



# POPs Hand Hygiene

## Activity report 2014-2015

In the last year, POPS participants in support of the POPS agreement and the goal of spreading messages, have undertaken key activities based on WHO hand hygiene recommendations.

### **Ebola West Africa Outbreak support:**

A one-off call for donations in support of hand hygiene in Ebola-affected countries led to more than 100 000 litres of alcohol-based handrub being donated to Ebola-affected countries in 2014. POPS participants who contributed to this call to action were B. Braun Medical, Deb Group, Ltd./DebMed USA, LLC, Hartmann Group – Bode Science Centre, Gojo Industries Inc, Laboratoires Anios, Saraya, SealedAir, Schuelke.

### **Advocacy/education support:**

Two conferences have featured POPS booths and promoted WHO hand hygiene recommendations as well as the POPS profile. These were the Healthcare Infection Society conference (Lyon, November 2014) and ICPIC meeting (Geneva, June 2015).

### **Global survey of consumer perceptions on hand hygiene and health care-associated infections:**

This POPS project was completed in October 2014 and a summary of the results can be found [here](#).

### **2015 POPS 5 May activity summary**

Examples of POPS participants' activities:

- A POPS sub-group was set up in January 2015, supported by six of the POPS company participants. Regular calls and communications facilitated decision-making on harmonized actions for 5 May 2015.
- Unique, dedicated websites/landing pages were created and email marketing conducted (for example one company targeted 67 countries).
- An infographic and promotional videos were made.

- Targeted blog posts were issued as well as traditional media features.
- Social media messages were issued including #safeHANDS photographs.
- Hundreds of hospitals were targeted and numerous events held with promotional materials created and issued.
- Poster competitions were held.
- New Twitter accounts were established to support messaging.
- Tablet devices were used to demonstrate WHO webpages and drive traffic.
- Active engagement of internal company staff took place to enhance understanding in all who reach out to health-care settings.
- A consumer focused engagement plan was executed.

WHO hereby expresses its gratitude for the many efforts of POPS participants in the run-up to and on 5 May 2015.

## **2014 POPS 5 May activity summary**

In support of 5 May 2014, the dedication of POPS participants helped to spread the word about the importance of clean hands in health care, supporting WHO recommendations. This has been achieved by face-to-face and virtual communications, as well as through social media. With the massive networks available to POPS participants, news on how clean hands save lives is spreading more and more each 5 May. In the months leading up to 5 May, this community reached thousands of health-care workers who touch patients every day! Essentially, the sum is greater than the parts in creating global change for patient safety. Through POPS participants' understanding of WHO recommendations and goals, we are achieving more together.

Examples of POPS participants' activities for 5 May 2014:

- Use of WHO hand hygiene materials – with reach in hundreds of hospitals around the world.
- Email communications – almost 10 000 messages sent.
- Social Media – Twitter and blog postings.
- Website features – over 40 000 web page visits noted.
- Media attention – press releases and news features.
- 'Pledge card' promotion – hundreds of cards issued in over 20 countries.
- Support for WHO 5 May poster translations.

WHO hereby expresses its gratitude for the many efforts of POPS participants in spreading the messages of patient safety far and wide in the run up to 5 May 2014.

**Past POPS projects since launch include:**

- A POPS/WHO African Partnerships for Patient Safety (APPS) collaborative project – ‘applying a one-off solution to urgent country needs’, the alcohol-based handrub ‘bottle bank’ project – WHO report issued.
- A survey of POPS participants on enhanced availability of alcohol-based handrub in the WHO African and South-East Asian Regions.
- Gap analysis exercise; identification of the gaps in global alcohol-based handrub availability - WHO report issued.
- Launch of a POPS social media (Twitter) account.
- Awareness-raising/advocacy exercises, including POPS presentations at international meetings/conferences, as well as a POPS booth presence with materials handed out.