Accessible transcript: Hand Hygiene - safe care in our hands

Link: <https://www.youtube.com/watch?v=OCD_p01lhkQ&list=PLqL5-6uWOmWdwAxUnhnCpny5NJT4fNwSa&index=5>

**[Visual] The Te Tāhū Hauora logo appears in white against a blue background. It then disappears and is replaced by the words ‘World Hand Hygiene Day 2023 webinar, highlighting quality improvement in the hand hygiene programme, 27 April 2023’ in white. These words stay on the screen for several seconds and then are replaced by the words ‘Hand Hygiene – Safe care in our hands, Cath Robbins, Southern Cross Healthcare’ in white writing. These words stay on the screen for several seconds and then are replaced by a slide with the same title.**

[Audio] Amanda: I'd like to welcome Catherine Robbins. She's the IPC Advisor for Southern Cross Healthcare.

Ruth: Okay, thanks. Thanks, Amanda. I'll just put you on to your title slide and away you go, Cath.

**[Visual] The slide changes to one titled ‘Safe Care in Our Hands’. On the right upper corner is the Southern Cross Healthcare logo. Below it is a circle with a blue outline. In the lower left corner is the Hand Hygiene Safe Care in Our Hands logo.**

[Audio] Cath: Thank you. So yes,I've been an IPC nurse atWellington Southern Crossfor nine years before movinginto my current role.I work with Jane, our IPC Lead,and support the hospitalsacross the network. Next slide,please.

**[Visual] The slide changes to one titled ‘Hand Hygiene Campaign’. In the upper right corner of the screen is the Southern Cross Healthcare logo. In the lower left corner of the screen is the Hand Hygiene – Safe Care in Our Hands logo. In the middle of the screen is the text, ‘Why? To improve hand hygiene compliance’.**

[Audio] Cath: So, we decided on a new hand hygiene campaign. The reason behind that was hand hygiene compliance had been sitting around sort of 80 percent, but not really moving on from that. So, we wanted to improve compliance. So, next slide.

**[Visual] Further text appears on the slide which reads, ‘What? New marketing material with patient focus, Link to Speaking Up for Safety (SUFS), Local influencers in the hospitals, Sustainability’.**

[Audio] Cath: So, the things that we decided needed to be included were new marketing material with a patient focus. We wanted to link it to Speaking Up for Safety, because we'd already done a lot of work around that in the network. We wanted it to have local influencers in the hospitals, so make it very localised. And we'd also wanted something that was going to be sustainable and have longevity, because, yeah, we didn't just want it to be a flash in the pan, so, we wanted it to last. Next slide please.

**[Visual] Further text appears under the title ‘How?’. Below this are eight bullet-points that Cath speaks to.**

[Audio] Cath: So, a project groupwas formedand I wasn't initiallyin the project group,because I was coveringanother role.I joined a little while in.We had the IPC lead.We had two IPCNs.We had quality and riskand we had marketing.So that was the focus group that started.One of the starting pointswas to review previouscampaigns and behaviouralmaterial and have a look atwhat was already out there.A design brief was setand a timeline constructed.I have to say we did haveto review the timelinea few times. We agreed a budget.We did a baseline auditof alcohol gelplacement in the clinical areas because we wantedto be successful,so if there wasn't the gelin the right places then we knewthat would be a blocker.We engaged in an externaldesign companyto help us with the resources.And we planned a trialat two of our hospitals.And with those IPC nurses,we identified local ambassadorswho would bethe faces of campaign.And then we looked ateducation opportunitiesand links to the Speaking Upfor Safety,how we were going to tieit all together. Next slide,please.

**[Visual] The slide changes to one titled, ‘Pilot 2022’. Below the title are six bullet-points that Cath speaks to.**

[Audio] Cath: So, we planned the pilot to run from March 2022 at those two hospitals. We did baseline audits in February. So that was our hand hygiene observation audits that we were already doing as part of hand hygiene. And we also wanted to see if we could have a second measure, so we looked at alcohol gel usage to see if we could use that as a measure of how people were using the product. Sadly, there was then a delay due to the Omicron surge. We felt that there was no point launching it when we didn't have the resources to focus into the campaign. So, we delayed it a few weeks and started on the 5th of May, which we felt was a good time for a reset, and we ran the pilot for about six weeks. During the time we did comms via the internet. Our chief medical officer did some messaging to the specialists. IPC nurses at those hospitals were amazing at launching the campaign and creating the energy and the motivation for it. And then we created a survey for all of the staff. We did that on a Teams form. We emailed it out, and it went to all the Southern Cross staff, and it also went to the specialists. And we gave them about three weeks to complete before we looked at those results. The next slide, please.

**[Visual] The slide changes to one titled ‘Resources’. Below this are three image – on the left is one of a sticker with the words ‘Please sanitise’ and an illustration of three water drops. Below it is the Hand Hygiene Safe Care in Our Hands logo. The middle image is one of a sanitiser dispenser with a sign above it with the same words and images as the sticker. The image on the right is of a sign that reads ‘Welcome, please sanitise your hands before visiting’. It has the Southern Cross Healthcare logo in the top left corner and the Hand Hygiene Safe Care in Our Hands logo in the bottom right corner. Above this is the same illustration of the three water drops as on the sticker.**

[Audio] Cath: So, a look at some of our resources. So, you'll see that our logo, the ‘Hand Hygiene, Safe Care in Our Hands’, it was very patient focused, which was what we wanted. There was a bit of a debate about colours, but we went with the blue and orange, and that's seemed to have been a good choice. We had these stickers made to go by hand hygiene products. And also we have — on the right hand side, there's an A4 poster that we had at the entrance to our hospitals where the sanitisers on the stands. So that was around the hand hygiene products. Next and next.

**[Visual] Two images of posters appear above the previous images. The one on the left has an image of a nurse, smiling at the camera. The title above her reads, ‘Let’s take time for hand hygiene, every single time’. The poster on the right has an image of a surgeon with folded arms looking at the camera. The title above reads, ‘Hand hygiene counts, for me and my patients’.**

[Audio] Cath: These were some examples of our local ambassador posters. So, we had taglines with it. And we had surgeons. We had nurses. We wanted a good cross-section of the staff. Next and next.

**[Visual] Two more images of posters appear above the previous ones. The poster on the left has an image of a gloved hand applying sanitiser to two outstretched hands. Above this image are the words, ‘Gel your hands before you go-go’. The poster on the right has an image of a person using sanitiser. The caption over the image reads, ‘My my, how can you resist me’.**

[Audio] Cath: And then we had some lyrics posters. So, we based these on one of the UK NHS campaigns, which was run in London. We did have their permission to use the logos. Depending on age, you may or may not be familiar with Wham! and Abba, but those were included in the campaign. Next, please.

**[Visual] The slide changes to one titled, ‘Results’. Below the title are five bullet-points that Cath speaks to.**

[Audio] Cath: So, the campaign launch was a great focus for International Hand Hygiene Day. So, the little delay that we had, that actually went down really well. The GMs were really supportive of the campaign, which was great. There was an impact by COVID and winter illnesses, not only delaying the start of it, but also staff availability to complete audits and again, the feedback surveys, but we ran with it anyway. And it was actually really good to focus on hand hygiene again in the middle of COVID. I think early on in COVID the whole world became great at hand hygiene and then after a while it kind of waned a little, so it was a good reset. Hand gel usage, which we'd hoped to use as a measure was unsuccessful, just because there was a lot of bottles out there. Different staff were replacing them. The hospitals ordered them sort of in bulk, so we couldn't see how much they were ordering each week. So that was that was one of the not so good parts about the pilot. Now next slide, please.

**[Visual] The slide changes to one titled, ‘Survey Results’. Below this title are four bullet-points below this title that Cath speaks to. In the lower right corner is a quote with feedback on the campaign.**

[Audio] Cath: So, from the survey results, we had 63 of our own staff respond and nine specialists. And there's a few comments on the right there that were taken from the survey, and the people posters were the favourite. Everybody really, really liked them, which was great. And the resources by the hand gel was the second choice. Now, interestingly, the lyrics were the least popular and some people really hated them. We're not sure if this was an age thing. Maybe we've targeted the wrong age group with the particular songs that we chose. Whether it wasn't Kiwi enough, because it was based on the UK. But we took that on board. And then the other — obviously linking to Speaking Up for Safety, we did ask around how people felt about discussing hand hygiene with colleagues. Seventy-five percent of staff were comfortable discussing it, which is great, and interestingly, 63 percent of specialists. Next slide, please.

**[Visual] The slide changes to one titled, ‘Audit results’. Below this is a bar graph titled ‘Hand Hygiene Audit Results by Month March to June 2022’. Cath speaks to the results shown on the graph.**

[Audio] Cath: So, we did look at hand hygiene audits pre and post introducing the campaign. Hospital A in blue was pretty good before, hospital B in orange, a little way to go. We launched on the 5th of May and as you can see, both of them were above 90 percent following the implementation of the campaign. So that was positive. Next slide, please.

**[Visual] The slide changes to one titled ‘Pause’. Below the title are three bullet points which Cath speaks to.**

[Audio] Cath: So, the original timeline, we'd hoped that the pilot would be great and we’d go on and roll it out across the network. But obviously with the feedback we had, we decided to pause and review because we wanted to get it right before we rolled it out across the network. The campaign material, obviously the lyrics resources that we thought were great didn't go down so well, so we needed to revisit that. What did come across really strongly was we needed good staff engagement with those resources. So, we decided to focus more on local ambassadors. So, that involved obviously the people on the posters. But reaching a little bit further than that, we decided a competition open to absolutely everybody would be a good way to get staff involved. So, we're planning for a competition. And then we looked at our comms, so intranet, screensavers, network magazine, more comms from the CMO. So, we really wanted to launch it well. Next slide, please.

**[Visual] The slide changes to one titled, ‘Network Rollout March 2023’. Below the title is the same image of the ‘Please sanitise’ sticker as on a previous slide. Beside it on the right is an image of the screensaver Cath’s team developed. On the left side of the screensaver are the words ‘Be in to win’, with an image of a Prezzy card below. On the right side are six images of various medical staff holding up their hands.**

[Audio] Cath: So here you can see we kept the same stickers for the hand hygiene products. But this is a screensaver that we had. We had some good prizes for the competition to get people involved. It actually doesn't close until tomorrow, and I can honestly say we've had an amazing number of entries already, and it's across the board. It's not just nurses, it's the admin staff, the people who don't even work in the hospitals. It's been great. So, positive, positive there. Next slide, please. And next.

**[Visual] The slide changes to one with the same title, but with an image on the right of a poster. The poster has an image of Southern Cross Healthcare’s chief medical officer, Matthew Clark. Above him are the words, ‘Many hands make “right” work’. On the left of this poster is a quote from Matthew Clark that Cath speaks to.**

[Audio] Cath: So, this is our chief medical officer. We had one poster done of him. He's the only person to appear at all of our hospitals. All of the other posters are local people for the local hospital. He did send out some columns to the specialists, because we know they're always a tricky group to improve. And I just really liked this that he said. So, ‘My challenge to you is a simple one: let's improve our compliance... so we don't need to have awkward conversations with patients about that infection’. And we thought that might hit home with the specialists. The next slide, please.

**[Visual] The slide changes to one titled ‘Network Rollout’. On the right-hand side of the slide is an image of a pull-up banner. It has an image of a person using hand sanitiser with the words, ‘Hands you can trust’ above.**

[Audio] Cath: So, this resource is the only resource where we don't have a member of staff on here. And this is actually a pull-up banner, you know, the full, the big, tall ones that you see standing around. We wanted the campaign to have longevity, and we wanted to be able to reuse the resources. So, this is kind of an all-rounder that can be used. It can be used for a campaign. It can be used if you're doing education. It can be used in several situations. Next and next.

**[Visual] Two more images of posters appear beside the image of the banner. The poster in the middle of the screen has an image of a nurse holding up her hands. The caption above reads, ‘Could you always give yourself 10 out of 10 for hand hygiene?’. The poster on the left-hand side has an image of a doctor holding up his hands. Above his head are the words, ‘Hand hygiene means the right care, for all my patients’.**

[Audio] Cath: So, these are some examples of our current posters. And you'll notice at this time we've had a real focus on hands. So, the previous posters, the hands weren't that visible, but we really focused on hands and we also got the IPC nurses to take the photos. We didn't send the marketing team out to do them. So, these were just taken on people's phones. And it involved staff out on the floor, and it was great. Next, please. And next and next.

**[Visual] The slide changes to one showing three images of posters, similar to the previous ones. The poster on the left has an image of a staff member smiling making a heart with her hands. The caption above her reads, ‘Horoi ōu ringa kia noho haumaru. Wash your hands to be safe’. The poster in the middle has an image of a man in scrubs smiling and holding up his hands. The title above his head says, ‘Let’s keep passing the hand hygiene test, every day!’. The poster on the right has an image of a surgeon in scrubs smiling and holding up one hand. The title above his head says, ‘Hand hygiene counts for me and my patients’.**

[Audio] Cath: So, these are just some more examples. And the poster on the left, the nurse actually asked for this te reo sign to be used for her poster, which was great, another way of engaging staff. And next please.

**[Visual] The slide changes to one titled ‘Next steps’. Below the title are three bullet-points that Cath speaks to.**

[Audio] Cath: So, next steps. We're currently auditing to monitor the impact of the campaign, because obviously we're just in the early days post-launch. Competition closes tomorrow, so we'll announce the winners on the 5th of May. And then we're planning for a refresh of those ambassador posters, because we wanted to keep the campaign going, and we know people after a while stop seeing posters. So, we'll do a refresh of the posters and use the taglines from the competition. And next.

**[Visual] An image of a model modelling different angles of a yellow t-shirt appears below the bullet-points. On the front of the t-shirt across the chest is the Southern Cross Healthcare logo and the Hand Hygiene – Safe Care in Our Hands logo. On the back of the t-shirt are the words, ‘Safe care in our hands’.**

[Audio] Cath: And there was a great suggestion that we get some t-shirts done for Hand Hygiene Day. So IPC nurses and auditors will be having some of these ready for the 5th of May. And again, thinking of longevity, they'll be able to use it when they're doing education, when they're auditing, when they're out and about. And that's it.

Ruth: Thank you, Cath. That was great. Another great presentation. Lovely to see a presentation across a number of, you know, facilities. Has anyone — we've got probably time for a couple of quick questions. A few people are interested in some of your posters, so we'll pass those names onto you afterwards or you can — I can put your email address in the — when we send out the slides if you prefer. Maybe that would be — whatever you prefer. You can let me know. Has anyone got a question for Cath?

Unknown: Just wanted to check with you. You use the word ‘ambassadors’ for hand hygiene. So, is that what you are using for what we generally call ‘gold auditors’?

Cath: No. So, these people are just people around the hospital who we wanted to promote good hand hygiene. So, anaesthetists, surgeons, the cleaner, the health care assistant, the nurse, it's just everybody. So, I think a lot of projects, we quite often say, oh, we need a champion for this or a champion for that, or — we just wanted something a little bit different this time. So that's why we chose that word, I think.

Unknown: Right. No, that's great. Thank you.

Ruth: Any other questions? No? Thank you, Cath. That's great work. Thank you.

**[Visual] The video finishes and is replaced by the Te Tāhū Hauora Health Quality & Safety Commission logo in white, followed by the New Zealand Government logo.**

[Video ends]