

Visitor Hand Hygiene Campaign



Giving Health
a Helping Hand

Erie St. Clair

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BACKGROUND:

In Canada, it is estimated that infections acquired in healthcare kill 8,000-12,000 people each year. The primary measure to reduce healthcare associated infections is hand hygiene. Nursing homes have signage and alcohol based hand rub at the entrances. Visitors often do not use it.



THE PROJECT:

A visitor hand hygiene campaign was undertaken to highlight its importance during outbreak season in nursing homes. Using a campaign created by the Waterloo Wellington Infection Control Network for acute care, the Erie St Clair Infection Control Network partnered with Public Health and Nursing Homes on a visitor hand hygiene campaign.



Using social marketing and a simple message, visitors and staff were asked to perform hand hygiene upon entering the home to keep residents safe. A banner of signed hands was left in the home as a reminder of the importance of hand hygiene.



The campaign used personal interaction, one clear message "Just Clean Your Hands," a signed commitment and visual prompts. Media releases enhanced communication with the community.



RESULTS:

The campaign and partnership was positive, beneficial, simple and fun. 35 nursing homes participated with 50-120 hands signed at each home. Media coverage amplified the message throughout the community.

LESSONS LEARNED:

The campaign did engage visitors, staff and volunteers in this message. There are currently few ways of measuring hand hygiene compliance in nursing homes.

NEXT STEP:

Further evaluation is required to see if engagement is effective in changing behaviour over time.



REFERENCES:

Ministry of Health and Long Term Care
Just Clean Your Hands
<http://www.justcleanyourhands.ca/index.html>

Provincial Infectious Diseases Advisory Committee (PIDAC)

Best Practices for Hand Hygiene

Best Practices for Management of Clostridium difficile in all health care settings

Best Practices for Infection Prevention and Control of Resistant

Staphylococcus aureus and Enterococci

www.pidac.ca

Public Health Agency of Canada (PHAC)

CCDR: Infection Control Guidelines: Hand washing, Cleaning, Disinfection and Sterilization in Health Care

<http://www.phac-aspc.gc.ca/publicat.ccdrrmtc.98odf/cdr248e.pdf>

Regional Infection Control Networks (RICNs)

www.ricn.on.ca