Creative Handwashing Campaign in an Orthopedic Surgical Institution

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Abstract Issue:

The CDC Guideline for Hand Hygiene was to be implemented at New England Baptist Hospital (NEBH) and education on the use of alcohol-based handrub throughout the facility.

Project:

In November 2003, a Hand Hygiene Campaign was presented at NEBH, a large orthopedic surgical institution with approximately 900 employees. The purpose was to educate HCWs on the CDC Guideline for Hand Hygiene and implement the use of alcohol-based handrub product. The campaign included creative posters around the theme of "Got Soap" with soap mustached nurses and doctors, a children's hand washing poster contest, and creative NEBH hand hygiene buttons. To illustrate hand contamination, cultures were obtained from the cafeteria cashiers followed by alcohol handrub. Raffles of unique talking toilets and ladybug products for pledges to wash hands, and glo-germ studies were conducted throughout the institution.

Results:

The educational program was a big success with 500 buttons distributed, over 400 pledges were submitted to wash hands and use handrub. In return, over 70 donated raffle gifts were distributed. Results of hand cultures following alcohol-based handrub were dramatic in demonstrating bacterial reduction. Alcohol-based handrub was installed in all operating rooms, patient rooms, and other departments immediately after the campaign.

Lessons Learned:

Hand Hygiene education can be presented in a fun and creative way and reach all levels of workers using principles of reciprocity. A turnkey approach to setting up an educational campaign, including sources for vendors, websites, buttons and poster themes will be presented.

Letter to Medical Staff

To: NEBH Medical Staff
From: Susan Davidson, M.D. and Members of the Infection Control Committee
Date: October 22, 2003

Hand washing continues to be cited as the single most important infection control measure to prevent disease transmission among patients and staff. Simple, easy to do and so effective – yet compliance continues to be a problem in healthcare facilities across the country. Recent developments in the field of infection control have resulted in new guidelines designed to improve hand-hygiene practices and JCAHO has included hand washing as one of their patient safety goals for 2004.

Numerous reports in medical literature and the associated press have highlighted observed deficiencies in hand washing practices among healthcare providers. To increase awareness and compliance at New England Baptist Hospital, we are initiating a Hand Washing Campaign during the month of November. A task force is developing weekly educational activities, which will include unique posters, buttons, raffles, observational studies and anonymous hand cultures.

Dr. Susan Davidson and the Infection Control Committee request your support and participation in this campaign by encouraging and complying with hand washing practices. We may ask some of you to participate in poster photographs or the anonymous hand cultures to illustrate the support of the medical staff.

Accountability and zero tolerance for non-compliance is the major theme of the campaign.

In addition to proper hand washing, we want to reinforce other infection control and employee health practices pertinent to medical staff:

Physicians or staff who have weeping lesions, open wounds, or infections must be seen in the Employee Health Center or by Infectious Diseases to determine "clearance" to provide care to our patients, including the Operating Room.

Puncture wounds, splash, and/or needle sticks must be reported immediately to employee's supervisor. Immediate follow-up by Employee Health or ACU (after hours till 11PM) must be completed with the employee who was injured. The policy states this must occur within the first 2 - 4 hours of injury.

Compliance with precaution techniques and use of gloves is mandatory. Gloves must be worn when having direct contact with broken skin, blood, body fluids, open wounds and when removing drains at the bedside.

Visibly soiled hands must be washed with Soft N Sure hand soap. Cal Stat waterless hand rub is used for non soiled hands. Rub hands together until the agent has completely dried.

Frequent hand washing protects everyone and is mandatory between patient contacts.

We need your assistance in maintaining a safe environment for our patients and their families. Please join us in campaigning for Hand Washing during the month of November. We encourage you to submit ideas for educational focus and share any observations of non-compliance with Maureen Spencer, M.Ed., R.N., Infection Control Coordinator, ext. 45332, beeper #1134.

Sincerely,
Members of the NEBH Infection Control Committee

Project Budget

___Hand Hygiene Buttons www.everyonelovesbuttons.com	500 @ .40	$200.00
___Posters of hand with germs www.caretechlabs.com	Price: 25 @ $1.00	$25.00
___Handwashing business cards www.vistaprint.com		$27.21
___Talking Toilets qty 3 @ $14.95 www.funideas.com		$54.35
___Lady Bugs Items www.birthdayexpress.com		$37.72
___Lady Bug Bear qty 3 @ $14.00 www.gocollect.com		$42.00
___Misc. raffle items and paper goods		$125.68
	Grand Total:	**$511.96**

Alcohol Based Hand Rub
Installed in each patient room, two per operating room, laboratories, radiology, nurses stations, corridors, and physician work areas.

Glo-Grem Demos

www.caretechlabs.com

Lady Bug Bears - www.gocollect.com (search for lady bug bears - @$14.00)
Talking Toilets and Talking Duck Soap Dispensers - www.glogerm.com (order online - @$14.95)
Glo-germ Powder, Liquid Soap, UV Light, Kits - www.glogerm.com
Lady Bug Bean Bags and other decorations - www.birthdayexpress.com (search for lady bug - @$2.99)

Campaign Activities

During the month of November, we will be presenting a hospital-wide campaign to increase medical staff and employees attention to the importance of hand washing. There will be three weeks of activities - starting this week.

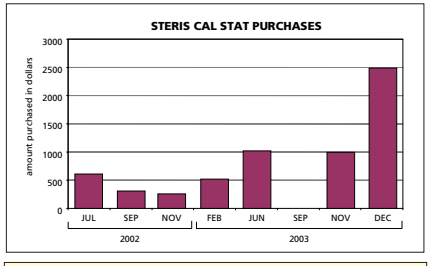
Week 1 Activities:
1) Anonymous hand cultures - before and after the use of Cal Stat antiseptic hand rub. Employees will be asked to plant their fingertips onto media plates - photos will be taken and the results will be displayed.
2) There will be a children's coloring contest for ages 6-10 yrs for the best hand washing poster - information will be distributed next week. The contest winners will be selected the last week of the campaign and great prizes awarded for several categories. All employees are invited to have their children, nieces, nephews, etc. participate.
3) Raffle table - employees who agree to post educational materials in their worksite and make a pledge to wash their hands will be able to enter their name into the raffle.
4) Posting of educational posters around the facility to heighten awareness.

Week 2 Activities:
1) Glo-germ detective spray and fluorescent light. If you are interested in demonstrating potential disease transmission in your worksite - contact Maureen Spencer, RN at Ext. 45332 and ask for a glo-germ demonstration. An item that frequently contacts numerous people (i.e. telephone, computer keyboard, shared patient care equipment) will be sprayed with the invisible glo-germ and later in the day a fluorescent light is used to show where their hands have been.
2) Raffle table - employees have the opportunity to enter their name in this week's raffle if they agree to wear one of the handwashing campaign buttons.

Week 3 Activities:
1) Selection of the best hand washing poster done by children.
2) Raffle table - employees have the opportunity to enter their name in this week's raffle if they show their button or agree to wear one.

If you have any additional ideas or if you would like to participate in the hand cultures and glo-germ activity - please call Maureen Spencer, M.Ed, RN, Infection Control Coordinator at Ext.4.5332

Buttons, Designed by NEBH and printed by www.EveryoneLoveButtons.com



Children's Activities

Salt Dough Ladybug

Designed by Amanda Rosenow RSA Intern to create things, and so do grown ups! This darling little ladybug makes a great shelf adornment or a welcome visitor on your desk.

You will need

1 cup salt
2 cups all purpose flour
1 cup water
acrylic paint in red, black, and white
paintbrush
pencil
toothpick
clear acrylic sealer

IMPORTANT NOTE: This recipe for salt dough makes a lot of ornaments. If you only plan on making a few, cut this recipe into fourths or in half.

What you do

Preheat oven to 250 F. Mix together, salt, flour, and water until a dough is formed. Knead the dough on a floured surface until the mixture is elastic and smooth. If dough is too sticky, sprinkle with flour, continue to do so until stickiness is gone. BE CAREFUL. Do not add too much flour, this will dry out the dough and will cause it to crack before you get a chance to bake it.

THIS DOUGH IS NOT EDIBLE.

Roll out the dough. To make the ladybug, you can either use an egg shaped cookie cutter, or do like we did and simply roll a small handful of dough in your hands to form an oval. Our head is approximately 2 inches long, but the size is completely up to you!

Once your oval is created, use a pencil to draw a line (about 1/3rd deep) down the center of the oval, from the top of the head to the tail. Then, use the pencil to draw the eyes on the head (see photo). Poke pencil into various spots on the ladybug's back to create its spots.

Place the ladybug onto the cookie sheet and bake for approximately 2 - 2.5 hours. Remove from oven and allow to cool completely. For best results, allow ladybug to cool and dry overnight, or for at least 4 hours.

To decorate, paint the ladybug's body red, the head black, and use a fine tip paintbrush or a toothpick to fill in the outline and dots with black paint. Let dry. Use toothpick or fine tip paintbrush to add an white of the eyes, let dry. Use toothpick to dot on the black pad of the eyes. Finish with a coat of clear acrylic sealer.

Kid's coloring contest

Special thanks to Jere McGrath, Media Services at Beth Israel Medical Center for graphic design and poster preparation.