GOJO

HAND HYGIENE TIMES

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

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Multimodal Approach to Hand Hygiene in Healthcare

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Infection Preventionists would agree that the key to a successful, sustainable hand hygiene program is not one intervention but rather a multimodal approach. Hospitals with successful hand hygiene programs have identified various combinations or "bundles" of interventions that have sustained improvement in hand hygiene compliance.[1,2] Previous studies have shown that when hand hygiene compliance improves, healthcare associated infections decrease, which is a goal of all infection control programs.[3] Some of the interventions identified as yielding sustained success in hand hygiene programs include:

Alcohol-Based Hand Rubs

- **Emphasizing usage of alcohol based hand rubs (ABHR)**. Successful programs indicated that they put the emphasis on using ABHR, referring directly to the CDC Guideline for Hand Hygiene in Healthcare Settings.[4]

Product Accessiblilty

- **Placing ABHR at the point of care and other accessible points** in the healthcare worker's workflow pattern such as medication carts, med prep areas, chart areas, and near computer keyboards.

Product Acceptability

- **Changing to staff preferred products.** Pilot testing to assess acceptability is strongly recommended before final selection of hand hygiene product(s). Characteristics that can affect staff acceptance of a hand hygiene product include dermal tolerance and skin reactions to the product and its fragrance, consistency, and color. Structured self-administered questionnaires may be useful tools to assess acceptability of hand hygiene products by the staff.[5]

Observation and Feedback

- **Ongoing audits** to measure hand hygiene compliance either by direct observation or electronically, or volume of ABHR used. Methodology is the same for each unit for comparison.
- **Feedback** based upon baseline compliance rates compared to each unit's post intervention rate.

Educational Awareness

- **Educational blitz** or programs detailing the need for hand hygiene and instruction. Studies of successful hand hygiene programs report that standardized unit in-service presentations, with epidemiologists reviewing slides with physician groups, along with Infection Control having one-on-one discussions with clinical staff while rounding, provided improved compliance.
- **Posters & promotional items promoting hand hygiene ,** and bearing the hand hygiene campaign slogan including pins and screensavers. These should be changed frequently.
- **Promotional items** such as pins, and screen savers.

Support and Recognition

- **Positive Reinforcement** – in one successful facility, units with exemplary hand hygiene performance were rewarded with certificates and trophies that sparked friendly competition.[6] One hospital reported that bestowing incentives when peers were present enhanced the impact for compliant individuals, and non-compliant individuals got the message non-confrontationally.[7]
- **Executive support** – all successful programs report the need for overt executive support in order to be successful. Some examples include "walk arounds" by executive medical and nursing staff, and pictures of executives with speech balloons carrying a positively framed message exhorting the value of hand hygiene.[8]
- **Role Modeling:** The CDC Hand Hygiene guideline describes the importance of role models, and one study describes a direct correlation between a mentor's hand hygiene behavior and the medical student's hand hygiene compliance.[10]

Collaboration

- **Staff involvement/ownership.** One hospital attributed its' success to the ongoing collaboration and teamwork between infection control personnel and individual unit managers and staff.[9] Another successful hospital involved staff in creating posters.

Owners of successful hand hygiene programs agree that not one or two of these interventions working alone achieve sustained success at hand hygiene compliance, but rather a combination of these or a multimodal approach where these interventions are introduced over a period of time. In the hospitals that demonstrated sustained improvement there was agreement that the programs must provide intermittent reinforcement for at least 2 years post intervention.[11] Knowing which interventions will prove successful in a facility requires knowing the culture of the facility and a willingness to do ongoing evaluations and change in order to create the right combination of strategies to improve hand hygiene and achieve the ultimate goal of reducing healthcare associated infections.

1,8,11 Whitby, M. et al. (2008). Three successful interventions in healthcare workers that improve compliance with hand hygiene: Is sustained replication possible? The American Journal of Infection Control (36)5 p. 349-355.

2,6,7,9 Mayer, J. et.al. (2011). Dissemination and sustainability of a hospital-wide hand hygiene program emphasizing positive reinforcement. Infection Control and Hospital Epidemiology (32)1 p.59-66.

3,4 Boyce, JM & Pittet, D. (2002). Guideline for hand hygiene in health-care settings. Morbidity and Mortality Weekly Review 51 (RR 16).

5 Larson, E. Girard, R. et al (2006). Skin reactions related to hand hygiene and selection of hand hygiene products. American Journal of Infection Control.

THAT'S a FACT!

In a recent study, a multifaceted education program resulted in significantly improved hand hygiene compliance. The education program resulted in a significant relative increase of 26.3% in hand disinfection compliance.

http://www.ncbi.nlm.nih.gov/pubmed/20381804

Product Feature

EDUCATIONAL SOLUTIONS FOR HEALTHCARE WORKERS, PATIENTS AND VISITORS

To help Infection Preventionists implement, manage and drive hand hygiene compliance among healthcare workers (HCWs), GOJO has developed awareness building tools to raise awareness for how, when and why to practice good hand hygiene, modify behavior and help prevent healthcare associated infections (HAIs). From healthcare in-service programs to patient education programs, GOJO has a variety of tools for use in hospital settings. These tools are accessible online at **healthcare.gojo.com/education**.

Healthcare Worker Education

Hand Hygiene Awareness Posters & Downloads

GOJO has a variety of free hand hygiene awareness tools available for download. These tools can be used in a healthcare facility to help emphasize the importance of hand hygiene in reducing the spread of germs. Recommended placement of posters include patient rooms, corridors, nurses stations, admission areas, above hand sanitizing stations, bulletin boards and other high traffic areas.

Hand Hygiene Times Newsletter

HCWs can get the latest news in effective infection control program development and best practices when they subscribe to receive this newsletter on a monthly basis. Each edition includes an educational section written by a proven expert in Infection Prevention & Control with over 30 years of experience in a variety of roles including a Public Health Nurse, Clinical Instructor and Director of Infection Control.

Healthcare Workers In-Service and Patient Hand Hygiene Videos and Webinars

Educate HCWs and patients on the importance of hand hygiene using webinars and videos that demonstrate the importance of hand hygiene and help reduce the risk of infections. Specifically, the videos provide the how, when and why to practice good hand hygiene in support of the CDC and WHO hand hygiene guidelines and the webinars provide the scientific overview and importance of hand hygiene related to key pathogens in healthcare and barriers to compliance.

Award Winning Science and Technical Publications

Learn more about our award winning science and technical publications including the 2011 APIC Blue Ribbon and William A. Rutula Award winning poster, "Comparative Efficacy of Commercially Available Alcohol-Based Hand Rubs and WHO-Recommended Hand Rubs: Which is More Critical, Alcohol Content or Product Formulation." The Rutula award demonstrates exemplary scientific merit and is of high interest and relevance to the infection control community.

Patient and Visitor Programs

Community Awareness Program

Tools designed to build patient and visitor awareness to practice good hand hygiene.

Programs include:

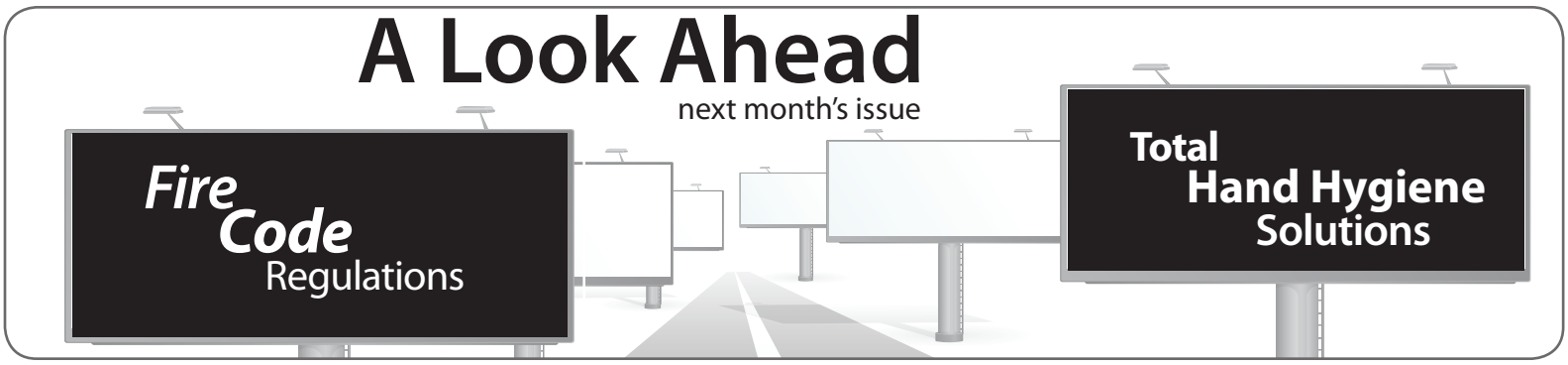
- Brochure
- Poster
- Meal Tray Card
- Screen Saver
- Button

These are customizable to include the facility's logo. We recommend that healthcare workers review the brochures with patients on admission to get everyone in the game to practice good hand hygiene. In support of this program GOJO offers PURELL® Personal Pack Sanitizing Wipes individual packs of 36 wipes ideal for a patient hand hygiene program.

Getting patient and healthcare workers to think about hand hygiene first is essential to promoting hand hygiene compliance. Having HCWs as role models to demonstrate and educate about good hand hygiene is ideal. Healthcare workers, patient and visitors working together can reduce the spread of HAIs.

A Look Ahead

next month's issue



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