

Let them AdApt

Adapt to Adopt



www.tinyurl.com/AdaptToAdopt

Your 5 Moments for Hand Hygiene



1	BEFORE TOUCHING A PATIENT	WHY? Clean your hands before touching a patient when approaching him/her. To protect the patient against harmful germs carried on your hands.
2	BEFORE CLEAN/ASEPTIC PROCEDURE	WHY? Clean your hands immediately before performing a clean/aseptic procedure. To protect the patient against harmful germs, including the patient's own, from entering his/her body.
3	AFTER BODY FLUID EXPOSURE RISK	WHY? Clean your hands immediately after an exposure risk to body fluids (and after glove removal). To protect yourself and the health-care environment from harmful patient germs.
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World Health Organization

Patient Safety

A WHO Alliance for Patient Health Care

SAVE LIVES

Clean Your Hands

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How to Handrub?

RUB HANDS FOR HAND HYGIENE! WASH HANDS WHEN VISIBLY SOILED

⌚ Duration of the entire procedure: 20-30 seconds

1a

Apply a palmful of the product in a cupped hand, covering all surfaces;

1b

2

Rub hands palm to palm;

3

Right palm over left dorsum with interlaced fingers and vice versa;

4

Palm to palm with fingers interlaced;

5

Backs of fingers to opposing palms with fingers interlocked;

6

Rotational rubbing of left thumb clasped in right palm and vice versa;

7

Rotational rubbing, backwards and forwards with clasped fingers of right hand in left palm and vice versa;

8

Once dry, your hands are safe.



World Health Organization

Patient Safety

A WHO Alliance for Patient Health Care

SAVE LIVES

Clean Your Hands

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Turmi, Ethiopia

Duration of the entire procedure:



እጅን በንፁሕ ውሀ ማራሰ

እጅ ላይ ሳሙና ማግኘት

የእጅን መዳፍ በመዳፍ ማግኘት



ጣቶችን ከጣቶች ጋር በማስተላለፍ ማሸት

በፊት መዳፍ ጣቶችን ነገጣቶች ጋር በመጣላት ማሸት

ጣቶችን መዳፍ ላይ በማቆላለፍ ማሸት



ወይም በፍጣ ማዳረቅ እጃችንን በማራገፍ

የመዳፍን መሀል በማፈራረቅ በጣቶችን ማሸት

በንፁሕ ውሀ በደንብ መለቀላቸው



ወይም በፍጣ ማዳረቅ እጃችንን በማራገፍ

እጃችን አሁን የዐዳ ሆኗል

እጅን በንፁሕና መታጠብ

Duration of the entire procedure:



እጅን በንፁሕ ውሀ ማራሰ

እጅ ላይ ሳሙና ማግኘት

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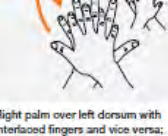
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ወይም በፍጣ ማዳረቅ እጃችንን በማራገፍ

How to Handrub?

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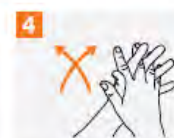
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Rub hands palm to palm;



Right palm over left dorsum with interlaced fingers and vice versa;



Palm to palm with fingers interlaced;



Backs of fingers to opposing palms with fingers interlocked;



Rotational rubbing of left thumb clasped in right palm and vice versa;



Rotational rubbing, backwards and forwards with clasped fingers of right hand in left palm and vice versa;



Once dry, your hands are safe.



Patient Safety
A WHO Alliance to Accelerate Lives

SAVE LIVES
Clean Your Hands

(Courtesy Russell Nassof)

Local clinic in Turmi, Ethiopia
The Hamlin Fistula Hospital

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can, respectively. Any increase in the observed IgG1 parasite load indicates endogenous and exogenous infections in between. Discrimination of the observed increase was probably failing a false-negative score of false-negative score between patients. When used in conjunction with the appropriate procedure, the observed IgG1 parasite load can be used to monitor the patient's health and to monitor the effect of the patient's treatment on the patient's health.

[illegible]

Scapes are elongated leaves, not as thick as the stem. Turn scapes into stems, roots from the scapular nodes, leaves from the stem when combined with the scapes, and roots from the stem and scapes.

Interventions for hand hygiene are clearly defined by authoritative bodies, including the Centers for Disease Control and Prevention and the World Health Organization (WHO). To bring a desired level of compliance, it is necessary to build a knowledge of the basic principles of microbial pathogen transmission in the health care setting.¹

The skin and mucous membranes of humans are colonized by various microflora, with a high density of bacteria especially on the less immunoprotective nasal mucous membranes and in their immediate surroundings (e.g., bed linen) and for oral flora in the oral cavity. In particular, on a small area of microbial colonization, some virulent bacteria develop rapidly, e.g., streptococci and staphylococci.

[illegible]

- Die Länge der Folie ist nicht zu groß

1. *Dev. Biol.* 1991;144:42.

¹For example, see the discussion by Mankiw and Reis (1998).

Using innovative ways around the world to apply the 5 Moments

THE NEW ENGLAND JOURNAL OF MEDICINE

VIDEOS IN CLINICAL MEDICINE

Hand Hygiene

Yves Lignon, M.D., Hugo Sax, M.D., Benedetta Allegranzi, M.D.,
Frank Schneider, and Didier Pittet, M.D.

OVERVIEW

FREE AVAILABLE at <http://www.nejm.org/doi/full/10.1056/NEJMc0903599>

Health-care associated infections are a threat to patient safety and the most common

From the Infection Control Program, University of Geneva Hospitals and Faculty of Medicine, Geneva, Switzerland.

Hand Hygiene VIDEOS in The New England Journal of Medicine in YOUR language

Share Print

Produced in collaboration with the WHO Collaborating Centre on Patient Safety, University of Geneva Hospitals & Faculty of Medicine, Geneva, Switzerland

Hand Hygiene NEJM English



Hygiène des mains NEJM French



Higiene de manos NEJM Spanish



Hand Hygiene NEJM Arabic



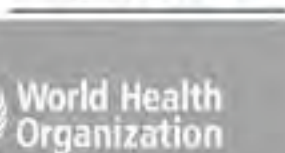
Hand Hygiene NEJM Chinese



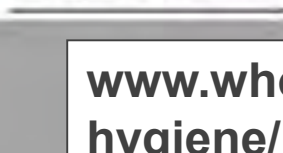
Hand Hygiene NEJM Russian



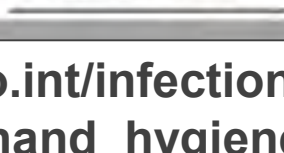
Händehygiene NEJM German



Hand Hygiene NEJM Indonesian



Hand Hygiene NEJM Italian



Translated in :

- French
- Portuguese
- Japanese
- Spanish
- Italian
- German
- Chinese
- Russian
- Romanian
- Turkish

Available soon

- Shewali
- Urdu.....

Adapt to Adopt

...from rubbing to dancing

From rubbing to dancing round the world ...

<http://www.tinyURL.com/HandHygieneRubToDance>



Adapt to Adopt



**How to mobilize
in infection
control ?**

**Let's mobilize
healthcare
workers**

2015

*Join us
from 5 May 2015*

I provide clean care

#safeHANDS

FLAMINIA, ITALY

2016

Let's
join
hands
for safe
surgical
care



JOIN HANDS FOR SAFE SURGICAL CARE

Infection prevention and surgical teams unite for
SEE YOUR HANDS, 5 May 2016 – work together for hand hygiene.



1 Team up with a colleague
to show commitment to
infection prevention
in surgical care

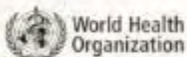


**2 Join 'clean' hands and
take a photo** with the
WHO campaign board
on or around 5 May



3 Share your photo
with others using
#safesurgicalhands
(mention @WHO on
social media)

Join the campaign, help reduce avoidable healthcare infections!
www.who.int/gpsc/5may



#SAFESURGICALHANDS

SAVE LIVES
CLEAN YOUR HANDS

SAVE LIVES
Clean Your Hands

2017



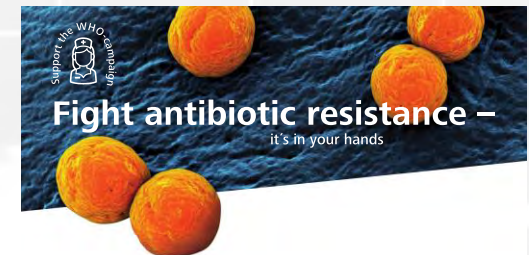
FIGHT
ANTIBIOTIC
RESISTANCE
IT'S IN YOUR HANDS

5 May 2017

**Let's mobilize
stakeholders**



**Private
Organizations
for Patient
Safety**
Hand Hygiene



Clean your hands  at the right time and stop the spread of antibiotic resistance 



#handhygiene #antibioticresistance



AYA



World Hand Hygiene @DebMedProgram - May 1
#handhygiene limits the spread infectious disease and reduces the need antibiotics.

hubs.ly/H072Wb0 by @DebMedProgram



GOJO Healthcare US @GOJOHealthcare · 3h
Join #WHO on 5/5 for the SAVE LIVES: Clean Your Hands campaign. Register today! www.gojo.com/usa/clean-your-hands #HandHygiene #AntibioticResistance

Moments of Hand Hygiene video @ hubs.ly/H071mLB0



Lindsay Childerhouse @LindsayDiversey · 23h
Fight antibiotic resistance, it's in our hands...
cleanhandssavelives.org/cleanhands/# #cleanhands

#CleanHands

WHO



Organization



SAVE LIVES
Clean Your Hands

#HandHygiene #AntibioticResistance



**LUPTA IMPOTRIV
REZISTENTEI LA
ANTIBIOTICE - EST
IN MAINILE DV**



**SAVE LIVES
CLEAN YOUR HANDS**

#HandHygiene #AntibioticResistance



**ZWALCZANIE
ANTYBIOTYKOOPORNOŚCI
JEST W TWOICH
RĘKACH**



**SAVE LIVES
CLEAN YOUR HANDS**

ECOLAB
— Clean your hands —

#HandHygiene #AntibioticResistance



**BOJ S RESISTENCIOU
NA ANTIBIOTIKÁ
- JE TO VO VAŠICH
RUKÁCH**

#HandHygiene #AntibioticResistance



**BEKÄMPFE
ANTIBIOTIKA-
RESISTENZ
- ES LIEGT IN DEINEN HÄNDEN**

POLITIKER:

**STOPPEN Sie die ANTIBIOTIKARESISTENZ und machen
Sie Infektionsschutz und Händehygiene zu einer
NATIONALEN AUFGABE höchsten Ranges.**



**SAVE LIVES
CLEAN YOUR HANDS**

Based on the poster "Händehygiene"
URL: <https://www.aerzte-im-netz.org/2017/07/07/World-Health-Organisation-2017>

#HandHygiene #resistensiantibiotik



**PERLAWANAN
TERHADAP
RESISTENSI
ANTIBIOTIK
ADA DI TANGAN ANDA**

#HandHygiene #AntibioticResistance



**BEKÄMPFE
ANTIBIOTIKA-
RESISTENZ
- ES LIEGT IN DEINEN HÄNDEN**

**Desinfizieren Sie IHRE HÄNDE zum richtigen Zeitpunkt und
STOPPEN Sie die Ausbreitung der ANTIBIOTIKARESISTENZ.**



**SAVE LIVES
CLEAN YOUR HANDS**

Based on the poster "CrossPoster"
URL: <http://www.aerzte-im-netz.org/2017/07/07/World-Health-Organisation-2017>



Local production of alcohol-based WHO formulation,
Monrovia, Liberia, November 2014 (Courtesy Dr Olivier Hagon)

Support: CleanHandsSaveLives.org and Swiss National Aid

**Let's mobilize
patients**



Je mérite des soins propres

#safeHANDS

MALOU 94 ans



Families pledging
for #safeHANDS
for their parents
& relatives

SAVE LIVES
Clean Your Hands



#safeHANDS

FOR PAPY & MAMY

**Let's mobilize
governments**



Saudi Arabia



Kenya



France



Bangladesh



USA



Bhutan



Northern Ireland



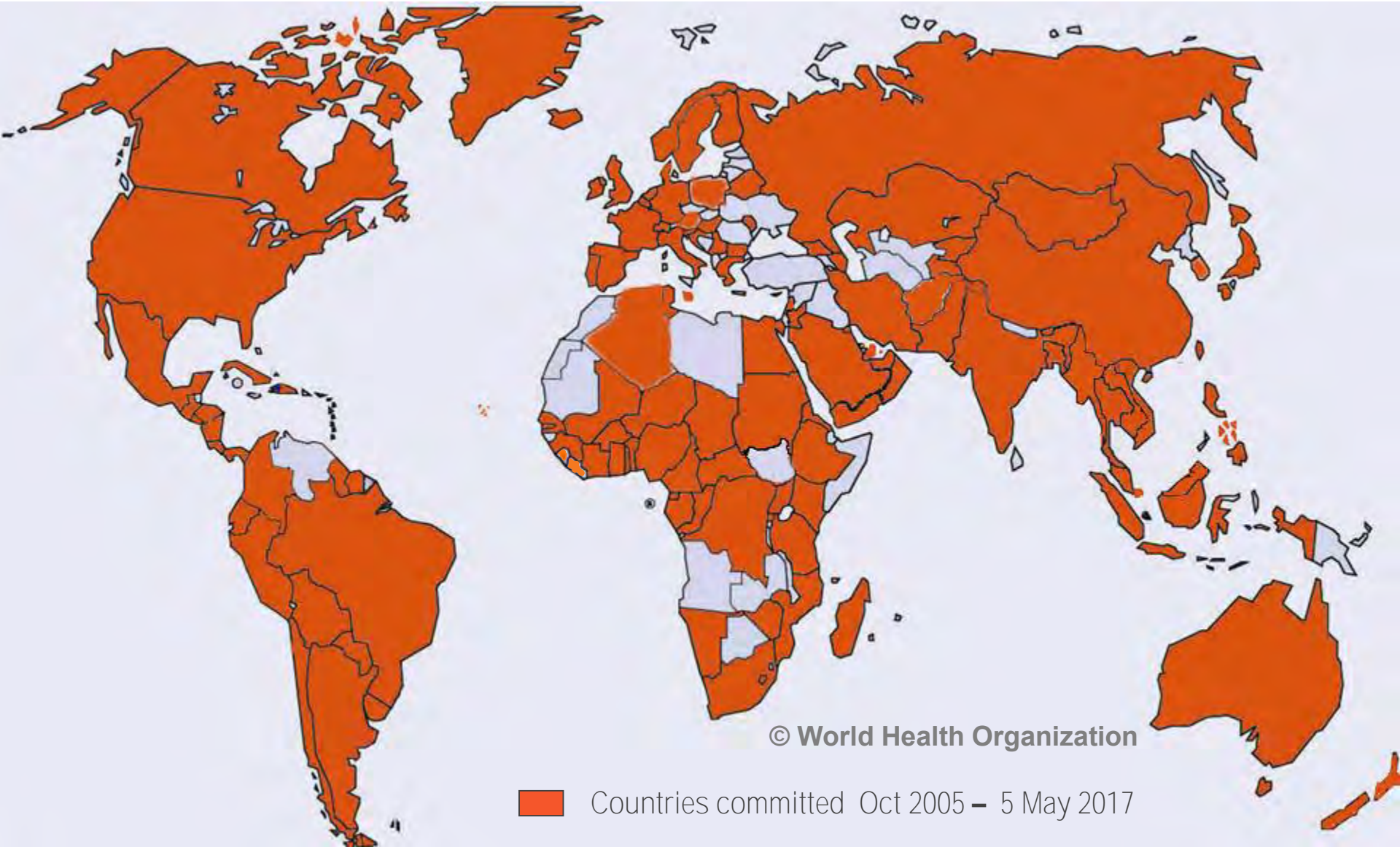
Russia



Republic of Ireland

140 countries committed to address health care-associated infection

World population coverage : > 95 %



**Let's mobilize
leaders**





12

ATTENZIONE
QUESTA STANZA
A MISURE SPECIALI
LA DIFFUSIONE
PRIMA DI ENTRARE
QUANDO

**Let's mobilize
communities**

A black and white photograph of two hands reaching towards each other, palms facing each other, set against a black background. The hands are positioned on the left and right sides of the frame, with fingers slightly spread.

THIERRY CROUZET CLEAN HANDS SAVE LIVES

FOREWORD

Dr. Margaret Chan
WHO Director-General
Sir Liam Donaldson
WHO Patient Safety
Envoy

CleanHandsSaveLives.org

L'ÂGE
D'HOMME



Published
5 May 2014
WHO hand hygiene Day

SAVE LIVES
Clean Your Hands

Available/in preparation:

- Arabic
- Chinese
- Polish
- Russian
- Hungarian
- **Farsi**
- Turkish
- Shewali
- Romanian
- **Italian**
- Urdu
- Kmer

....

The Economy of Peace



CARING HANDS KILLING HANDS

“...16 MILLION
DEATHS
EACH YEAR,
A GLOBAL
CHALLENGE...”

PROF DIDIER PITTET

CLEAN HANDS

A FILM DIRECTED BY GÉRALDINE ANDRÉ AND STÉPHANE SANTINI

YANN AUDOUIN • LAURENT DETHES • DIDIER FREDEVEAUX • LAURÈNE HARATYK
ALEXANDRA PILLET • PHILIPPE SANTINI • LAURY THEVENET • QUENTIN ROBERT • ANTHONY ZANTA
CO-PRODUCTION: AFTERMEDIA - 2222 PRODUCTIONS - STÉPHANE SANTINI PGM

OFFICIAL SELECTION
INTERNATIONAL FILM FESTIVAL AND FORUM ON HUMAN RIGHTS - GENEVA 2016
5TH DEAUVILLE GREEN AWARDS
WITH THE SUPPORT OF THE FONDATION PHILANTHROPIA

THANKS: SARAYA - BBRAUN - GOJO - MSF - #CLEANHANDSSAVELIVES - GUH - WHO

Available
in
8 languages

The Economy of Peace

SAVE LIVES
Clean Your Hands

Let's... Turn Africa Orange



Let's... Turn Africa Orange



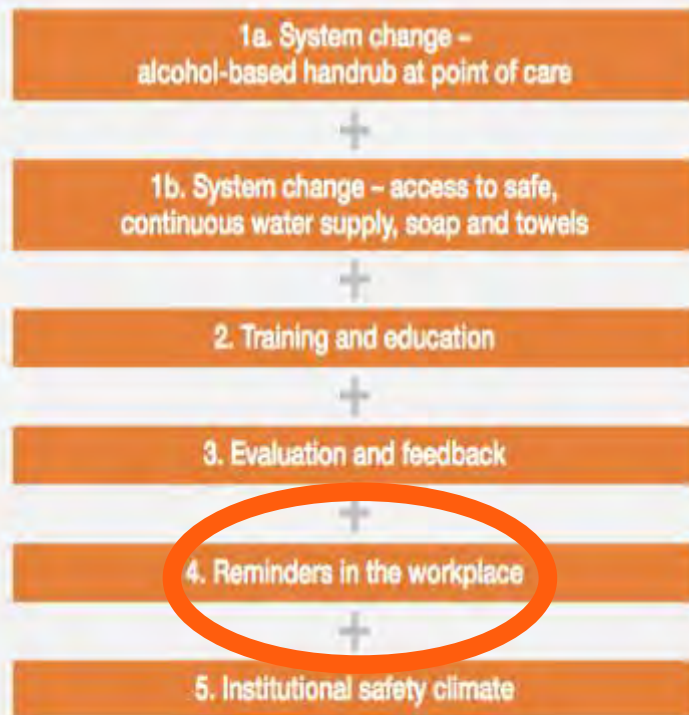
Let's... Turn Africa Orange



Why is campaigning important?

It has been shown to be one part of achieving improvement in health care

The Five Components of the WHO multimodal hand hygiene improvement strategy



In other words, the WHO multimodal improvement strategy addresses these **five areas**:

2. Teach it (training & education)

Who needs to be trained? What type of training should be used to ensure that the intervention will be implemented in line with evidence-based policies and how frequently?

Does the facility have trainers, training aids, and the necessary equipment?

Practical example: when implementing injection safety interventions, timely training of those responsible for administering safe injections, including clinical and community workers, are important considerations, as well as adequate disposal methods.

4. Sell it (reminders & communications)

How are you promoting an intervention to ensure that there are cues to action at the point of care and messages are reinforced to health workers and patients?

Do you have capacity/funding to develop promotional messages and materials?

Practical example: when implementing interventions to reduce catheter-associated bloodstream infection, the use of visual cues to action, promotional/reinforcing messages, and planning for periodic campaigns are important considerations.

1. Build it (system change)

What infrastructure, equipment, supplies and other resources (including human) are required to implement the intervention?

Does the physical environment influence health worker behaviour? How can ergonomics and human factors approaches facilitate adoption of the intervention?

Are certain types of health workers needed to implement the intervention?

Practical example: when implementing hand hygiene interventions, ease of access to handrub at the point of care and the availability of WASH infrastructures (including water and soap) are important considerations. Are these available, affordable and easily accessible in the workplace? If not, action is needed.

3. Check it (monitoring & feedback)

How can you identify the gaps in IPC practices or other indicators in your setting to allow you to prioritize your intervention?

How can you be sure that the intervention is being implemented correctly and safely, including at the bedside? For example, are these methods in place to observe or track practices?

How and when will feedback be given to the target audience and managers? How can patients also be informed?

Practical example: when implementing surgical site infection interventions, the use of key tools are important considerations, such as surveillance data collection forms and the WHO checklist (adapted to local conditions).

5. Live it (culture change)

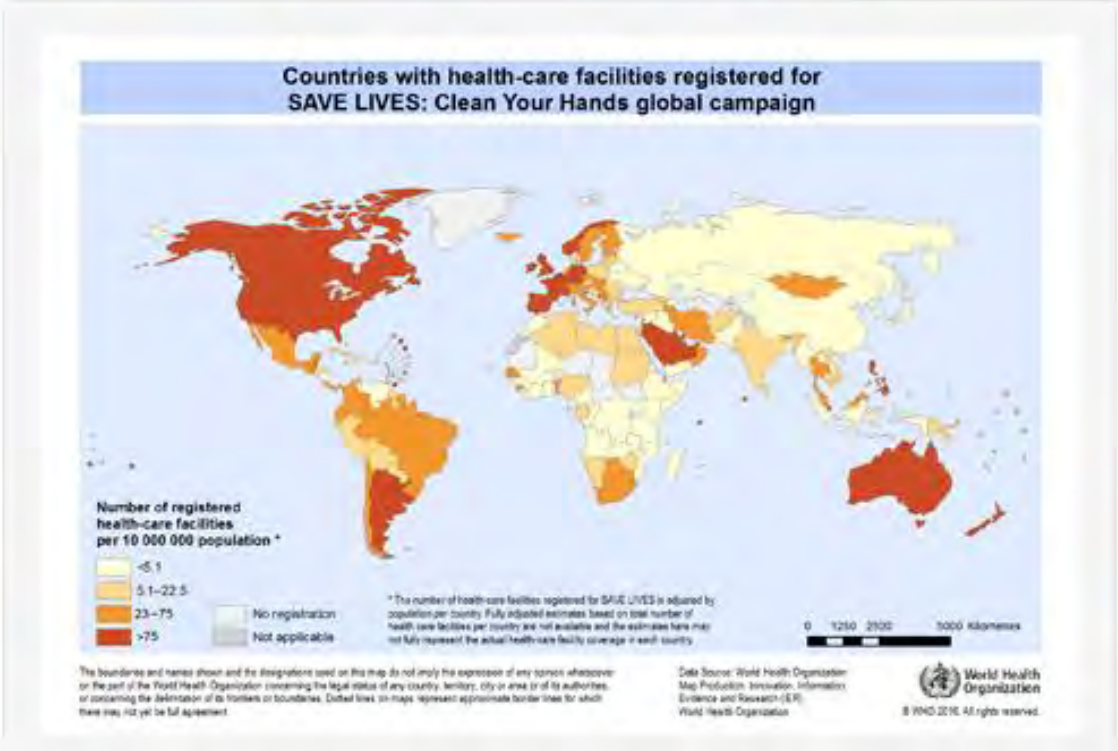
Is there demonstrable support for the intervention at every level of the health system? For example, do senior managers provide funding for equipment and other resources? Are they willing to be champions and role models for IPC improvement?

Are teams involved in co-developing or adapting the intervention? Are they empowered and do they feel ownership and the need for accountability?

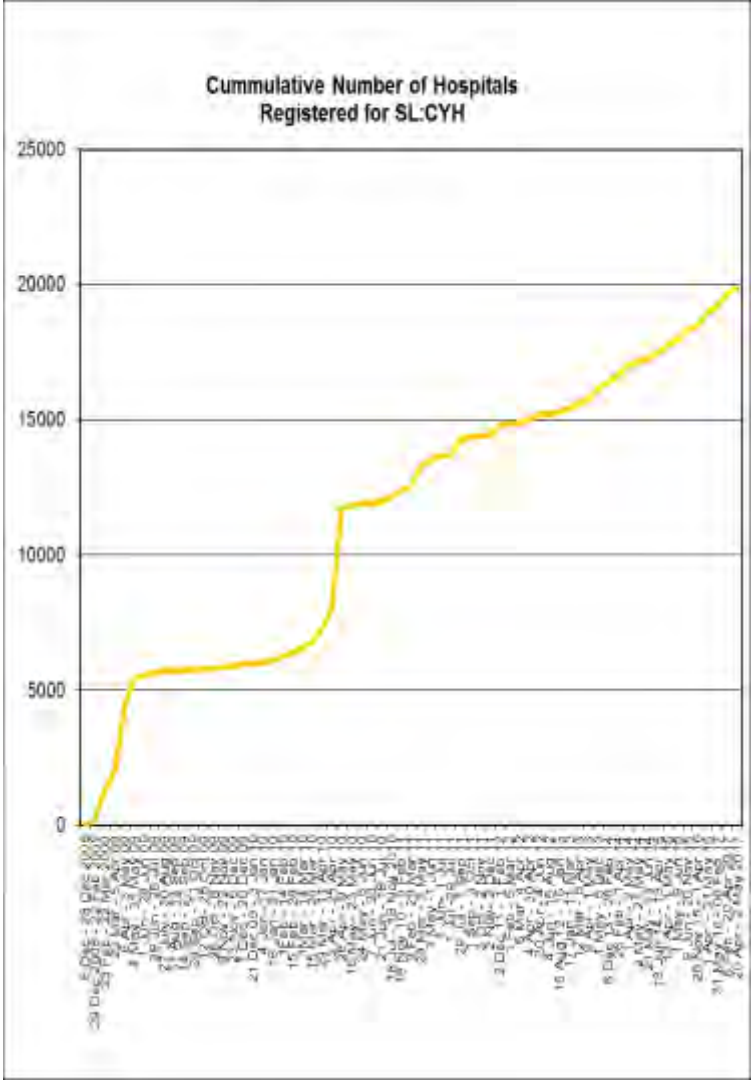
Practical example: when implementing hand hygiene interventions, the way that a health facility approaches this as part of safety and quality improvement and the value placed on hand hygiene improvement as part of the clinical workflow are important considerations.

SAVE LIVES: Clean Your Hands

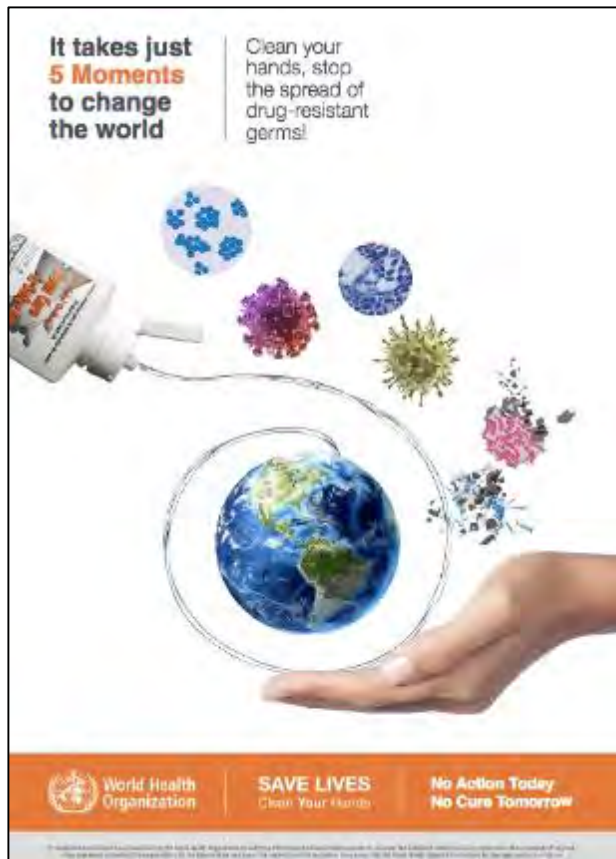
Registration update - countries or areas



As at 3 May 2017, 19 891 facilities in 179 countries – covering over 12 million staff and almost 5 million beds



WHO links the campaign to broader IPC and global health issues



Technical products issued on the theme of the annual campaign

<http://www.who.int/infection-prevention/campaigns/clean-hands/2017/en/>

5 mai 2017 WHO video message

SAVE LIVES: Clean Your Hands

Message from Pr Didier Pittet
& Dr Benedetta Allegranzi

<http://tinyurl.com/PAMGBM2017>

Global surveys results

UNIVERSITÉ DE GENÈVE
FUG
FIGHT ANTIBIOTIC RESISTANCE: IT'S IN YOUR HANDS

Prof Didier Pittet, MD, MS, CBE
Infection Control Programme & WHO Collaborating Centre on Patient Safety
University of Geneva Hospitals and Faculty of Medicine, Switzerland
Lead Adviser, Clean Care is Safer Care
World Health Organization (WHO) Service Delivery & Safety

Dr Benedetta Allegranzi, MD, DTM&I
Infection Prevention and Control Global Unit & WHO Collaborating Centre on Patient Safety
World Health Organization (WHO) Service Delivery & Safety

Systematic reviews results

Activity list for infection prevention and control leaders at the facility level

SAVE LIVES! Clean Your Hands
WHO's Global Annual Campaign

"Fight antibiotic resistance - it's in your hands"



www.tinyurl.com/HandsMay17
www.CleanHandsSaveLives.org

National policy-maker engagement brief

WHO SAVE LIVES: Clean Your Hands Global Campaign
5 May 2017

Fight antibiotic resistance - it's in your hands

Introduction

This brief contains sample text for use by WHO Representatives and designated WHO Country Office infection prevention and control (IPC) focal points in their engagements with policy-makers and key leaders with a mandate for IPC improvement within national ministries of health, including those tasked with developing national quality and safety policies and strategies.

Interim Practical Manual supporting national implementation of the WHO Guidelines on Core Components of Infection Prevention and Control Programmes

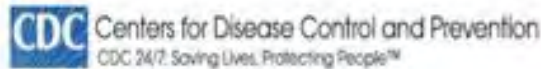


World Health
Organization

Videos on the theme of the annual campaign



Wide stakeholders' participation in the campaign (1)



European Committee on Infection Control (EUCIC)



Hand Hygiene in Healthcare Settings



Hand Hygiene Day



Current activities

27 April 2017

EUCIC endorses the "WHO 5 May SAVE LIVES: Clean Your Hands Campaign"



Every 5 May, WHO calls for a renewed focus on hand hygiene improvement and sustainability in health care. Health care settings are asked to sign up to the WHO 5 May SAVE LIVES: Clean Your Hands Campaign if not already and to respond to the call to action.

News

Fight antibiotic resistance - It's in your hands - SAVE LIVES: Clean Your Hands 5 May 2017 - spread the word!

Fight antibiotic resistance - It's in your hands - SAVE LIVES: Clean Your Hands 5 May 2017 - WHO urges you to focus on the fight against antibiotic resistance in the context of hand hygiene and infection prevention and control programs. Learn more

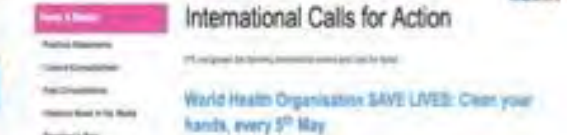
WHAT'S NEW AT APIC

May 5 is World Hand Hygiene Day

The World Health Organization's annual global call to action for health workers begins May 5. This year's theme is "Fight antibiotic resistance—it's in your hands." WHO urges the healthcare community to focus on the fight against antibiotic resistance in the context of hand hygiene and infection prevention and control programs. Learn more

[Read More](#)

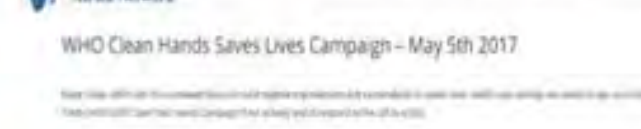
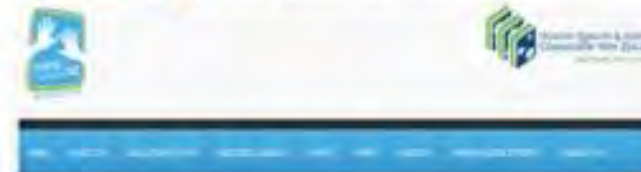
ips Infection Prevention Society



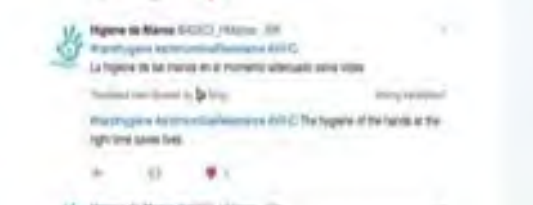
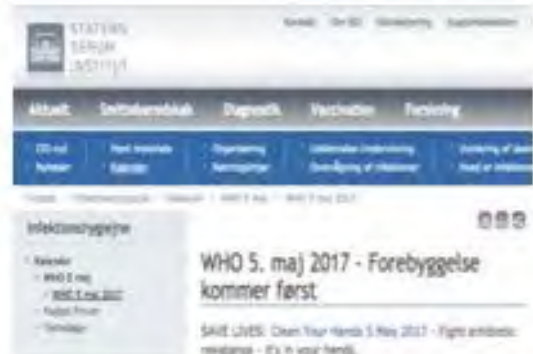
Hand Hygiene Day - 5th May 2017

Hand hygiene and Infection Prevention and Control are generally key elements in the fight against Antibiotic Resistance (AMR).

WHO's 5 May 2017 campaign slogan, "Fight antibiotic resistance - It's in your hands" demonstrates the unity between AMR and infection efforts.



Wide stakeholders' participation in the campaign (2)



Wide stakeholders' participation in the campaign (3)

POPS supports 5 May with:

- Landing pages
- Educational materials
- Social media presence
- Press releases
- Blog
- Translations
- Competitions
- ...



WHO May 5th Hand Hygiene C

FIGHT ANTIBIOTIC RESISTANCE
IT'S IN YOUR HANDS

Fight antibiotic resistance
It's in your hands

debmed is proud to be supporting the World Health Organization's (WHO) "5th May" Hand Hygiene campaign day on the 5th May 2017.



World Health Organization's SAVE LIVES: Clean Your Hands - May 5, 2017

Private Organizations for Patient Safety

WHO is calling on all health care workers to join the campaign and commit to cleaning their hands for 5 minutes every day on May 5, 2017.

The Role of Hand Hygiene in Reducing Health Care-Associated Infections (HAIs)

When Hand Hygiene Matters: 5 Moments for Hand Hygiene

Why Hand Hygiene in Health Care Settings

L'hygiène des mains est facile, mais pas banale

WHO Hand Hygiene Moments Poster - GB and Canada

Hand Hygiene Moments Poster - GB and Canada

Clean Hands Count!

Continue to Share the Message

Clean Hands Count! poster showing the 5 moments for hand hygiene.

How to Help Prevent Spread of HAIs

1. Before touching a patient

2. Before clean/aseptic procedures

3. After body fluid exposure/risk

4. After touching a patient

5. After touching patient surroundings

How to Help Prevent Spread of HAIs

1. Rub hands with soap and water for at least 20 seconds

2. Use soap and water

3. Rub hands together until they are dry

4. Use alcohol-based hand sanitizer if soap and water are not available

HYGIENE DES MAINS PROTÈGE LA VIE DES HUMAINS

61% of health care workers do not clean their hands properly

16 Mio. of people die each year from preventable causes

50% of patients in hospitals are colonized by bacteria

Yes, I care.

Compliance Champion

Hygiene-Hero

Patient Protector

WHO acknowledges those organisations who make every effort to support 5 May activities

5 May 2017

[Centers for Disease Control and Prevention, USA](#)

[European Committee on Infection Control](#)

[European Network to Promote Infection prevention for Patient Safety](#)

[European Wound Management Association](#)

[Hand Hygiene Australia](#)

[Health Protection Scotland](#)

[Health Quality and Safety Commission, New Zealand](#)

[Infection Control Africa Network](#)

[Infection Prevention Society, UK](#)

[Infection Prevention and Control, Canada](#)

[Institute for Healthcare Improvement](#)

[International Federation for Infection Control](#)

[Ministerio de Sanidad, Servicios Sociales e Igualdad](#)

[Statens Serum Institut, Denmark](#)

[The SoapBox Collaborative](#)

[WASH in health care](#)

Other support

- Association for professionals in infection control and epidemiology, USA
- ADECI higiene de manos, Argentina
- European Centers for Disease Control
- Global Sepsis Alliance
- International Consortium for Prevention and Infection Control
- Ministerio de salud pública, Corrientes, Argentina
- The International Society for Quality in Health Care
- UK Sepsis Trust
- Many UK NHS hospital infection prevention teams

Social media as part of campaigning

**Impact on
perceptions,
knowledge and
behaviour**



<https://medium.com/we-the-peoples/social-media-can-have-a-positive-impact-on-peoples-health-271e42b6d41a>

FIGHT
ANTIBIOTIC
RESISTANCE
IT'S IN YOUR HANDS

#HandHygiene
#AntibioticResistance



What might be achieved: WHO results 2017

- WHO tweets were seen 1.46 million times (impressions) and received 3.9k retweets
- The full **#HandHygiene** conversation drove 2.50 million twitter impressions from **12.9k** tweets in the preceeding week
- WHO HQ generated 1.4 million, or a 56% of the total
- The impressions for #handhygiene was a 2,703.4k increase on the previous 7 days
- The most popular WHO tweet was the poster targeted at health workers at **1.5k retweets**



5 May 2018 - SLOGAN

**“It's in your hands – prevent
sepsis in health care”**

5 May 2018 - Calls to action

IPC leads - Be a champion in promoting hand hygiene to prevent sepsis in health care

Health workers - Take 5 Moments to clean your hands to prevent sepsis in health care

Patient advocacy groups - Ask for 5 Moments of clean hands to prevent sepsis in health care

Leaders - “hospital directors” or other top leaders - Prevent sepsis in health care, make hand hygiene a quality indicator in your hospital

MoH - Implement the 2017 WHA sepsis resolution. Make hand hygiene a national marker of health care quality



Follow and like

@WHO

@didierpittet

@ICPIC_meeting

www.who.int/infection-prevention/campaigns/clean-hands/en/

www.cleanhandssaveslives.org

#HandHygiene

#Sepsis

#AntibioticResistance

#InfectionControl



**Private
Organizations
for Patient
Safety**

CleanHandsSaveLives.org