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HAND HYGIENE TIMES



Positive Deviance: A timely approach to hand hygiene improvement during the COVID-19 pandemic

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We are now approaching one year since The World Health Organization declared the coronavirus outbreak (COVID-19) to be a global pandemic. Since the outset, infection prevention and control professionals (ICPs) have been working tirelessly to prevent the transmission of the virus, elevating hand hygiene to the highest of priorities.

The valuable role of ICPs has been brought to the forefront through this pandemic. However, leading hand hygiene improvement efforts has been challenging for most ICPs with their time and resources being diverted by COVID-19 outbreak management. It is now more imperative than ever for those on the frontlines of patient care to step up and lead hand hygiene efforts.

Many different strategies have been attempted over the decades to improve hand hygiene. But one stands out as particularly relevant during this time. Positive deviance is a behavioral change process based on the premise that “in every community there are certain individuals or groups whose uncommon behaviors and strategies enable them to find better solutions to problems than their peers, while having access to the same resources and facing similar or worse challenges.”¹

We can apply this concept in healthcare by considering the nursing unit as the community and lifting up healthcare workers with exemplary hand hygiene practices as role models. The basic premise of positive deviance is to promote a frontline ownership approach allowing designated role models to lead the way.²

In several studies,^{3,4,5} nurse managers began the process by selecting a few healthcare workers who not only exhibited exemplary hand hygiene practices but also expressed the desire to lead their peers in new ways of thinking about hand hygiene and strategies for improvement. In these studies, role models led peer-to-peer activities including:

1. Twice-monthly meetings to discuss hand hygiene and ways to improve.
2. Feedback about hand hygiene performance data.
3. Recognition of others with good hand hygiene performance (including physicians).
4. Opportunities to share feelings about hand hygiene, current challenges, and changes needed to facilitate better access to products, e.g., best placement for hand sanitizer dispensers.

During these turbulent and chaotic times, it may be easy to let recognition of others fall by the wayside. However, frontline staff have expressed a great sense of pride in being recognized by their managers and their peers for their leadership in providing quality patient care.^{4,6} ICPs can initiate the implementation of a positive deviance approach to hand hygiene improvement by partnering with nurse managers in communicating their appreciation of frontline role models and encouraging them to step up and lead.

¹ Positive Deviance Collaborative. What is Positive Deviance? Available at: <https://positivedeviance.org/>. Accessed January 20, 2021.

² Zimmerman B, Reason P, Rykert L, Gitterman L, Christian J, Gardam M. Front-line ownership: generating a cure mindset for patient safety. *Healthc Pap.* 2013;13(1):6-22.

³ Marra AR, Noritomi DT, Westheimer Cavalcante AJ, et al. A multicenter study using positive deviance for improving hand hygiene compliance. *Am J Infect Control.* 2013;41(11):984-988.

⁴ Marra AR, Guastelli LR, de Araujo CM, et al. Positive deviance: a new strategy for improving hand hygiene compliance. *Infect Control Hosp Epidemiol.* 2010;31(1):12-20.

⁵ Letourneau J, Alderson M, Leibing A. Positive deviance and hand hygiene of nurses in Quebec hospital: What can we learn from the best? *Am J Infect Control.* 2018;46(5):558-563.

⁶ Gaughann AA, Walker DM, DePuccio MJ, MacEwan SR, McAlearney AS. Rewarding and recognizing frontline staff for success in infection prevention. *Am J Infect Control.* 2021;49(1):123-125.



PRODUCT FEATURE

Formulations You Can Trust to Help Improve Hand Hygiene Compliance

GOJO has changed how the world stays well for more than 70 years. PURELL® products are universally recognized and trusted to provide effective protection from germs.¹ When patients, visitors, and healthcare personnel see the PURELL brand, it reinforces your high standards for patient safety and quality care. The PURELL brand shows you care enough to provide the best, while supporting all you do to help people stay well.

The GOJO focus on hand hygiene and skin care science offers a whole-systems approach to simplifying hand hygiene compliance. Effective hand hygiene depends on healthy skin, and our products are formulated to clean and moisturize skin, even in the most demanding environments. We partner with healthcare facilities to offer products and programs to help maintain healthy skin and build hand hygiene compliance as part of an effective infection control program.

PURELL® Brand HEALTHY SOAP™* Products

PURELL Brand HEALTHY SOAP products are available in a variety of gentle and effective formulations. Whether you choose antibacterial soaps, non-antibacterial soaps, or our products with CLEAN RELEASE™ Technology, you can count on a soap that's as effective as it is gentle.



Maintain Skin Health

Nourishes the skin, while gently removing dirt and germs, and helps supports the skin's natural moisture barrier.



Healthy Ingredients

Gentle formulation that's free of parabens, triclosan, and phthalates.



Better Experience

Refreshing formulations are pleasant, with added peace of mind that only comes from the PURELL® brand.



PURELL® Advanced Hand Sanitizer

From Canada's #1 brand of instant hand sanitizer², comes a formulation that outperforms other leading hand sanitizers mL for mL delivering the most powerful, advanced antimicrobial kill.^{3,4}



Convenient Sanitizing

Offer easy hand hygiene options everywhere soap and water aren't available.



The PURELL Brand is #1 in Canada²

Trusted effectiveness in critical situations, while helping to maintain skin health.



Gentle and Effective

Formulated with mild and effective ingredients, including moisturizers and skin conditioners.



* Cleans and moisturizes.

¹ GOJO Industries, Inc., Market Research - Internal Market Research, 015-063, 7 April 2015.

² Nielsen Sales 52wk ending 1/4/20.

³ Edmonds, et al. Comparative efficacy of commercially available alcohol-based hand rubs and World Health Organization-recommended hand rubs: formulation matters. Am J Infect Control. 2012 Aug; 40(6):521-5.

⁴ Healthcare Personnel Handwash Study #100907-101, January 6, 2011, BioScience Laboratories, Bozeman, MT. Healthcare Personnel Handwash Study #111209-101, March 8, 2012, BioScience Laboratories, Bozeman, MT. When tested using the HCPHW test methodology against other hand sanitizers commonly used in healthcare facilities



For instructions on handwashing best practices, fact sheets on where common germs are found, and lots of other helpful information on how our products can be used to help eliminate germs on hands and surfaces, visit the new **PURELL® Brand Well-Being Centre at <https://www.GOJOCanada.ca/PURELL-WellBeingCentre>.**

