GOJO

HAND HYGIENE TIMES

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

Issue 5 Volume 3

Social Marketing for Hand Hygiene

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Infection preventionists have been creating and posting signs to remind healthcare workers to clean their hands for over a decade. And yet, in spite of their efforts, the **CDC reported in May 2010 that hand hygiene compliance remains at 40% as previous reports from 2002.**[1]

A recent study of social marketing and behavioral change suggest that behavioral nonadherance resulting from lack of opportunity (such as insufficient time, interference with patient care activities, or inaccessible hand sinks) or lack of ability (inadequate knowledge of hand hygiene technique) or lack of attractiveness (skin irritation from hand washing) can be better addressed by social marketing than by education or policy alone.[2]

Social marketing applied to hand hygiene behavior can be defined as enabling a change leader such as an Infection Control professional to be effective persuading an audience of healthcare workers to adopt a desired behavior that benefits the organization and its stakeholders (patients).[3] This concept surpasses advertising and studies the audience (or HCW's) perspective of the benefits of performing hand hygiene (feeling clean, feeling safe, or feeling trusted by the patient) and the barriers to performing hand hygiene (lack of knowledge when to clean hands, availability of hand hygiene products). The sources of social pressure to perform (from patients, peers, or management) and the availability of competitive choices (not performing the behavior or using gloves inappropriately) are also considered.[4]

There are many approaches to social marketing and one is signage. Many infection preventionists seize the opportunity for creativity by keeping hand hygiene in the HCWs thoughts through monthly signs with a catchy phrase or jingle for hand hygiene. Some use the holidays and seasons as the theme behind the message. Some use employee champions in the photos to inspire other HCWs. As an Infection Preventionist reported, "we are entertaining them into compliance instead of nagging hand hygiene participants."[5]

Sometimes Infection Preventionists do not have time to create signs and messages promoting hand hygiene. In a study done by the Center for Disease Control and Prevention (CDC) in Atlanta, Georgia, USA, it was determined that "**prepackaged educational tools have been shown to be effective in part because they can facilitate implementation of interventions locally by ICPs**. Prepackaged tools allow ICPs to include local data and implement the tools most appropriate for their institution and for the time they have to spend."[6]

Whether prepackaged or created within the healthcare organization, it is important to frequently change signage so that it doesn't become ignored. Using a social marketing approach in Vancouver, Canada, the Clean Hands for Life™ campaign used 10 posters and rotated them every 4-6 weeks during the year. They engaged staff by holding poster contests where the staff created and submitted posters.[7]

When developing promotional messages and media, social marketers utilize insights from the psychology of perception. Messages are more effective when framed in terms of benefits (gains) rather than costs (losses), and print advertising should conform to the principles of effective communication.[8]

Promoting hand hygiene in healthcare through social marketing can be viewed as a valuable technology for behavior change because it complements education and policy. Using signs as part of a multifaceted campaign can be an effective way to improve hand hygiene compliance and ultimately decrease healthcare associated infections and yield better outcomes for our patients.

1 Ellingson, K. May 4, 2010 Center for Disease Control and Prevention Presentation New Frontiers in Hand Hygiene Promotion & Measurement retrieved from: http://emergency.cdc.gov/coca/summaries/pdf/Hand_hygiene_interim_trans.pdf

2,8 Mah, M.W., Deshpande, S. & Rothschild, M.L. (2006). Social marketing: A behavior change technology for Infection Control. American Journal of Infection Control.34(7) 452-457.

3,4 Doell, L. (2004). Is it all in the advertising? American Journal of Infection Control. 32(3) E56.

5,7 Forrester, L.A., Bryce, E.A., Mediaa, A.K.. (2008). Clean Hands for Life™: Results of a regional hand hygiene campaign. American Journal of Infection Control 36(5) E70 pub8-65.

6 Lawton, R.M., Turon, T., Cochran, R.L., Cardo, D. (2006). Prepackaged hand hygiene educational tools facilitate implementation. American Journal of Infection Control. 34(3). 152-154.

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.

Product Feature

RESOURCES TO HELP BUILD HAND HYGIENE COMPLIANCE

In order to increase compliance within the healthcare setting and adhere to hand hygiene guidelines, GOJO offers cost effective hand hygiene programs that build support within the healthcare environment and community, in additional to the necessary products that people know and trust.

Hand Hygiene Awareness Signs and Posters

The CDC and WHO recommendations support placing relevant, simple, and visually pleasing visual cues such as posters throughout the hospital facility to help healthcare workers and patients improve hand hygiene compliance. Visual cues should be placed in high traffic areas such as hospital entrances, restrooms, corridors, patient rooms and nurses stations.

Healthcare Worker and Patient Hand Hygiene Education Videos

As part of our training video catalog GOJO offers new healthcare worker and patient education videos based on the CDC and WHO Hand Hygiene Guidelines and best practices to educate and raise awareness of hand hygiene for staff and patients. These videos include:

1. Hand Hygiene Before Touching a Patient, After Touching an Inanimate Object
2. Hand Hygiene Before Clean/Aseptic Procedure
3. Hand Hygiene After Exposure to Body Fluid
4. Hand Hygiene After Touching the Patient's Surroundings
5. Hand Hygiene for Patients
6. Hand Hygiene for Visitors
7. Hand Washing and Hand Sanitizing Procedure for Patients
8. Healthcare Workers Hand Hygiene Education
9. Overcoming Barriers for Hand Hygiene

MESSENGER™ Dispenser Station

GOJO now offers the new MESSENGER™ Dispenser Station to help promote hand hygiene awareness throughout a healthcare facility. This new dispenser accessory is a self-adhesive accessory which provides a customizable messaging area on GOJO dispenser systems to encourage hand hygiene.

Key benefits include:

- Interchangeable 3"x 4" message area for custom messaging
- Custom message uses standard name badge cards and inserts
- Artwork for pre-designed messages available from GOJO at www.GOJO.com/messaging
- Quick and easy to install
- Use with TFX™, FMX™ or NXT® dispensers

The MESSENGER can be used to reinforce hand hygiene compliance with healthcare workers (HCWs) by changing the messaging to remind HCWs to clean their hands or that patient safety is in their hands. By changing and customizing the messaging, it helps draw attention and reminds HCWs of the importance of good hand hygiene. It can also help raise awareness and educate patients and visitors around hand hygiene by encouraging them to make a difference by cleaning their hands and empowering them to help stop the spread of germs.

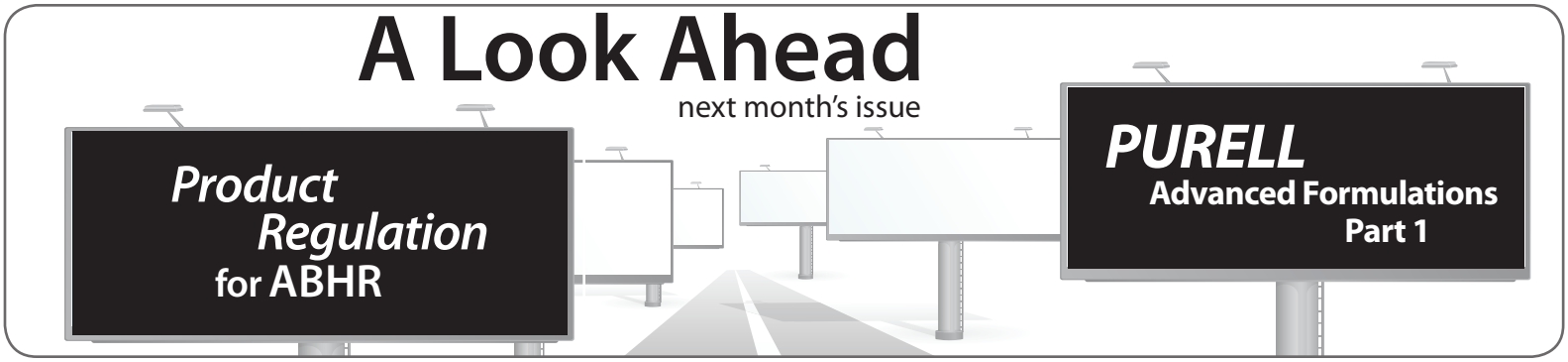
Encouraging HCWs to practice good hand hygiene through constant reminders and product placement will help reduce the risk of infections for HCWs and patients.

Description	Order Number
Hand Hygiene Awareness Signs and Posters	
Handwashing Procedures	LIT-HCE-HHR
Hand Sanitizing Procedures	LIT-HCE-SAN
Practice Good Hand Hygiene	HCE-LIT-CFSP2
Protect Our Patients	HCE-LIT-CFSP3
Wash Your Hands	HCE-LIT-WYH
The Best Way to Kill Germs	HCE-LIT-SYH

Description	Order Number
HCW AND PATIENT EDUCATION VIDEOS	HCE-VID-HCWP
MESSENGER Dispenser Station	2105-12

A Look Ahead

next month's issue



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