

## IPAC Roadblocks: What's in Your Way?

### **#1 Apathy Within**

Has your Infection Control Team ever been referred to as Infectious Prevention? Outbreak Controllers? Or Infection Management? Do you find that the staff in your organization are not quite sure who you are or what it is you do, nor do they understand just how much work is involved in keeping the Infection Prevention and Control Program afloat? Have you ever considered the fact that lack of senior leadership support or staff involvement in your program might have to do with their lack of awareness of what it is you are trying to accomplish?



***The cure? Raise awareness of IPAC!*** Consider the following:

1. Review your corporation/organization's orientation program. Is IPAC information included? Is it current? Is it presented in an interesting and engaging way?
2. Investigate opportunities to promote the good work of your program - newsletters features, postings to bulletin boards, tables at wellness fairs, staff forums, etc.
3. Explore whether you have a presence on your facility's website both internally (e.g. your intranet) and externally.



4. Celebrate your successes. Ultimately an effective IPAC program means no infections so likely less attention. Celebrate the fact that there isn't anything to fix. If your facility has had an entire season without an outbreak, spread the good news! Take note of this success and talk about how you accomplished this (e.g. by installing ABHR at point of care in your facility). If your ICU has had a sustained decrease in ventilator associated pneumonia rates for 6 months in a row, give that team a pat on the back. It's important to be listened to when things are going well but just as important is your voice when your team has experienced success.
5. Celebrate the importance of infection prevention and control during [Infection Control Week](#). This occasion is marked each year during the third week of October. Consider focusing on just what your program does for this particular week in 2011.
6. Don't be afraid to talk about yourself. Any chance you get – in the elevator, waiting in line at the cafeteria, on your coffee breaks – let people know who you are and what you do. Be positive and upbeat. If as a result one new person knows who to call if an infection control issue arises, you have done a good thing!

Do you have any experience with apathy within your organization? Do you have a creative solution to this barrier? Have you implemented any (or all) of the suggestions above? Talk about it on [IPAC Chat](#) so that others can learn from your experience.