



Ideas for Six Creative Hand Hygiene Programs

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Background/Objectives: Compliance with good hand hygiene continues to be a problem in healthcare settings. The infection control department at an orthopedic specialty hospital instituted six creative hand hygiene programs in FY2006 aimed at the visitors, staff and patients. The infection control liaisons were solicited to participate in the events and assist infection control in marketing good hand hygiene.

Methods: The six creative hand hygiene programs were:
November 2005 - *Partners in Hand Hygiene* - patient focused education in the preadmission screening process - small bugs were distributed to 2000 patients with a hand hygiene brochure and over 300 staff received small bottles of alcohol rub with novelty bug attached to them during the campaign kickoff.

January 2006 - *Let it S.N.O.W.* - stop nosocomial organisms by washing - snowmen were wrapped around alcohol based hand rub containers and novelty snowmen were attached to small bottles of alcohol rub and distributed to over 250 staff in cafeteria displays and raffle items.

April 2006 - *Do the H.O.P.* - handwashing offers protection - bunnies were wrapped around alcohol based hand rub bottles and novelty bunnies were distributed with alcohol hand rub in cafeteria displays with raffles items.

June 2006 - *Bug Beat F.I.E.S.T.A.* - fight infection - everyone should take action - an educational fair with exhibit displays from each infection control liaison explained how they participate in the infection control program. The fair included several participatory games, such as Bug Jeopardy, and raffles and prizes were distributed. Over 250 attended the fair including visitors, staff and physicians.

November 2006 - *Cruise on the L.U.A.U.* - let us always use - Good hand hygiene - the cafeteria was decorated into a cruise ship with a captain greeting staff and visitors at the entrance with automatic alcohol rub dispensers. There was Hawaiian music greeting the staff and small novelty prizes and raffles were distributed in the cafeteria.

November 2006 - *M.R.S.A. Fair* - make resistance stay away - a display of educational posters from the infection control liaisons demonstrated how they participate in the hospital-wide MSSA and MRSA eradication program. Fair included educational handouts, games, raffle items and novelty prizes.

Results: At each program over 250 of the 1000 employees attended based on the number of unique raffle names entered as a pledge to perform good hand hygiene. The pledge fosters principles of reciprocity and high levels of cooperation. Staff, physicians and visitors enjoy the unique, fun programs and the consistent message that it conveys to healthcare workers.

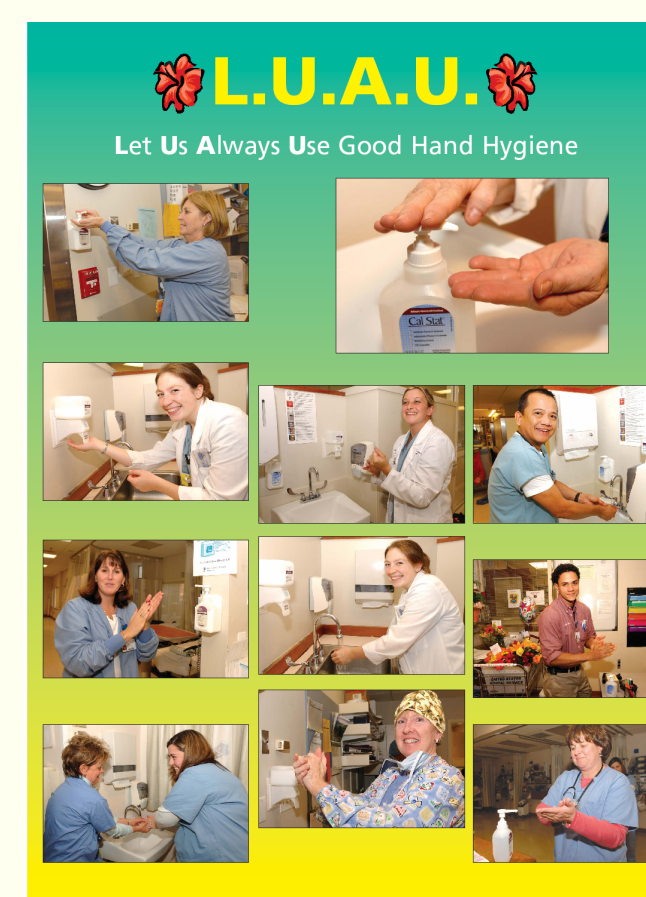
Conclusions: Infection control can be creative and fun with consistent marketing, networking and education, which are important to promote good hand hygiene among staff and physicians. The use of consistent marketing programs with distribution of novelty items establishes a good relationship with staff and a sense of reciprocity, which fosters cooperation and compliance.



November 05 "Partners in Hand Hygiene"
Program involved the distribution of 2040 fingerpuppet "bugs" to patients to help them ask "Did You Wash Your Hands?", over 300 stuffed bugs to staff attached to 4 oz bottles of alcohol rub and hand hygiene brochures Program cost: \$1427.00



June 2006 - The FIESTA
Fight Infection - Everyone Should Take Action
Games - Lady Bug Toss, Rubber Duck Game, Mexican Hat Dance, Distributed over 300 chili peppers, raffles and alcohol based hand rub Program cost: \$429.05



November 8, 2006 Cruise on the L.U.A.U. *Let us Always Use - Good Hand Hygiene*
Cafeteria was transformed into a cruise ship, everyone entering had to apply alcohol hand rub.
Included: Luau music, Leis, Hawaiian Finger food, candy, raffles and alcohol hand rub
Program cost: \$208.00



January 06 "Let it S.N.O.W."
Stop Nosocomial Organisms by Washing
Educational display, Snowmen wrapped around alcohol rub dispensers, games, raffle prizes Program cost: \$681.00



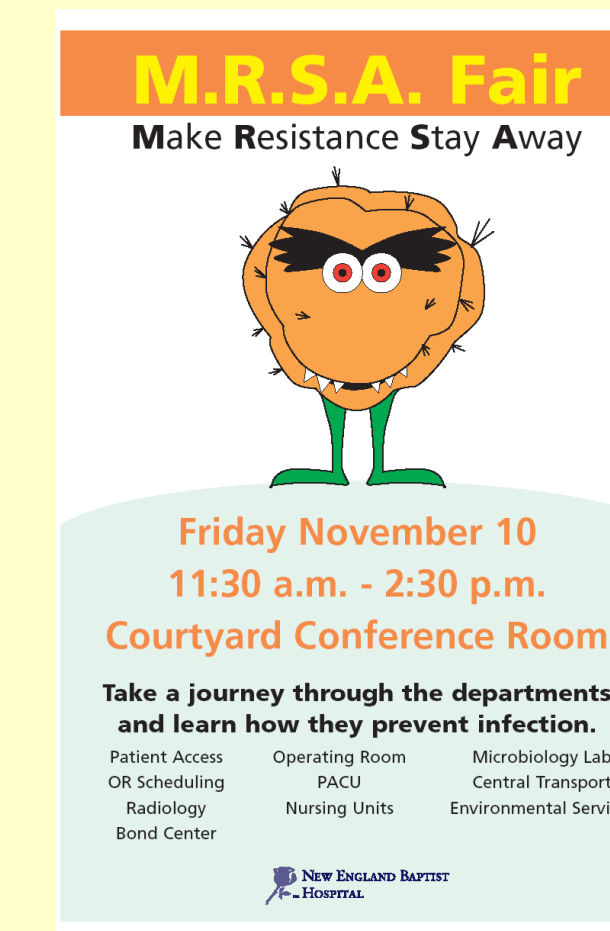
April 06 "Do the H.O.P."
Handwashing Offers Protection
Bunnies wrapped around alcohol rub dispensers, cafeteria display, distributed small bunnies with alcohol hand rub, candy and raffles Program cost: \$308.00

November 10, 2006 M.R.S.A. Fair
Make Resistance Stay Away

Bug Jeopardy, Match the Bug, Microbiology Lab Gram stain guess

16 poster displays from all departments who participate in the MRSA Eradication Program: Admitting, OR Scheduling, Prescreening, Ambulatory Care Unit, Presurgery Unit, Operating Room, Recovery Room, Nursing Units, Micro Lab, Housekeeping & Central Transport

Games, Prizes and Raffles
Program Cost: \$366.00



Infection Control Liaison Group: Linda Cunningham, RN, Operating Room; Marie Dyer, RN, Ambulatory Care Unit; Carol Genereux, Manager, Pre-Screening Unit; Judith Head, RN, 4West; Kim Kelly, RN, Operating Room; Sharon Linteris, RN, 5East; Linda Streng, RN, Presurgical Unit; Deborah Dominici, Laboratory; Darlene Ferreira, RN, 5West; Andrea Genduso, Recovery Room; Melanie Hughes, Recovery room; Kelly Gerasimov, Radiology; Dorothea Judson, Radiology; Coteia Snowden, Microbiology; Irene Maceachern, Pre-Screening Unit; Kathryn McCarragher, RN, Nursing Education; Blanca Quinones, RN, Jenks 4 East

Results: Hand hygiene compliance is monitored by collecting the empty containers of soap, alcohol rub, foam and wipes. The volume used in a two month period is then calculated with patient days to provide the number of hand hygiene procedures performed by patient day.

Over the past year the hand hygiene educational programs have positively influenced the data. Unfortunately we realized that patients were taking alcohol rub pump dispensers home and skewing our results. Recently we converted all the dispensers to alcohol foam which cannot be easily removed.

Conclusions: Infection control can be creative and fun with consistent marketing, networking and education, which are important to promote good hand hygiene among staff and physicians. The use of consistent marketing programs with distribution of novelty items establishes a good relationship with staff and a sense of reciprocity, which fosters cooperation and compliance.

