**News Release Template**

Adapt the red text on this news release to showcase your facility’s activities.

Send it to your local media to let them know how you are supporting the campaign.

**Insert date**

**Seconds Save Lives – Clean your hands**

*Insert the name of your organisation* **joins WHO’s global hand hygiene campaign to improve patient safety.**

*Staff / The Infection Prevention and Control team / Senior Management* from *insert your organisation’s name* are marking World Hand Hygiene Day (5 May) this year by reminding staff, patients and visitors about the importance of clean hands.

The World Health Organisation’s annual SAVE LIVES: Clean Your Hands campaign is a global drive to improve hand hygiene in health care, celebrated every year on 5 May with participation from around the world.

In the context of the COVID-19 pandemic, good hand hygiene practices are tremendously important to prevent the risk of transmission, as part of a comprehensive package of public health and infection control measures. Effective hand hygiene also prevents any infection acquired in health care, the spread of antimicrobial resistance and other emerging health threats.

Thus, celebrating World Hand Hygiene Day on 5 May is more important than ever, to help sustain the promotion of this basic but critical action.

The theme this year is **to achieve effective hand hygiene action at the point of care.**

*Insert name and job title says: for example* “Thorough hand hygiene is one of the easiest ways to reduce health-care associated infections. We are calling on every member of staff to redouble their efforts **to achieve effective hand hygiene at the point of care.”**

**“**The point of care is where the patient, the health care worker and treatment come together. To prevent transmission of infectious microorganisms hand hygiene should be performed when needed (at [5 specific moments](https://www.who.int/multi-media/details/your-5-moments-for-hand-hygiene-poster)) and using [the right technique](https://www.who.int/multi-media/details/how-to-handwash-and-handrub).

Everyone has a part to play so we are urging staff, patients, carers and visitors to help tackle infection by washing their hands and making use of the hand rub that is widely available throughout our facilities.”

*Interactive learning zones / education events will be held in the following areas on May 5th:*

*Insert details & locations of events which might include for example hand washing technique demonstrations / appropriate use of antibiotics / how to use hand rub / training / glow germ boxes etc / free hand rub samples etc.*

*We encourage everyone to come along to find out how they can help reduce the spread of infection through effective hand washing techniques and remember that a few seconds of your time can save lives.*

-Ends-

For further information contact *insert your name and telephone number here.*