Report from the Eighth meeting of WHO Patient Safety Programme and Industry Representatives

With invited representative from University Hospitals Geneva (HUG-WHO Collaborating Centre on Patient Safety, Infection Control and Improving Practices)

3 Dec 2013
Service ORL - 3ème étage (3rd Floor – Bâtiment de Liaison)
Salle 3A-797 (9:15-17:15)
Hôpitaux universitaires de Genève
Rue Gabrielle-Perret-Gentil 4
1205 Genève

Chairing Organizations: WHO and HUG

1. Introductions

Professor Didier Pittet (DP) of HUG welcomed everyone to the meeting. All participants introduced themselves and one new POPS participant was welcomed (GeneralSensing). Apologies were also accepted.

Dr Ed Kelley (EK) of WHO outlined the agenda and objectives of the day (see Annex 1) and provided some background on WHO activities including a paper on the newly formed department where POPS ‘sits’; this was the patient safety department but is now the Service Delivery and Safety Department (SDS), combining injection and blood safety, traditional medicines, people-centred care and many other programmes. EK also described where POPS fits within the ‘non-state actors’ agenda, a topic high on the WHO agenda (namely how we can work better with those outside of WHO). EK noted for everyone that the POPS group overall is referred to as ‘the platform’ in line with WHO legal recommendations on how we work together and communicate within the confines of WHO rules set out; he also recapped on the aim of POPS group.

At this point, Claire Kilpatrick (CK - POPS manager) addressed some questions around the workings of the group; the payment period, who is welcome to ‘sign-up’, what companies fit with the model, given the transparent and open and nature of POPS. DP highlighted how important it is to work in the right direction to ensure people in member states are engaged appropriately as per the POPS rules of engagement.

For further information on the background to POPS please read http://www.who.int/gpsc/pops/en/

2. Summary of Eighth Meeting proceedings
SAVE LIVES: Clean Your Hands, 5 May

CK introduced the agenda point related to WHO SAVE LIVES: Clean Your Hands 5 May activities, that there would be an outline of 5 May 2014 plans based on reflections from 2013 and information from global experts, as well as presentations from POPS participants on their activities in support of 5 May 2013.

Dr Benedetta Allegranzi (BA - technical lead WHO Clean Care is Safer Care programme) gave a presentation on 5 May 2014 initial plans. The theme was announced; ‘preventing the spread of antimicrobial resistant (AMR) germs through hand hygiene’. As a WHO facilitated group, this agenda item allowed participants to be informed first hand about ideas for activities and for discussion. CK described the WHO processes, including the other groups of experts who are engaged, and the communications experts we engage with including within WHO.

DP provided expert commentary to this agenda item, reminding attendees that interest in a topic always increases if there is a day of focus (5 May), and how important hand hygiene is as part of AMR agenda; it was concluded that POPS together can make the strategy stronger.

POPS participants then presented on their 2013 activities and discussion ensued. The overall reach within health-care facilities around the world was extrapolated for consideration, and key challenges and ideas for 2014 were generated. Activities for 2013 included:

- Pledge cards (prepared for use by the whole POPS group and including the WHO 5 Moments for Hand Hygiene) issued
- Social media activities (some but not full analytics were available but it was agreed that the speed with which people could be reached through social media was significant, compared with just face-to-face interactions)
- Direct engagement with countries without any health-care facility registrations (one new country had been recruited through this work)
- A focus on schools
- Launch of new company education and awareness raising strategies aimed at those health-care workers not yet engaged.

Discussions covered the following points:

- how evaluation of activities could be tighter going forward to allow for clearer explanation of global health-care reach through for example pledge cards, uptake of WHO posters (or similar)
- how advocacy and reach is being enhanced by POPS, activities not achieved before by ‘non state actors’ – a way to highlight this through the WHO web page that features information on POPS to be considered and if possible approved with WHO
- 5 May 2014/15 ideas;
To present known hand hygiene barriers to hospitals in SAVE LIVES: Clean Your Hands mailing list; collate results and report; use to understand different country cultures, the current (public health) impact and create solutions. Challenges with this include resources to do the study – POPS support requested for analysis should this activity occur.

A map interface to better show ‘sign-up’ to 5 May. Everyone reminded that WHO does present a map on its web pages but it has limitations. POPS participants asked to consider how they could make this happen.

Preparation of tweets – consistent messaging and visuals (e.g. poster images) have a greater impact - all companies asked to commit to social media activities in support of POPS/WHO 5 May tweets. A social media guide to be developed to guide those less experienced, with Deb and CK to work on this.

To approach big companies that POPS participants might have influence with, for example Surewash happy to approach Google in Ireland to ask what they might support (it was agreed that WHO POPS profile would be needed to help this engagement).

To prepare a tips document to help guide (health-care facilities) on 5 May activities (GOJO agreed to consider content for this).

A reminder that WHO hand hygiene posters in all six official languages can go into companies toolkit to go out to health-care facilities.

DP recommended widespread use of WHO materials and the importance of disseminating the same messages.

DP explained that HUG would make changes to the image on their handrub bottle to be consistent with 5 May 2014 and to refresh the packaging to attract attention.

DP outlined a book that has been completed on the story of hand hygiene; it will be published shortly. He explained the goal of this book is to spread the message of saving lives through clean hands. He outlined the potential for POPS to buy books (a price has been negotiated) and the options for POPS acknowledgement were presented. Discussion and agreement on POPS support for these books ensued.

Recent hand hygiene publications

A brief amount of time was dedicated to an overview of recent articles on hand hygiene, and slides presented (on the WHO hand hygiene self-assessment framework in JHI, alcohol-based handrub availability in the WHO bulletin, hand hygiene video article in the New England Journal of Medicine and which is being translated into many different languages, and the multimodal improvement strategy pilot testing in the Lancet ID). To summarise, it was agreed further discussion was needed on the issues that still require to
be addressed to ensure affordable and accessible handrub products in WHO regions most in need (later in the meeting agenda).

**Use of the POPS LOGO**

Discussions included:
- Timings for logo approval from WHO – rapid turnaround is always achieved while it was noted this is still another layer of activity that needs to be considered by companies as they already have a number of layers that affect timings of issuing resources
- It was agreed that in the coming year use of the logo would be assessed and if there are no rule breaches the WHO approval step could be removed
- It was agreed that if WHO approves logo position then resources can then be distributed by companies to countries for translation (as long as there are no changes) without further approval
- The placement of the POPS logo on other materials not related to hand hygiene; no final decision reached at this time. This POPS group has primarily been approved by WHO legal to work on hand hygiene
- CK requested numbers and types of materials that the logo will be placed on and deadlines for making this happen in order to enhance the POPS profile (risks and benefits of logo use were again discussed)
- CK reiterated the rules of engagement and logo instructions within the ‘sign-up’ document and that this is still all learning for everyone while we grow and shape POPS
- It was highlighted that the POPS logo is just a logo, it depicts what a company is part of, it does not aim to say what we do but should prompt people to want to find out more.

**POPS presence at APIC Conference 2014**

- CK explained the background to the idea of POPS being present at APIC Conference 2014. It was noted that if all agreed this would be a ‘test’ at representing POPS collectively at an external event – all agreed
- DP explained the potential impact that could be achieved by this attendance; the importance of a presence there including to promote the WHO 5 Moments for Hand Hygiene
- The ideas for a POPS booth were discussed and agreed, including POPS branded materials and WHO resources that would need to be produced and funded by the POPS group
- Ideas for driving traffic from company booths to the POPS group were also highlighted; using the same key message that would be worked up into an ‘ad’ to be prepared by POPS participants
- CK confirmed that the APIC CEO was very supportive in discussions about POPS attendance (as an NGO/non-profit making body) and a collective thanks was expressed.
POPS project status update and on-going challenges

Presentations were given by Julie Storr (JS) on the POPS/APPS bottle bank project, in support of hospitals in need of empty bottles to store local produced WHO formulation alcohol-based handrub (ABHR); BA on a potential project in support of decontamination to prevent surgical site infections (notes of interest were requested by January 2014); CK on the proposed public-facing campaign (for which a sub-group meeting would be held on 4 December 2014). DP highlighted the need for this group to concentrate on the issue in hand regarding improving hand hygiene even though other potential projects were being considered as well as other potential POPS groups, e.g. on injection safety.

The following discussion points ensued:
- A recap on the 2011 POPS ABHR survey and the potential for publishing this work which is planned
- The potential for redoing the 2011 survey; it was agreed that a more helpful POPS project would be to understand the barriers to distribution of products and then proposing 2-3 models for overcoming barriers. Including suggestions for removing unnecessary costs by companies and country bureaucracy
- For the bottle bank project there was an enquiry regarding recycling the donated bottles; DP managed the discussion
- An output of the bottle bank project – has been to understand the issues with ethanol availability and costs associated with local ABHR production. DP revisited the point of producing ethanol and how this could contribute to the local community
- A reminder regarding the country (MoH) pledges made towards patient safety and clean care is safer care - POPS participants can use these pledges (on the WHO web pages), to discuss with countries their on-going commitment to affordable product availability. Note made that WHO should consider approaching countries to legitimize POPS interactions.
- Within countries, ABHR is sometimes responsibility of MoH, sometimes with ‘cosmetics’; it can be challenging to know who to discuss the matter with in order to highlight the need to ensure hand hygiene to prevent HAI
- JS made a final point regarding the need for support for African hospitals and what POPS could offer to this (in the form of a sustainable solutions, not donations)
- DP reminded all about the task forces that existed to produce the WHO guidelines on hand hygiene in health care (2009); this group could be re-established; JS agreed to produce an outline terms of reference for the next POPS meeting
- An idea was proposed regarding approaches to hotels by POPS participants regarding empty bottles that are currently disposed of
- An idea was proposed regarding a shared calendar to collate activities/attendance at events; POPS participants asked to consider how this could be managed.

- A point was made regarding combining hand hygiene activities with for example vaccination activities underway at WHO.

Meeting conclusion

The meeting was concluded and everyone was thanked for their very energetic input to discussions, as well as their agreement on next steps.

It was agreed that the next meeting would coincide with POPS participation at the APIC conference to prevent additional travel to Geneva in this instance and the exact date and meeting room would be confirmed.
Annex 1 - Meeting Objectives

5 May 2014:
- To outline the WHO plans for 5 May 2014
- To discuss the key messages that will be shaped and used for 5 May 2014
- To recap on the impact of company 5 May 2013 activities – facts and figures
- To discuss and clarify the power of cohesive messaging and POPS’ role in 5 May activities

Hand hygiene around the globe:
- To outline key publications in the field of hand hygiene
- To describe the WHO multimodal strategy pilot testing publication
- To highlight other key hand hygiene activities of interest

Business as usual status reports:
- To provide an update of POPS business as usual activities

Project status reports:
- To provide an update on current projects

POPS recent challenges:
- To describe challenges to ensuring hand hygiene actions in all WHO regions
- To describe approaches taken to address challenges as key learning points
- To outline recent activities to progress hand hygiene solutions in developing countries
- To summarise any collaborative next steps that could address challenges

Next steps:
- To discuss potential Social Media activities
- To describe the plan for identifying and sharing WHO hand hygiene translated tools
- To describe the plan for engagement of new POPS participants
- To discuss the options for a further gap analysis report in relation to availability of accessible and affordable resources in WHO regions
- To discuss the plan for review of POPS participant hand hygiene training materials in line with WHO recommendations
- To identify the second 2014 POPS meeting date