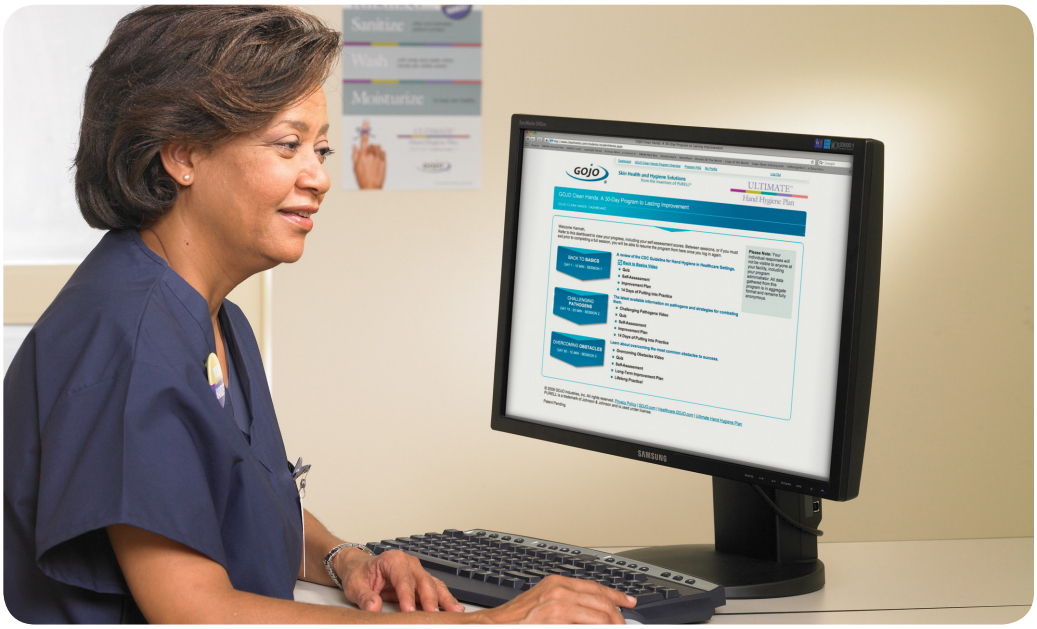
GOJO

HAND HYGIENE TIMES

Your resource for the latest news in effective infection control program development and best practices.

Issue 12 Volume 2



Overcoming Obstacles to Good Hand Hygiene

Jane Kirk MSN, RN, CIC, Clinical Specialist

If you haven't had an opportunity to check out the work done by the Hand Hygiene Project of the Joint Commission Center for Transforming Healthcare you're missing some solutions that may be helpful in your facility.

The Center for Transforming Healthcare is a not-for-profit affiliate of The Joint Commission with a single goal – to solve healthcare's most critical safety and quality problems. Improving and sustaining hand hygiene compliance was the Center's first project.

Eight leading hospitals and health care systems, ranging in size from 270 to 1,000 beds, participated in the project. At the start of the project in April 2009, they were surprised to learn that their rate of hand hygiene compliance averaged only 48 percent. By June 2010 they had reached an average compliance rate of 82 percent that had been sustained for eight months.

So, how did they do it? Project participants used systematic process improvement methods to identify targeted solutions. First, they measured their baseline compliance with rigor and learned compliance rates weren't as high as they thought they were. Then, they identified exactly why their hand hygiene processes were failing, created solutions targeted to the most critical contributing factors, and proved the effectiveness of those solutions.

Ten factors were identified as the main causes of failure to clean hands:

1. Ineffective placement of dispensers or sinks
2. Compliance data not collected or reported accurately or frequently
3. Lack of accountability and just-in-time coaching
4. Safety culture not stressing hand hygiene at all levels
5. Ineffective or insufficient education
6. Hands full
7. Wearing gloves interferes with process
8. Perception that hand hygiene is not needed if wearing gloves
9. Forgetfulness
10. Distractions

According to the Hand Hygiene Project, solutions for improving compliance are in our H-A-N-D-S.

Habit	Make "clean in" and "clean out" a habit – clean hands upon entering and exiting a patient care area and before and after patient care.
Active feedback	Coach & intervene to remind others. Use visible and technology-based reminders. Tailor education for specific disciplines. Celebrate improvements.
No one excused	Make hand hygiene an organizational priority & performance expectation with commitment from leadership. Hold everyone accountable, including doctors.
Data driven	Utilize a sound measurement system. Scrutinize and question the data. Measure specific, high-impact causes of hand hygiene failures in your facility.
Systems	Provide easy access to hand hygiene dispensers. Create a space for workers to put items while cleaning hands. New technology for reminders & monitoring compliance.

You can find more information about the project at the following link:

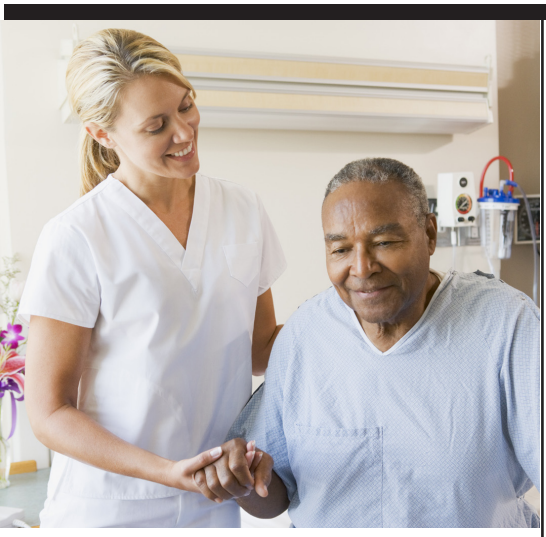
http://www.centerfortransforminghealthcare.org/projects/display.aspx?projectid=5

*continued on next page

THAT'S a FACT!

A "Hand Hygiene" campaign using a multidisciplinary approach showed a decrease in HAIs as hand hygiene compliance increased from 66% to 90%.[1]

1. Improving hand hygiene compliance: A multidisciplinary approach. Helms et al. Association for Professional in Infection Control and Epidemiology, Inc. AM J Infect Control 2010;38:572-4.



Overcoming Obstacles to Good Hand Hygiene

There may be other causes for hand hygiene non-compliance in your facility. The Hand Hygiene Project recommends that hospital-specific causes be analyzed so that appropriate solutions can be targeted. Both the Centers for Disease Control and Prevention[1] and the World Health Organization[2] identified products that cause irritation and dryness as deterrents to hand hygiene adherence. When choosing hand hygiene products it's important to seek information from manufacturers regarding the irritancy potential of both soaps and alcohol-based hand sanitizers. Additionally, the CDC makes a strong recommendation for soliciting input from healthcare workers regarding the feel, fragrance and skin tolerance of any products under consideration.

There is no silver bullet for increasing hand hygiene compliance. The best approach will be multi-modal and multi-disciplinary and will require a clear and consistent message regarding the expectation for compliance.

1 http://www.cdc.gov/mmwr/PDF/rr/rr5116.pdf
2 http://whqlibdoc.who.int/publications/2009/9789241597906_eng.pdf

GOJO CLEAN HANDS

A 30-Day Program to Improved Hand Hygiene

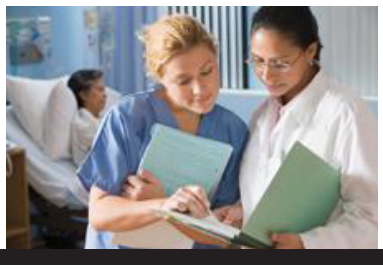
GOJO Clean Hands was deveoped to help educate healthcare workers (HCWs) on hand hygiene best practices, while promoting behavior change through self-assessment and improvement planning. GOJO Clean Hands is a self-administered online education program with four primary learning objectives:

- **Review** the fundamentals, challenges, and best practices of good hand hygiene
- **Perform self-assessment** against hand hygiene guidelines
- **Define** individual improvement areas
- **Incorporate hand hygiene improvements** into daily practice

As a self-paced intervention program to drive personal commitment to better hand hygiene, here are the key advantages of implementing this program:

1. **Behavior based:** Multi-step intervention focuses on increased learning and self-awareness of current hand hygiene practices. This program drives personal commitment through self-assessments, self-improvement plans and provides personalized tips and reminders to improve hand hygiene.
2. **Relevant:** With content based on CDC Hand Hygiene Guideline, GOJO Clean Hands is targeted to acute care healthcare personnel and developed under the direction of adult education experts, behavioral scientists and certified infection prevention specialists.
3. **Easy:** Web-based tool manages participants through program steps while supervisors electronically invite participation and monitor the confidential group reporting of responses.
4. **Proven results:** Hospital-tested program demonstrates statistically significant increase self-assessed compliance with the CDC Guideline for Hand Hygiene*.

* Online learning to Improve Hand Hygiene Knowledge and Compliance Among Healthcare Workers. Alemagno et al. Journal of Continuing Education in Nursing. Vol 41, No 10, 2010; 463-471.



As HCWs move through the program, they receive friendly email reminders and hand hygiene tips to help them achieve their improvement goals. The tips and reminders are specific to the hand hygiene moments the HCW has chosen to improve. Participants can track their progress through the program and see changes in individual self-assessment and quiz scores on the site dashboard. Each HCW who finishes the program gets a certificate acknowledging their commitment to improved hand hygiene.

GOJO Clean Hands is a ***flexible*** tool that you can use in many ways depending on your facility's needs.

- **Action plan** in response to an outbreak or cluster of infections
- **Annual training** or **competency program**
- New **employee orientation**
- **Tier** on a clinical ladder
- **Behavior modifying intervention** for non-compliance
- **Risk assessment tool** to determine strengths and weaknesses in your hand hygiene program

Below are the steps to register a facility to participate in the GOJO Clean Hands Program

1. **Assign** a site administrator
2. Site administrator **requests access** for facility on healthcare.GOJO.com/CleanHands
3. After receipt of log on information the **site administrator registers** facility on www.cleanhands.com
4. **Site administrator sends electronic invitation generated from GOJO Clean Hands program** to individuals or groups selected to participate

The Site Administrator of the program will monitor participant's progress, as well as receive feedback summarizing weak areas in knowledge and self-assessed hand hygiene compliance.

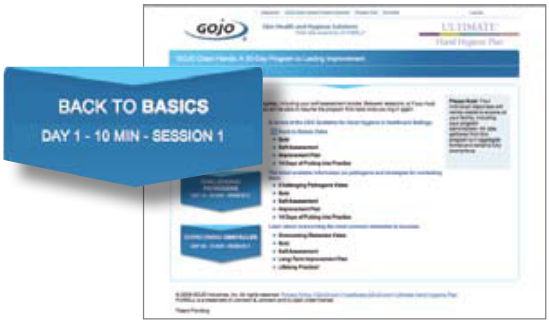
The diagram to the right is the step by step process for HCWs to learn the basics of hand hygiene using the GOJO Clean Hands program.

Positive changes through step-by-step adult learning

It's this easy…

1. **Each participant will log on to www.cleanhands.com to register**

2. **Participants view Session 1, self-assess their hand hygiene practices, and create a self-improvement plan**



Over the next 14 days, participants receive supporting e-mail reminders and tips for achieving their personal improvement goals

3. **Participants view Session 2 on Day 15, reassess their hand hygiene compliance, and revisit their goals**

Over the next 14 days, participants receive additional supporting e-mail tips specific to their personal improvement goals

4. **Participants view Session 3 on Day 30, set personal goals for lasting improvement, and conclude the program**

To protect the privacy of your healthcare workers, all personal identifiers are removed. No individual responses are reported. The site administrator may run reports to help evaluate group progress and target improvement areas that will drive positive behavioral change. For more information on GOJO Clean Hands please visit www.cleanhands.com.

See journal article published on cleanhands.com at http://www.jcenonline.com/view.asp?rID=65228

Product Feature

PURELL® INSTANT HAND SANITIZER SKIN NOURISHING FOAM WITH DERMAGLYCERIN SYSTEM™

Hand Hygiene compliance can be challenging especially for healthcare workers who suffer from skin irritation caused by hand hygiene agents and/or extreme cold weather conditions. One way to help improve hand hygiene compliance is to provide products that are easy on the skin.

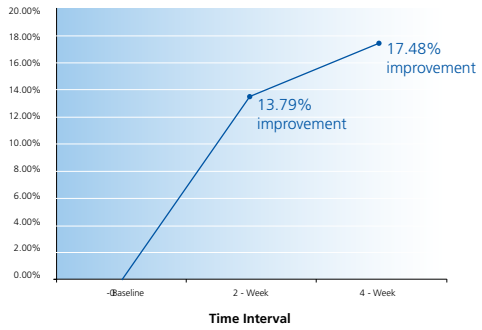
PURELL Instant Hand Sanitizer Skin Nourishing Foam with DERMAGLYCERIN SYSTEM™ is clinically proven to improve skin condition in 14days.[1, 2] Formulated with 70% ethyl alcohol and a synergistic blend of seven moisturizers, PURELL Instant Hand Sanitizer Skin Nourishing Foam with DERMAGLYCERIN SYSTEM™ delivers an aesthetically pleasing product that not only doesn't damage the skin, but can deliver increased moisturization.

- Perceived by HCWs as "**soothing**"[1]
- **Proven** antimicrobial efficacy
- Thick foam **clings to hand**
- Helps to **reduce contact dermatitis**
- **Fragrance free** due free formula
- CHG, Latex, Vinyl and Nitrile **compatible**
- Dispensers are **ADA compliant**
- **Meets CDC, JC, CMS, NFPA and IFCC requirements** for a hand sanitizer
- **Kills 99.99% of most common germs** that may cause illness in as little as 15 seconds

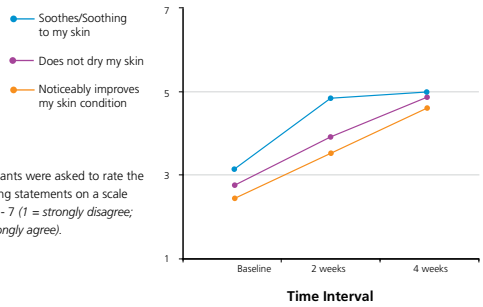
PURELL® Instant Hand Sanitizer Skin Nourishing Foam with DERMAGLYCERIN SYSTEM™ has been proven to increase skin moisture and is well liked in an actual healthcare environment. As outlined in the CDC Guideline, providing products with healthcare worker acceptance is a critical piece of ensuring on going hand hygiene compliance.

Description	Order Number	Case Pack
Skin Nourishing Foam with Dermaglycerin System		
TFX™ Touch Free Dispenser 1200 mL Refill	5398-02	2
TFX Touch Free Dispenser 1000 mL Refill	5399-02	2
FMX™ Manual Dispenser 1200 mL Refill	5198-03	3
FMX Manual Dispenser 1000 mL Refill	5199-03	3
535 mL Pump Bottle	5798-04	4
45 mL Pump Bottle	5698-24	24
Dispensing Options /Accessories		
PURELL TFX Touch Free Dispenser	2720-12	12
PURELL FMX Manual Dispenser	5120-06	6
PURELL 535 mL Bottle Bracket	5700-06	6

Skin Hydration Percent Improvement Over Baseline



HCWs' Feedback Supports Clinical Results



Participants were asked to rate the following statements on a scale from 1 - 7 *(1 = strongly disagree; 7 = strongly agree).*

1. Clinical field evaluation #1. (February 11, 2008 to March 21, 2008), GOJO Industries, Inc.Study ID 2008-01-F10176
2. Clinical evaluation #2, (October 9, 2007 to October 11, 2007) RCTS Study ID 2301

A Look Ahead

next month's issue

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