



# **SAVE LIVES: Clean Your Hands**

## **WHO's Global Annual Campaign**

### **Advocacy Toolkit**

**“** *Health care-associated infection is such a big problem, we need to focus the world on something that is truly actionable and can save many, many lives. This action is hand hygiene, a flagship element of WHO's patient safety work.* **”**

**Dr Edward Kelley, Director, Service Delivery and Safety, WHO**

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This toolkit is aimed at all health care workers who plan to undertake hand hygiene campaign activities on or around 5 May every year. It provides a framework for advocacy, as well as guidance on how to develop campaign materials at the local level.

WHO has been campaigning on hand hygiene since 2009, and develops new products and resources every year that can be used within health care settings to support local action.

“

*Hand hygiene campaigning from WHO has helped us to get more people engaged in working towards a change in mindset for a better patient safety culture.*”

**Institute of Social Security, Mexico**

# WHY THE ‘SAVE LIVES: CLEAN YOUR HANDS’ CAMPAIGN IS IMPORTANT

**Hand hygiene is not a luxury.** Campaigning gives WHO an amazing opportunity to talk to a worldwide audience. Infection prevention and control (IPC), which includes hand hygiene, is fundamental to safe and effective health care systems. Hand hygiene is relevant to all health workers, patients and their families at every single health care encounter. It contributes to quality universal health coverage, meeting Sustainable Development Goal (SDG) 3.8 and also strongly supports the water, sanitation, hygiene and health (WASH) and global antimicrobial resistance (AMR) agendas.



**Approximately 70% of health care workers and 50% of surgical teams do not routinely practice hand hygiene.**

Studies have shown that practising routine hand hygiene achieves a reduction in health care-associated infections (HAIs).

WHO is committed to improving hand hygiene in health care, and working with others to raise awareness to achieve action.



**Hand hygiene saves millions of lives every year when performed at the right times in health care.**

However, sub-optimal infection prevention precipitates the spread of germs, including those resistant to antibiotics.

To support health care workers, WHO leads a global annual campaign on 5 May, working closely with key stakeholders to support improvements in IPC around the world.



**‘SAVE LIVES: Clean Your Hands’ is marked on 5 May every year.**

The campaign aims to highlight the importance of hand hygiene in health care, by **‘bringing people together’** in support of hand hygiene improvement globally.

WHO marks this day each year by issuing tools and materials, focused on a different theme, to support local activities.



**Almost 20 000 health facilities across nearly 180 countries worldwide (as of May 2016) have joined the campaign.**

Health care facilities across the world have run activities to support hand hygiene improvement to ensure patient and health worker safety.

WHO aims to support all countries to build on this success and expand the reach further into the future.



**You are invited to join the campaign every year, to help improve hand hygiene practices and raise awareness of HAIs.**

Changes are needed at every health care encounter, to ensure hand hygiene is practised at the right times.

Your commitment and energy are vital and key to keeping this campaign successful for many years to come.

# CAMPAIGN OBJECTIVES

The following objectives will help explain *your* campaign work to others.



Aim to make hand hygiene a global priority, viewed as an essential life-saving action in the delivery of safe, quality care.



Make meaningful engagement with all health workers (and others) on hand hygiene and emphasize how their role plays a part in improving patient outcomes.



Inspire infection prevention and hand hygiene advocates in a range of clinical settings to support sustained behaviour change, aligning with the campaign call to action.



Ensure hand hygiene campaign recognition through continuity with a **'SAVE LIVES: Clean Your Hands'** activity each year – driving on-going engagement with the use of campaign resources available on WHO webpages.

# KEY MESSAGE HIGHLIGHTS

## Health care-associated infections

- HAIs, including surgical site infections (SSIs) and device (line) associated infections, occur worldwide, affecting hundreds of millions of patients annually. The rate of transmission in the health care setting has led to increases in avoidable infections, which can lead to death if not treated.
- Around 5 million infections occur annually in European hospitals, representing an extra 25 million days in hospital and an economic burden of €13–24 billion.
- Approximately 70% of health care workers do not routinely practise hand hygiene, with health workers reporting misunderstandings about the relevance and importance of hand hygiene in everyday clinical practice.
- Evidence suggests that as little as 50% of surgical teams comply with hand hygiene best practice throughout a surgical patient's hospital stay.
- SSIs are the most frequent type of infection in low-and middle-income countries, with a pooled incidence of 11.8%, compared to 1.2 – 5.2% in developed countries.

## Hand hygiene campaigning

- Each year, WHO identifies specific health care needs and proposes a 'theme' for targeted action to tackle the spread of avoidable infections.
- Hand hygiene campaigning as part of an IPC programme, in any setting, supports IPC and reduces an avoidable burden on health systems.
- The '**SAVE LIVES: Clean Your Hands**' campaign aims to maintain a global profile on the importance of hand hygiene in health care by 'bringing people together' in support of hand hygiene improvement globally.
- The campaign supports a social movement led by strong advocacy across the world, helping to keep patients and health workers safe. It is critical that advocates, IPC professionals and WHO continue to work together to promote and support the campaign's core agenda.
- WHO has celebrated 10 successful years of campaigning on hand hygiene. However, there are still many misconceptions about how practising hand hygiene can impact the reduction of HAIs.
- Commit to making hand hygiene an essential part of quality care by joining the campaign activities every year, as part of your facility's overall hand hygiene multimodal improvement strategy.

# CALL TO ACTION

Hand hygiene campaign advocates have achieved and can continue to achieve great things in support of WHO's call to action. At the start of the year, WHO starts to disseminate information on the chosen theme for 5 May campaign activities. All patients continue to be at risk of HAIs, in particular SSIs and device(line or catheter)-associated infections. Without targeted action each year to maintain the profile of this life saving action, hospitals and health care facilities will continue to be at risk from avoidable infections.



## Health workers can:

- follow evidence-based guidelines for hand hygiene.
- improve the prevention of infections in all health care settings throughout the patient's care journey by understanding and applying the WHO 'My 5 Moments for Hand Hygiene'. These are critical life-saving actions for every day of the year.
- improve IPC by championing hand hygiene best practice and educating all health workers on the importance of clean hands.



## Health workers, when performing key interventions known to increase infection risks, can:

- practise hand hygiene whenever inserting, managing or removing an intravenous (IV) line, urinary catheter or endotracheal tube, as per the "My 5 Moments".
- practise safe surgical care, for example, for a post-operative wound (WHO Moments 2 and 3 for Hand Hygiene).



## Policy-makers can:

- support and advocate for greater monitoring of HAIs.
- improve the control of infections across all health services regulating and promoting hand hygiene action as per WHO recommendations.
- make information widely available on the impact of HAIs, and encourage all health workers to play their part.
- reward innovation and development of programmes to improve the knowledge, understanding and behaviour change related to hand hygiene best practice.



## Patients and the general public can:

- talk to health workers about hand hygiene.
- visit the WHO website to see what they can do to support patient participation in hand hygiene best practice.

# JOIN THE CAMPAIGN

*“ Thank you for pledging to safer patient care every year. We invite all of you to join us and to commit to on-going hand hygiene action. Let’s make sure every health worker has safe hands in health care. ”*

**Professor Didier Pittet, Director, Infection Prevention and Control Programme & WHO Collaborating Centre on Patient Safety, The University of Geneva Hospitals**



# HOW AND WHEN TO GET INVOLVED

## HOW?

Sign up to the 'SAVE LIVES: Clean Your Hands' campaign if you have not already done so, and ask others to join the campaign as well. More information here:

<http://www.who.int/gpsc/5may/register/en/>.

Plan your activities early (including necessary budget), and confirm commitment from target audiences.

Commit to WHO's campaign theme, look out for regular updates and issue your own information in the months leading up to the campaign.

Use WHO technical/educational materials, including posters that explain the critical times for hand hygiene ("My 5 Moments").

- Use these in training sessions, focus group discussions, morning ward or grand rounds, or as hand-outs to highlight the risks and actions required to ensure patient safety.

Use WHO campaign materials (posters, infographics), and new supporting data as it is issued, to help you engage health workers or key target audiences.

Post campaign information in your own newsletters, intranet and websites, using text from the 'SAVE LIVES: Clean Your Hands' newsletter or WHO campaign slide set, to raise awareness.

Feature the following link – <http://www.who.int/gpsc/5may/en/> – on your web pages, and WHO will acknowledge your participation by linking to your web pages.

## WHEN?

➤ **Any time.** Health facilities can sign up to the WHO campaign any day of the year.

➤ **At the start of each year.** Keep target audiences informed of your activities and key date(s).

➤ **At the start of each year.** Make sure you announce your day (or week) of action, which should be on or around 5 May.

➤ **Routinely.** Use within your routine IPC activities throughout the year.

➤ **Regularly.** Once campaign information is available, it is important to provide updates to engage others.

➤ **April onwards.** Together we can achieve global reach of 5 May messages.



# HOW AND WHEN TO GET INVOLVED (CONT.)

## HOW?

Poster placement is critical in getting people's attention in your health facility. Rotating these regularly is key to achieving impact and influence behaviour change.

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Show WHO hand hygiene and IPC promotional videos at your events.

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Be active on social media with your own strategy to help raise awareness using the official WHO campaign hashtag **[changes annually]**.

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Follow the World Health Organization on Twitter (@WHO), Facebook, Instagram, and share social media posts relating to 5 May activities with your followers and friends.

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Take part in the annual WHO online/virtual education classes and encourage others to attend.

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At times, WHO will announce global surveys to understand the burden of HAI and/or hand hygiene improvement progress. Take part in these surveys as another way of getting involved and maintaining the global profile of this important life-saving action.

## WHEN?

➤ **Regularly.** Use WHO posters alongside your own. Rotating every 2-4 weeks is recommended.

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➤ **Anytime.** Videos are available on the WHO web pages to provide additional support to your local activities, and can be shown at 5th May events.

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➤ **5th May.** Don't miss out, help create a buzz and ensure a global impact. Make sure you are part of this amazing global social movement, which helps keep patients and health workers safer every day.

# GUIDANCE FOR PLANNING YOUR CAMPAIGN



# MAKE YOUR CAMPAIGN ACTIVITIES IMPACTFUL

Using a strong visual identity and slogan is critical, alongside key messages and a range of appealing materials. The intention of the campaign theme (preferably based on an existing need) and target audiences should be established from the start. Here are two examples of past WHO campaigns:

## 2014

In 2014, the ‘**It takes just 5 Moments to change the world: clean hands stop the spread of drug-resistant germs**’ theme used a visual identity to build on WHO’s ‘no action today: no cure tomorrow’ AMR campaign. The aim of the campaign was to show that hand hygiene action is proven to protect patients from harmful drug-resistant germs and to engage with the global AMR agenda.



## 2016

The ‘**See Your Hands: Hand Hygiene Supports Safe Surgical Care**’ theme used a visual identity that supported a call to action for surgical teams. The purpose of the campaign was to remind surgical teams that patients are **IN their hands**, and that they should see what’s **ON their hands** – this messaging aimed to promote the regular practice of hand hygiene from admission to discharge of surgical patients, in particular. A range of other materials were also created to support the campaign [more on pg. 12].



# EXAMPLE OF A WHO CAMPAIGN ACTIVITY IN 2016 – JOINING HANDS WITH A SURGICAL COLLEAGUE



- 1 In 2016, WHO encouraged health workers, and those passionate about IPC, to partner up with a surgical colleague.
- 2 The intention was to share best practice on hand hygiene, to reduce HAIs and ensure that surgical patients achieved the best possible outcome at every stage of their hospital journey – from admission to discharge.
- 3 The campaign encouraged surgical colleagues and other health workers to join together in championing hand hygiene best practice.
- 4 The key activity involved surgical colleagues “joining hands” to take a photo holding a WHO campaign board (available on the WHO website) to support the campaign.
- 5 Posting photos to Twitter and Instagram using the hashtag **#safesurgicalhands**, was highly effective in achieving global campaign impact for 2016.

# CREATING CAMPAIGN MATERIALS

To make the most impact, campaign materials should follow the **seven Cs** for communicating effectively. Use this guide when developing any of your own campaign materials.

Remember to prepare a post-campaign report explaining the importance of activities, including their impact. This could help provide guidance on how to support and improve future campaigns.

- 1 **C**ommand attention
- 2 **C**larify the message
- 3 **C**ommunicate a benefit
- 4 **B**e **C**onsistent (with all other materials)
- 5 **C**ater to both the heart and the head
- 6 **C**reate trust
- 7 **I**nclude a **C**all to action

# TYPES OF CAMPAIGN MATERIALS

A variety of different campaign materials can be created to target key audiences and maximize the impact of your campaign. The products to consider developing and using include:

- 1 Talking points** – an internal message document used to support spokespeople who present campaign objectives and activities.
- 2 Technical materials** – help educate audiences about the problem, and provide guidance on how to address the ongoing issue.
- 3 Factsheets** – can be useful to summarize the data and latest evidence.
- 4 Posters** – can clearly highlight the theme, slogan and call to action of your campaign.
- 5 GIFs for social media** – Facebook, Twitter, Instagram, Vine.
- 6 Infographics** – a great way to summarize key information in a concise way which is also impactful on social media.
- 7 Videos** – short videos are known to draw attention to a topic.
- 8 Public service announcements** – via radio, TV, online, SMS.
- 9 Case studies** – real-life storytelling can help bring the campaign to life (make sure you get permission in advance to feature personal details and photographs).
- 10 News release** – engaging with media experts can enhance your campaign messaging and reach. However, this tactic is only worthwhile if you have **new** facts and figures to release.
- 11 Local activities** – consider organizing activities (e.g. events, educational lunches) in your locality to get people involved.

# LEGAL USE OF WHO CAMPAIGN MATERIALS

- **WHO campaign materials should be used in the provided format without any changes, for educational and information purposes only and not for sale or for use in conjunction with commercial purposes.**
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## Use of the WHO emblem

- Since use of the WHO emblem implies endorsement by WHO, it may be used only with express written permission from WHO.

## Acknowledgements regarding campaign activities

- WHO is unable to post photographs or videos of local campaign activities unless directly contacted by WHO in relation to official photo or feature stories.

# MORE INFORMATION

We want to maintain and raise the profile of hand hygiene in health care every day of every year.

Together we can achieve these goals.



For further information and access to campaign materials for the ‘**SAVE LIVES: Clean Your Hands**’ campaign visit: <http://www.who.int/gpsc/5may/en/>

For further Information on **WHO My 5 Moments for Hand Hygiene** visit: <http://www.who.int/gpsc/5may/background/5moments/en/>

To download hand hygiene reminder tools for the workplace visit: [http://www.who.int/gpsc/5may/tools/workplace\\_reminders/en/](http://www.who.int/gpsc/5may/tools/workplace_reminders/en/)

To access WHO hand hygiene improvement tools and resources for use all year round visit: <http://www.who.int/gpsc/5may/tools/en/>

To see the latest number of hospitals and health care facilities which have signed up to support the campaign visit: [http://www.who.int/gpsc/5may/registration\\_update/en/](http://www.who.int/gpsc/5may/registration_update/en/)



# Contact information

The **'SAVE LIVES: Clean Your Hands'** campaign is part of the WHO Infection Prevention and Control Global Unit

For more information visit:

<http://www.who.int/gpsc/5may/en/>

Or contact:

[savelives@who.int](mailto:savelives@who.int)

