

# Campaign guide for engaging in **World Hand Hygiene Day** 5 May 2023



## Accelerate action together

**SAVE LIVES - Clean Your Hands**



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## Get involved

Each year the [WHO SAVE LIVES: Clean Your Hands](#) 5 May campaign aims to maintain a global profile on the importance of hand hygiene in health care and to bring people together in support of hand hygiene improvement worldwide. On this day, WHO renews its support to countries and health facilities in their journey towards hand hygiene improvement and promotes innovation to achieve improvements in hand hygiene practices in health care.

Historically, hospitals and health care facilities throughout the world are invited to take part to continue to raise hand hygiene awareness, to move action to the point of care, and to reduce health care-associated infection (HAI). In 2023, this invitation is particularly addressed to civil society

organizations (CSOs) and other partners, such as the members of the WHO Global Infection and Prevention Control (IPC) Network.

Get involved and be part of a global movement to improve hand hygiene at the point of care by using the following campaign assets and ideas.

### World Hand Hygiene Day (WHHD) 5 May 2023 theme

The campaign theme for WHHD 2023 is ***“Together, we can accelerate action to prevent infections and antimicrobial resistance in health care and build a culture of safety and quality in which hand hygiene improvement is given high priority.”***

The slogan is **Accelerate action together. SAVE LIVES: Clean Your Hands.**

By becoming part of this global movement, organizations can help accelerate and sustain action at the point of care to protect people from infections and antimicrobial resistance in health care.

## Did you know?

HAIs are among the most frequent adverse events occurring in health service delivery. These infections, many of which are caused by multidrug-resistant organisms, harm patients, visitors and health workers and place a significant burden on health systems. In Europe alone, some 9 million HAIs occur every year in acute and long-term care facilities; they lead to 25 million extra hospital days and cost 13-24 billion euros.

WHO believes that no one receiving or providing health care should be exposed to the risk of being harmed by a preventable infection. Hand hygiene and cleanliness provide dignity and are a sign of respect to those who are seeking care and facilitate the work of those delivering it.

Preventing an infection and its spread can have huge benefits in reducing human suffering and loss of lives

and in producing economic advantages. Good IPC programmes, including good hand hygiene and other cost-effective practices, can reduce HAIs by 35-70%.


Hand hygiene saves millions of lives every year when performed at the right time and in the right way during health care delivery, while improving hand hygiene in health care settings saves approximately US\$ 16.5 in health care expenditure for every US dollar invested.



To avoid infections, use alcohol-based hand rub or wash hands with soap and water – there are [solutions](#) even where infrastructure and resources are limited.

Health workers, patients and visitors should be able to access a hand hygiene infrastructure and products where care is provided. Commitment to an adequate water supply, soap, clean towels and alcohol-based hand rub means clean, safe hands.

Find out more about HAIs and IPC in the 2022 [WHO global report](#).

## Strengthening audience-specific messages

Target audience	Call to action	Supporting messages
<b>Health and care workers</b>  See additional suggested activities for health and care workers on the campaign website.	<b>Love the 5 Moments</b>  	<ul style="list-style-type: none"> <li>Health care-associated infections are preventable. Cleaning hands at the right time, every time, means safe, quality health care for all.</li> <li>The <b>WHO <a href="#">5 moments for hand hygiene</a></b> helps health and care workers to understand when to practice hand hygiene. Benefits of the approach:               <ul style="list-style-type: none"> <li>simplifies when to do hand hygiene in a range of settings</li> <li>logically integrates hand hygiene action into the workflow of busy health workers;</li> <li>easy to remember;</li> <li>encourages a consistent approach for training, monitoring and reminders;</li> <li>streamlined way in any setting.</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>Only together can we keep patients safe throughout the health care journey – clean hands at the right time, every time, accelerates action towards a safer health care environment</li> <li>Practice your 5 Moments <b>every time</b>. It saves lives. Consistent commitment to the 5 Moments by health and care workers could <b>reduce the spread</b> of infectious diseases in health care settings by up to 50%.</li> </ul>
Policy makers	<p><b>Invest for health and dignity</b></p> 	<ul style="list-style-type: none"> <li>Hand hygiene is <b>not a luxury</b>, it is a smart <b>investment</b> that <b>saves lives</b> and money. <ul style="list-style-type: none"> <li>- Up to 50% of health care-associated infections can be reduced by investing in recommended IPC practices and following the core components for IPC;</li> <li>- Improving hand hygiene in health care is the “best buy” – it saves US\$7 to 16.5 for every \$1 health expenditure.</li> <li>- Investing in IPC and hand hygiene is highly cost-effective and yields a seven-fold return (on average)</li> </ul> </li> <li>Improve <b>IPC training and education</b>: mandate professional development to ensure knowledge and best practices of hand hygiene in your entire workforce.</li> <li><b>Strengthen IPC programmes and infrastructures</b> at national and facility level: commit to making the investments required to improve and maintain hygiene services in your country.</li> </ul>
IPC practitioners	<p><b>Lead the way for clean hands</b></p> 	<ul style="list-style-type: none"> <li>Hand hygiene <b>prevents infections</b>, helps <b>combat antimicrobial resistance</b> and <b>saves millions of lives</b> every year when performed at the right time in health care. It is a minimum requirement for every health facility worldwide.</li> <li>Save lives by promoting the <b>5 Moments for Hand Hygiene</b> and supporting your colleagues to achieve excellence in hand hygiene practices. This can <b>help prevent 1 in 10 avoidable deaths</b> from HAIs.</li> <li>Let your colleagues know about the <b>new WHO game</b> ‘My 5 Moments for Hand Hygiene: the game’ and organize activities to celebrate the World Hand Hygiene Day at your facility! See suggestions on the campaign website).</li> </ul>

<p><b>People who access care</b></p> <p>See additional suggested activities for people who access care on the campaign website.</p>	<p><b>Join the movement</b></p> 	<ul style="list-style-type: none"> <li>• Infections acquired in health care <b>are avoidable</b>. Clean hands protect you and your health care team.</li> <li>• Keep <b>learnings from the COVID-19 pandemic</b> in mind: protect yourself and others from infection by cleaning your hands.</li> <li>• <b>Be interested in your own care</b>, talk to health and care workers about the importance of clean hands. Safe health care involves good communication.</li> <li>• Being part of the WHO hand hygiene campaign and movement helps to protect yourself and others from infection. <b>Clean hands save lives.</b></li> </ul>
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## Advocacy and communication materials

To support you in your advocacy for WHHD 2023, a range of materials have been developed:

- campaign posters
- social media tiles
- web banners
- short campaign video
- social media messages
- campaign slides
- poster maker
- essential tools table
- email communication messages
- global webinar email invitations

Visit the WHDD 2023 [campaign webpage](#) to view and download all campaign materials. High- and low-resolution files of all assets are accessible for download at the [download campaign assets](#) tab and can be easily shared with external partners or providers. Stay tuned to the campaign webpage as new resources continue to be added!

Assets are available in all six official UN languages and in a range of formats and resolutions.

Several scientific journals have confirmed they will publish a piece to promote the campaign, which you can use to highlight the importance of the message to others.

- [Journal of Hospital Infection](#)

- [Antimicrobial Resistance and Infection Control](#)
- [Infection Control and Hospital Epidemiology](#)
- [American Journal Infection Control](#)
- [International Journal of Infection Control](#)
- [Journal of Infection Prevention](#)

Visit the WHDD 2023 [campaign webpage](#) frequently and look for the new technical tools that WHO will issue on 5 May 2023!

## Additional materials to support communication on hand hygiene and IPC

Here are some potentially useful materials to support you in discussing hand hygiene and IPC as part of your wider advocacy for WHHD 2023.

### Policy and technical resources

- Implementation tools and resources [webpage](#)
- 5 Moments for hand hygiene resources <https://www.who.int/teams/integrated-health-services/infection-prevention-control/hand-hygiene/training-tools>
- Resources targeted at those who access care <https://www.who.int/teams/integrated-health-services/infection-prevention-control/hand-hygiene/tools-and-resources>
- [Webinars](#) and [newsletters](#)





- [Addressing the burden of infections and antimicrobial resistance associated with health care – focus on G7 countries](#) (October 2022)
- [Global report on infection prevention and control](#) (May 2022) and [Executive summary](#)
- [Resource considerations for investing in hand hygiene improvement in health care facilities](#) (May 2021) and [one-page summary](#)
- [Hand hygiene for all initiative](#): improving access and behaviour in health care facilities, current evidence, identifying gaps and future directions (October 2020)
- Water, sanitation and hygiene in health care facilities: [facts and figures](#)

#### Media and multimedia

- Media release: [WHO launches first ever global report on infection prevention and control](#)
- [Science in 5: Minimize infection at health care facilities](#) (October 2022)
- Hand hygiene multimodal improvement strategy [video](#)
- [What is quality care?](#) (animated video)
- [Health care without avoidable infections - peoples' lives depend on it](#) (animated video)

#### Training and capacity building

- [Standard precautions: hand hygiene](#) (OpenWHO)
- Water, sanitation and hygiene in health care facilities: hand hygiene technical module <https://www.washinhcf.org/wash-fit-training-modules/>
- WHO hand hygiene training videos <https://www.who.int/teams/integrated-health-services/infection-prevention-control/hand-hygiene/training-tools>
- New England Journal of Medicine [video article](#) focused on explaining the 5 Moments

#### Messaging resources

- [Past WHHD messages](#) – many of these are still relevant
- [Key facts and figures](#) - use scientific evidence to raise awareness about hand hygiene in your messages and presentations
- [Campaign advocacy toolkit](#) (2016)

#### How to participate

We hope you are excited to join the WHDD 2023 campaign. Here are some tips on how to participate and encourage your members/networks to join too:

##### 1. Copy, paste and send!

Use the draft email communication messages and share within your networks.

- Send the first email in mid-April to introduce the concept of WHDD and encourage recipients to prepare to act, for example, to get ready to showcase their campaign.
- Send the second email on the morning of May 5 to prompt immediate action. **Go social!**

##### 2. Cross-promote!

Publish this [web banner](#) on your website to increase awareness of the WHO campaign, link to the [campaign pages](#), and show your support for hand hygiene improvements. Let WHO know that you featured the campaign on your website by emailing [savelives@who.int](mailto:savelives@who.int) and this will be acknowledged on the WHO webpages.

##### 3. Go social!

Use the pre-written messages and visuals provided, which can easily be posted on your social media accounts. Ask your staff to participate as well by posting photos or stories of them engaged in hand hygiene activities on their social media platforms.

Use the [social media tiles](#)

**Hashtags: #HandHygiene, #CleanHands  
#infectionprevention**

Tag us in your posts or one of the following accounts:

- WHO Facebook: World Health Organization (WHO)
- Twitter: @WHO
- Instagram: @WHO
- LinkedIn: World Health Organization
- TikTok: @WHO

#### 4. Showcase your campaign!

Use the [WHHD visuals](#) and the [poster maker](#) to share your campaign activities and create your own campaign poster. Upload the WHHD poster, photo or video to this [website](#) and your preferred social media platforms using the hashtag #handhygiene.

#### 5. Join the WHO global webinar!

Join us on 5 May for the [WHHD 2023 webinar](#) that will feature a discussion about how civil society organizations collaborate with communities in health care to improve hand hygiene and IPC at the point of care. Selected organizations will share their experiences in working together with health care towards the common goal of minimizing the risk of infection and the development of antimicrobial resistance. Also join the Webber Training [special lecture for 5 May](#).

#### 6. Some additional suggested activities

Organize a 'hand hygiene café' to support commitment, knowledge, lessons learned, and engagement between IPC/other leads and health and care workers in an open and welcoming forum - instructions on the "[How to get involved](#)" page.

Take action by using example **key messages as a script**, to talk to people in health care about achieving the calls to action. Also use these **existing, supporting tools** to help you act. Find more on the "[How to get involved](#)" campaign page.

To let us know about your event or ask a question, email us at: [savelives@who.int](mailto:savelives@who.int).

#### Useful links

[2023 World Hand Hygiene Day campaign](#) website

[SAVE LIVES: Clean Your Hands](#) website