



World Health
Organization



HEALTH
FOR ALL

How to get involved with **World Hand Hygiene Day 2023**



Accelerate action together

SAVE LIVES - Clean Your Hands

Table of Contents

How to get involved – a summary.....	2
How to get involved – suggested activity (1)	2
How to get involved – suggested activity (2) – 5 May 2023.....	5

How to get involved – a summary

To support you in your advocacy activities, a range of materials have been made available for you to use as outlined on the [how to get involved web page](#) and links from the [main campaign page](#):

- A campaign guide – this guide was prepared with civil society and other partner organizations in mind to support their activities in the campaign in 2023 but it is available for anyone to use
- campaign posters – use these to promote the calls to action
 - **Health and care workers:** Love the 5 moments.
 - **IPC practitioners:** Lead the way for clean hands.
 - **Policy makers:** Invest for health and dignity.
 - **Those who access care:** Join the movement.
- web banners
- a short campaign video (available in vertical downloadable format for use on some social media platforms)
- a campaign slideset
- a poster maker
- global webinar email invitations
- template email communication messages – for example, 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 own campaign activities. Send the second email on the morning of May 5 to prompt immediate action. Go social with example social media message and tiles. Remember to use #HandHygiene, #CleanHands #infectionprevention

How to get involved – suggested activity (1)

Run a face to face or virtual hand hygiene café in support of World Hand Hygiene Day, entitled:

- ***Love the 5 Moments for Hand Hygiene – The 5 Moments café!***

What is the hand hygiene (HH) café?

The HH café format **seeks to support individual and collective commitment, knowledge and lessons identified around the WHO 5 Moments for HH** (that is, when hand hygiene action is required during health care delivery) and to **achieve engagement between infection prevention and control (IPC)/other leads and health and care workers**, by helping them to speak up in an open and welcoming forum. In turn, this aims to **collate ideas and insights** for hand hygiene improvement going forward, as a valued part of a quality and safety culture.

Where can these be conducted?

This activity can be conducted face to face or virtually in any health care facility both public or private (e.g., hospitals, long term care facilities, outpatient settings, and others) as well as in community and outreach settings.

Who should run the café

It can be run by IPC practitioners/focal points, clinicians (nurses or physicians) or by other people depending on the local setting.

When should a café experience be held in support of World Hand Hygiene Day (WHHD), 5 May 2023?

You can conduct a face to face or virtual HH café any time around 5 May, ideally on 5 May if possible. They usually take only 20 minutes! You can consider to conduct more than one, maybe five! And you could consider streaming your café live if possible!

What are the suggestions for preparing and running them?

Suggested café format:

- **Plan to:**
 - engage a few health workers in advance, to speak up in the café;
 - download the WHO WHHD [2023 campaign assets](#) and the WHO [5 Moments poster](#) in advance; prepare to display them in the room, avoiding printing where possible;
 - keep it relaxed, plan to provide snacks if possible or ask everyone to bring a coffee and snack, including if running a virtual café;
 - record the session (with permissions) – this could be shared on the hospital intranet, for use in training sessions, to be shown on hospital TVs, for future communication plans, to illustrate key findings from current perceptions, to report at IPC/hospital committees, and to potentially use on social media;
 - to reflect on or evaluate the process (see prompts below).
- **Invites** – aim for a range of professionals from different disciplines
- **Length of time** – 20 minutes
- **Advertising** - advertise the event widely, as a poster or electronic flier, including the date, time, and joining details for virtual connection
- **Introduction** - when opening the café, keep it light and engaging for everyone. Use [WHO campaign wording](#) to help you if necessary.
- **Presentation** – You may want to open with a short engaging presentation or a video – use the WHO [WHHD 2023 slide set](#) to engage people on the topic if needed or use the new campaign [short animated video](#)
- **Suggested topic and questions:**

Love the 5 Moments for Hand Hygiene!

This year, WHO is asking health and care workers to '[love the 5 Moments for Hand Hygiene](#)' as one part of keeping the profile of hand hygiene improvement and the annual campaign alive.

- **Ask** those attending the café to repeat the [words that relate to each of the moments](#) (not just the number, e.g. moment 1 – before touching a patient). These words bring the necessary action to life!
- **Highlight** that the 5 Moments posters come in a [range of formats](#) for different settings and procedures.
- **Ask** them to share their perceptions and challenges towards applying the different moments in their day to day routines.
- Depending on who attends, **consider using** any of the following additional resources to help you explain the necessity for the 5 Moments and provide those attending with links and resources to take away:
 - [openWHO hand hygiene module](#),
 - the [WHO hand hygiene training videos](#),
 - the New England Journal of Medicine video article focused on explaining [the 5 Moments in practice](#) – particularly 2 mins 44s to 6 mins 16s (available in many languages),
 - the new '5 Moments – the game' – find it soon [here](#),
 - the short [hand hygiene multimodal improvement strategy](#) video,
 - the [WASH in healthcare hand hygiene module](#),
 - the Environmental cleaning and infection prevention and control in health care facilities in low- and middle-income countries, [modules and resources](#) – module 3 hand hygiene, for training those who clean.
- **Explain - the benefits of the approach include that it:**
 - Simplifies **when** to do hand hygiene in a range of settings
 - Logically integrates hand hygiene **action into the workflow** of busy health workers
 - Makes it easy to **remember** (than a long list not related to actual workflow)
 - Encourages a **consistent** approach for training, monitoring and reminders
 - Makes hand hygiene applicable in a streamlined way in **any care setting**
- **Ask** those attending to share what they have learned, using the 5 Moments resources, with their colleagues in an engaging, 'DYK' way.

Potential takeaways/learning - for IPC practitioners/focal points and other leaders to consider in relation to the theme for WHO world hand hygiene day, 5 May 2023:

How did the café experience(s) go? Were people loving the 5 Moments or not?

Did everyone speak up, if not, why do you think this was the case? Did you manage to gather a range of 5 Moments perceptions to inform your thinking?

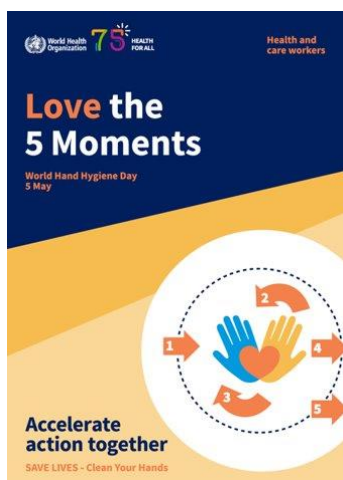
Are there ways you think you can share your findings from the café(s) with others to further consider different perceptions of the 5 Moments between staff and to support a multimodal


strategy for improvement going forward? Consider reviewing this [document](#) as you have further discussions, alongside the specific 5 Moments for hand hygiene materials.

How to get involved – suggested activity (2) – 5 May 2023

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.

Civil society and other partner organizations as well as IPC leads in health care organizations can lead the way in campaign activities. We want to make it as easy as possible for you to take action by using this information to accelerate the progress of hand hygiene improvement in health care through this campaign.

Target audience and call to action	Messages for you to use as a script when talking to audiences about achieving the call to action	Existing, supporting tools to help you take action with target audiences
 <p>Health and care workers</p>	<ul style="list-style-type: none"> Health care-associated infections are preventable. Cleaning hands at the right time, every time, means safe, quality health care for all The WHO 5 moments for hand hygiene help health and care workers to understand when to practice hand hygiene. Benefits of the approach: <ol style="list-style-type: none"> simplifies when to do hand hygiene in a range of settings logically integrates hand hygiene action into the workflow of busy health workers easy to remember encourages a consistent approach for training, monitoring and reminders makes hand hygiene applicable in a streamlined way in any care setting Practice the 5 moments every time, it saves lives. 	<ul style="list-style-type: none"> openWHO hand hygiene module, the WHO hand hygiene training videos, the New England Journal of Medicine video article focused on explaining the 5 Moments in practice – particularly 2 mins 44s to 6 mins16s (available in many languages), the new '5 Moments – the game' – find it soon here, the short hand hygiene multimodal improvement strategy video, the WASH in healthcare hand hygiene module, the Environmental cleaning and infection prevention and control in health care facilities in low- and middle-income countries, modules and resources – module 3 hand hygiene, for training those who clean.

	<p>Consistent commitment to the 5 moments by health and care workers could reduce the spread of infectious diseases in health care settings by up to 50%.</p> <ul style="list-style-type: none"> • Only together do 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 	
 <p>Those who access care</p>	<ul style="list-style-type: none"> • Infections acquired in health care are avoidable. Clean hands protect you and your health care team • Keep learnings from the COVID-19 pandemic in mind: protect yourself and others from infection by cleaning your hands • Be interested in your own care, talk to health workers about the importance of clean hands. Safe health care involves good communication • Being part of the WHO hand hygiene campaign and movement helps to protect yourself and others from infection. Clean hands save lives 	<ul style="list-style-type: none"> • Tips for patients to participate in hand hygiene improvement • Tips for implementing a patient participation programme • Information for patients and consumers - hand hygiene and antimicrobial resistance • Template letter to advocate hand hygiene to managers (revised August 2009) • Template letter to communicate hand hygiene initiatives to managers (revised August 2009) • Guidance on engaging patients and patient organizations in hand hygiene initiatives • Previous campaign web pages (from 2018-2022) that feature posters targeted at those who access care • Ask official patient organizations to sign up to the campaign



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