



POPs Hand Hygiene

Activity report 2016-2017

Over the past year, POPS participants supporting the POPS agreement and the goal of spreading positive messages, have undertaken a number of key activities based on WHO hand hygiene recommendations.

POPS alcohol-based handrub (ABHR) taskforce

Collaboration has led to the creation of the 1st POPS ABHR Taskforce. This subgroup will now further enhance an existing collaborative working process with the best infection control experts, academic scientists and industry experts in order to highlight the best evidence on efficacy, acceptability, tolerability, and effectiveness of ABHRs, and drive the related research agenda for the years to come.

Advocacy/education support

At a major international conference, (ICPIC, Geneva, June 2017) a POPS booth was present. Numerous POPS companies supported the booth, promoting WHO resources and materials, pushing forward WHO hand hygiene recommendations as well as the POPS profile and goals.

5 May - SAVE LIVES: Clean Your Hands campaign activity

Advocacy for the WHO global, annual hand hygiene campaign has again been achieved by face-to-face and virtual communication, as well as through social media and other specific activities. 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 2017, this community reached thousands of health care workers who touch patients every day! Through POPS participants' understanding of WHO recommendations and goals, we are achieving more together and maintaining a higher profile of hand hygiene in health care.

2017 POPS 5 May activity summary

- Numerous events held – such as conferences, seminars and educational events, with a high presence in health care facilities, using WHO hand hygiene resources.
- Email communications – more than 5000 sent.
- Social media presence – Twitter, Facebook, LinkedIn, blog postings, podcasts with over 40 posts throughout the platforms.
- Dedicated “5 May” web pages on participating companies’ websites – with over 185 000 reached.
- Media attention – press releases and news features with a potential audience of over 290 000.
- Support for WHO 5 May poster translations – several more languages were achieved to expand reach across Eastern Europe and in a number of Asian countries.
- New “5 May” promotional materials created and issued such as posters, screensavers, stickers, infographics, flyers, postcards, badges.
- Video and dance competitions.
- Games around hand hygiene – serious games, cards, puzzles, quizzes.
- Promotion of the “5 May” online campaign board – over 1000 pictures posted.
- Hand hygiene pledge in a bottle sent around the world.

2016 POPS 5 May activity summary

- Numerous events held with promotional materials created and issued, on some occasions involving ministries of Health.
- Video competitions.
- A consumer focused engagement plan developed in collaboration with local authorities (in Bulgaria).
- Collaboration with the Centers for Disease Control and Prevention (USA).
- Support for special events such as hand sanitizing relays.
- Use of WHO hand hygiene materials – with reach in hundreds of hospitals around the world.
- Email communications – more than 5000 sent.
- Social media – Twitter and blog postings.
- Dedicated “5 May” web pages on company websites.
- Media attention – press releases and news features reaching a potential audience of over 88 000.
- Support for translations of WHO “5 May” posters.