



**World Health
Organization**

**‘It’s in your hands –
prevent sepsis in health care’**

**WHO SAVE LIVES: Clean Your Hands
5 May 2018**

www.who.int/infection-prevention/en/

Each year the **WHO SAVE LIVES: Clean Your Hands** campaign aims to maintain a global profile on the importance of hand hygiene in health care and to ‘bring people together’ in support of hand hygiene improvement globally.

**THE ANNUAL GLOBAL
HAND HYGIENE
CAMPAIGN
- 5 MAY**



World Health
Organization

A permanent WHO web feature - 5 May hand hygiene campaign -



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Campaigns

Campaigning is one important part of reaching people, improving behaviour and achieving safer, high quality health care practices. For some aspects of infection prevention and control (IPC), campaigning can generate significant social pressure, participation and action. Campaigning can help build collective will, energy and momentum. The problem of health care-associated infection (HAI) can therefore partly be addressed through campaigning. By catalysing and driving the profile of key global campaigns, WHO's IPC Global Unit aims to raise awareness and encourage policy change around priority IPC areas.

SAVE LIVES: Clean Your Hands



WHO's global annual call to action for health workers
SAVE LIVES: Clean Your Hands

Arabic | Chinese | French | Russian | Spanish

Injection Safety



WHO strategy for the safe and appropriate use of injection worldwide
Injection safety

WHO Infection Prevention and Control Global Unit

– leading the hand hygiene campaign –

*Protecting patient and health worker lives across the world
through excellence in infection prevention and control*



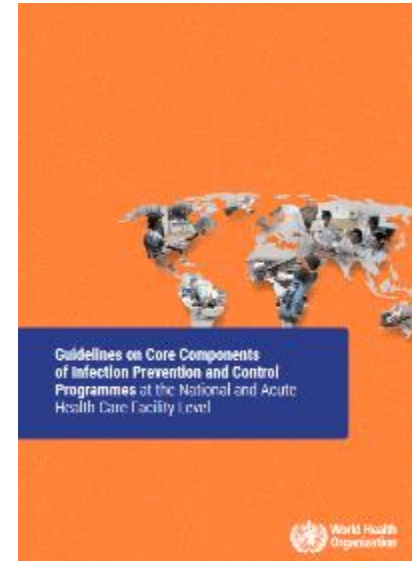
Working with the WHO collaborating centre on patient safety
(infection control) at the University Hospitals of Geneva

Hand hygiene at the core of effective IPC

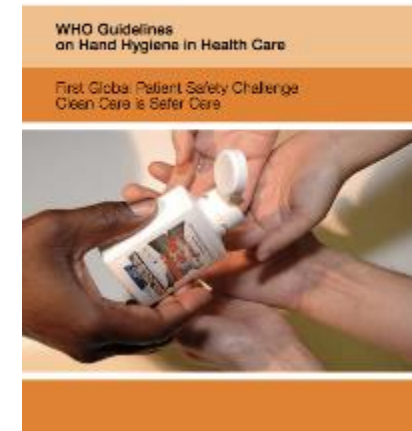
- Based on the **WHO Guidelines on Core Components of Infection Prevention and Control (IPC) Programmes**, WHO emphasizes the link to strengthening IPC programmes.

www.who.int/infection-prevention/publications/ipc-components-guidelines/en

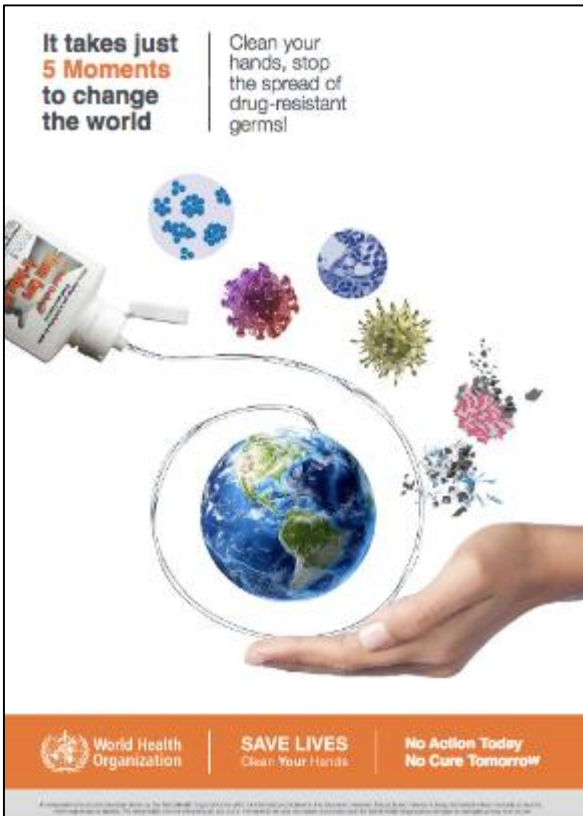
- **Hand hygiene is at the core of effective IPC**, and campaigning each year on or around **5 May** is one important part of improving behaviour towards IPC best practices.



World Health Organization | Patient Safety
At the heart of health care



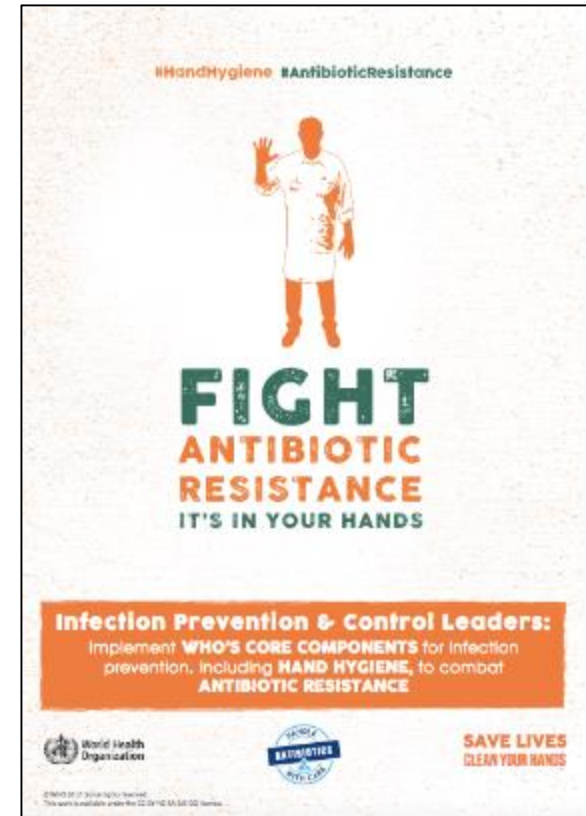
WHO has already linked the campaign to broader {IPC and global health} issues - linkages are important to raise the profile of hand hygiene



5 May 2014
AMR



5 May 2016
Surgery

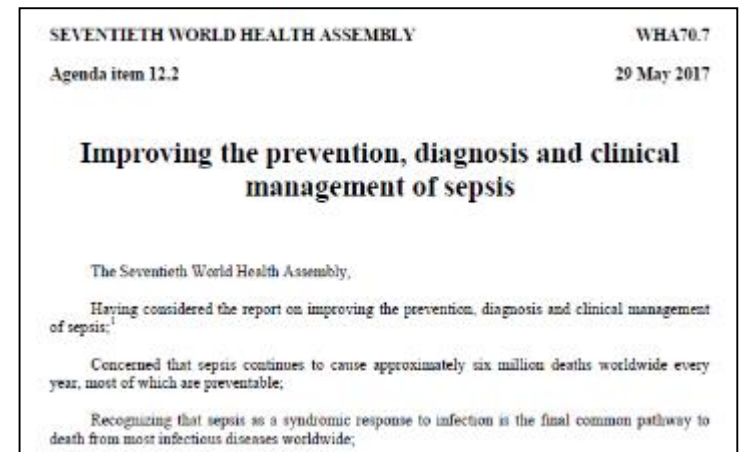


5 May 2017
AMR

70th World Health Assembly (WHA) in 2017

“Improving the prevention, diagnosis and clinical management of sepsis”

- **Sepsis**: life-threatening organ dysfunction caused by dysregulated host response to infection
- Reported to affect more than **30 million people worldwide every year**
- The **sepsis resolution** was adopted during the WHA in 2017
- **Priorities** for addressing sepsis
 - **Strengthen prevention (including in health care)**
 - Increase awareness of sepsis



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Sepsis

Improving the prevention, diagnosis and clinical management of sepsis



Sepsis arises when the body's response to any infection injures its own tissues and organs. If not recognized early and managed promptly, it can lead to septic shock, multiple organ failure and death. It is a serious complication of infection in all countries and particularly in low- and middle-income countries. It represents a major cause of maternal and neonatal morbidity and mortality.

Use all the WHO resources
and take action now

USE THE CAMPAIGN POSTERS




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SAVE LIVES: Clean Your Hands 5 May 2018 campaign

#HandHygiene #Sepsis

**IT'S IN YOUR
HANDS**



**PREVENT SEPSIS
IN HEALTH CARE**

 World Health Organization

**SAVE LIVES
CLEAN YOUR HANDS**

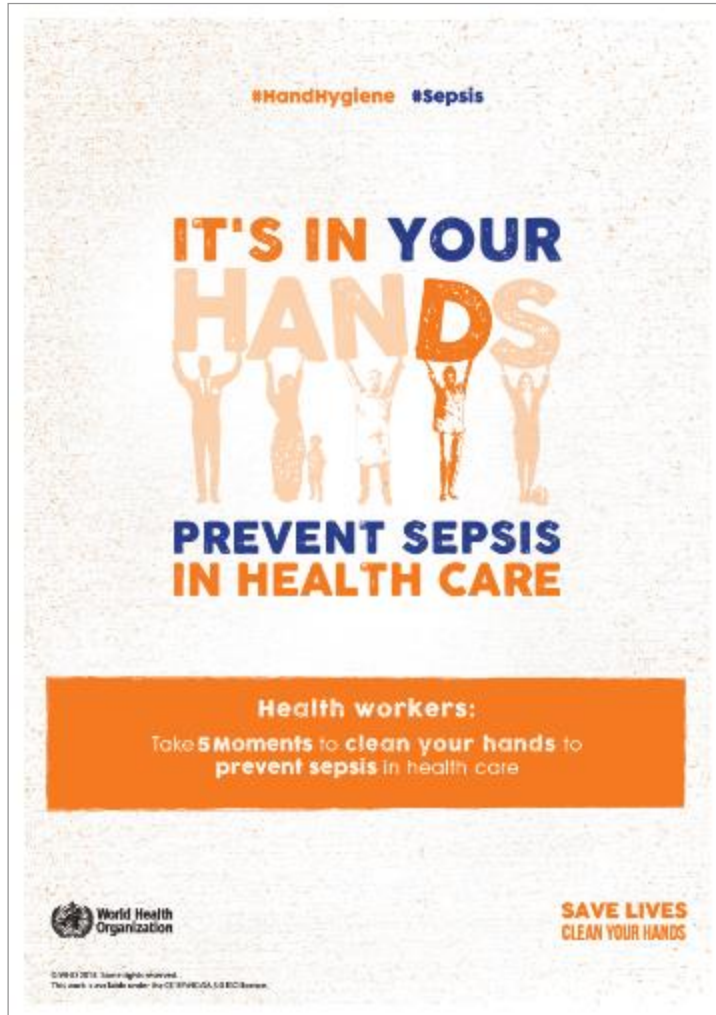
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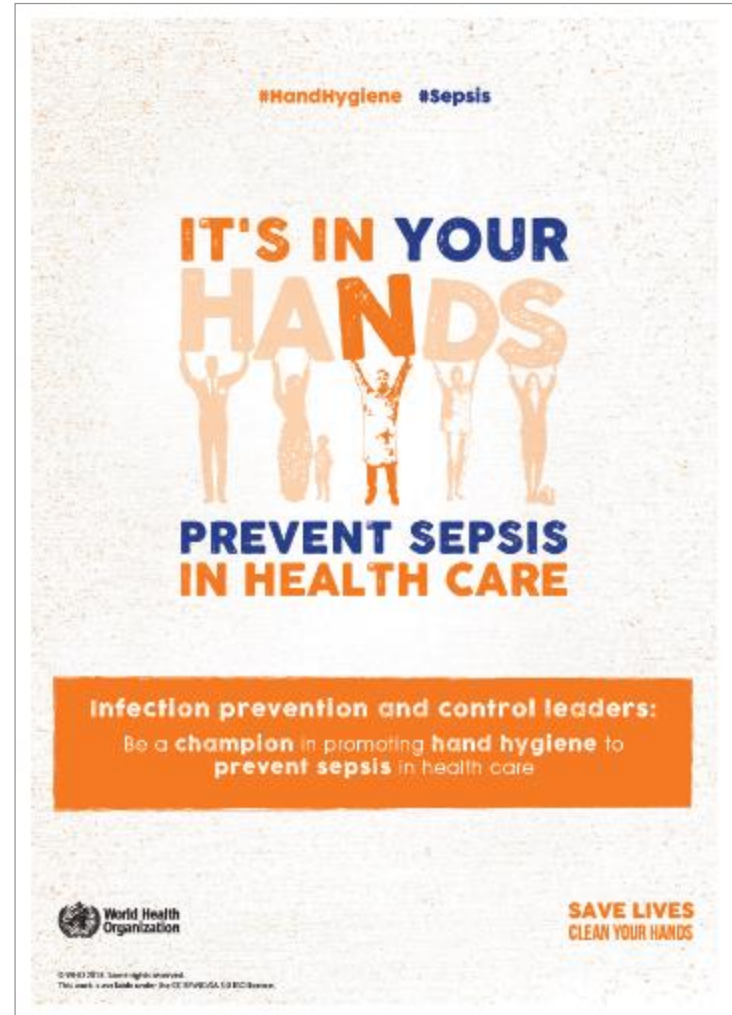
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5 May 2018 - Calls to action

Health workers¹



IPC leaders²

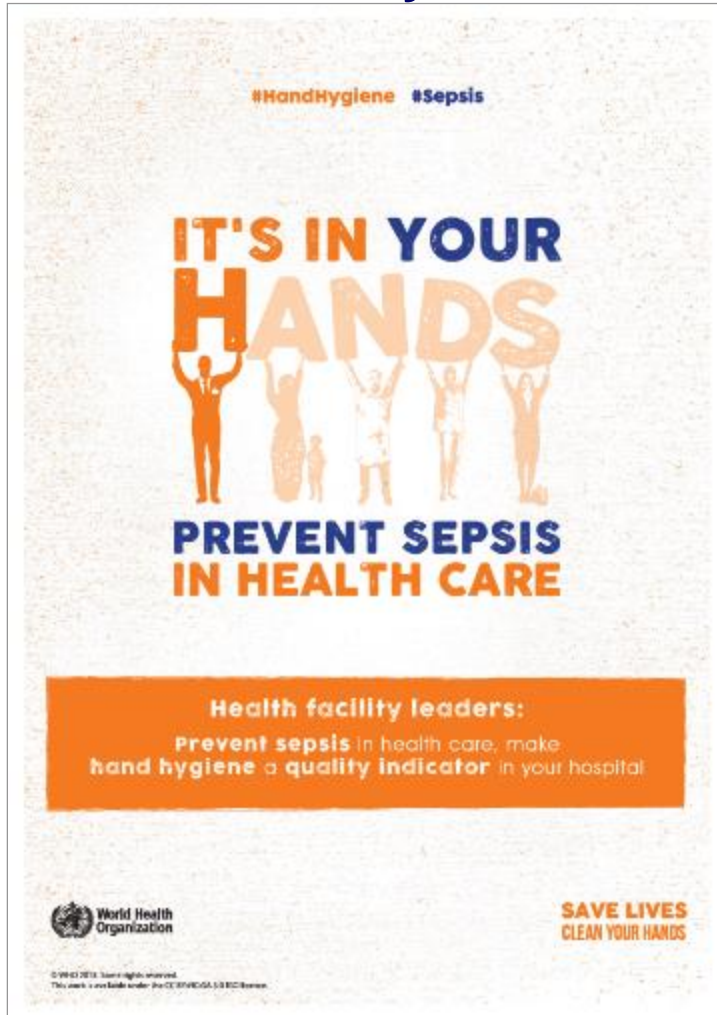


1. "5 Moments" refers to the "My 5 Moments for Hand Hygiene"

2. Those dedicated to IPC at the facility level

5 May 2018 - Calls to action

Health facility leaders




#HandHygiene #Sepsis

IT'S IN YOUR HANDS

PREVENT SEPSIS IN HEALTH CARE

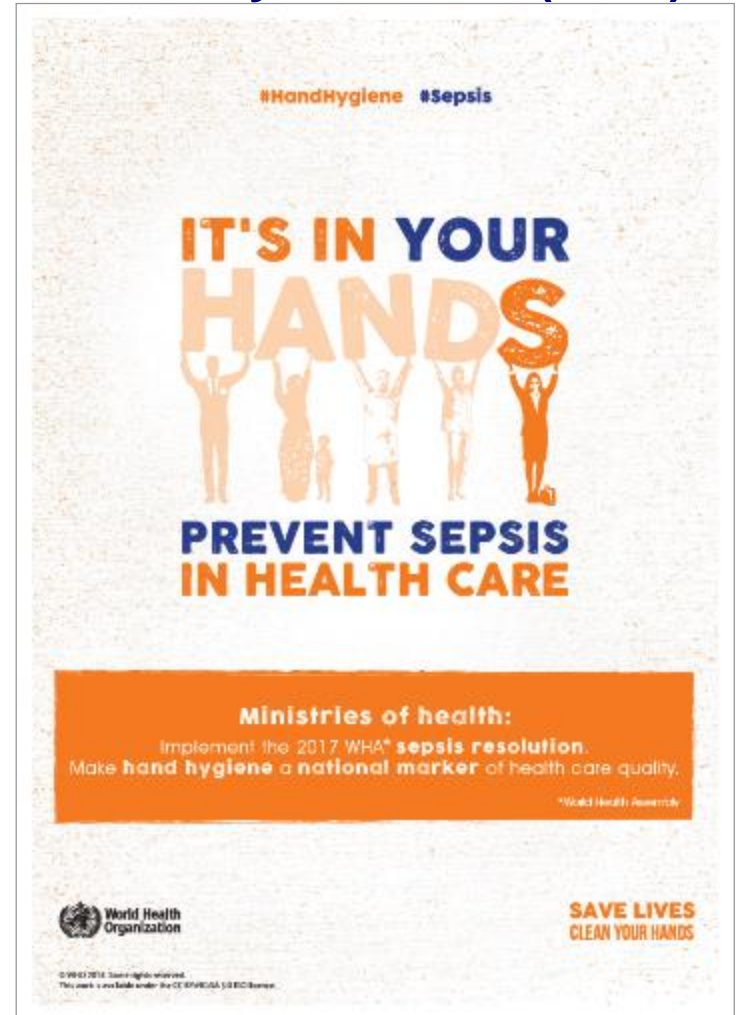
Health facility leaders:
Prevent sepsis in health care, make hand hygiene a quality indicator in your hospital.

 World Health Organization

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CLEAN YOUR HANDS**

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Ministry of Health (MoH)




#HandHygiene #Sepsis

IT'S IN YOUR HANDS

PREVENT SEPSIS IN HEALTH CARE

Ministries of health:
Implement the 2017 WHA* sepsis resolution. Make hand hygiene a national marker of health care quality.

*World Health Assembly

 World Health Organization

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CLEAN YOUR HANDS**

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5 May 2018 - Calls to action


Patient advocacy groups

#HandHygiene #Sepsis

**IT'S IN YOUR
HANDS**

**PREVENT SEPSIS
IN HEALTH CARE**

Patient advocacy groups:
Ask for 5 Moments of
clean hands to **prevent sepsis** in health care

 World Health Organization

**SAVE LIVES
CLEAN YOUR HANDS**

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2018 Campaign Banner

- insert this on your web pages to show your commitment -

The banner features a textured, light-colored background. At the top, the text "IT'S IN YOUR HANDS" is displayed in large, bold, orange and blue letters. Below this, five silhouettes of diverse people (a man in a suit, a woman in a sari, a child, a man in a white lab coat, and a woman in a business suit) are shown holding up the letters. At the bottom, the text "PREVENT SEPSIS IN HEALTH CARE" is written in bold, blue and orange letters. On the right side, there are social media hashtags "#HandHygiene" and "#Sepsis" in orange and blue. Below the hashtags is an orange button with the text "CLICK HERE" in white. At the bottom right, the World Health Organization logo is shown next to the text "World Health Organization" and "SAVE LIVES CLEAN YOUR HANDS" in orange and blue.

IT'S IN YOUR HANDS

PREVENT SEPSIS IN HEALTH CARE

#HandHygiene #Sepsis


CLICK HERE

World Health Organization **SAVE LIVES CLEAN YOUR HANDS**

2018 Campaign Photo Board

- use this close to 5 May to show your commitment, and post on social media -

**IT'S IN YOUR
HANDS
PREVENT SEPSIS
IN HEALTH CARE**

 **World Health
Organization**

HANDS

Please include your name, health-care setting and country when posting your photo on social media, mentioning @WHO

#Sepsis #HandHygiene

WHO dedicated 5 May 2018 webpage - find all resources here -

Infection prevention and control

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SAVE LIVES: Clean Your Hands 5 May 2018

It's in your hands – prevent sepsis in health care

WHO calls on health facilities to prevent health care-associated sepsis through hand hygiene and infection prevention and control (IPC) action. Sepsis is estimated to affect more than 30 million patients every year worldwide. At the Seventieth World Health Assembly in May 2017, Member States adopted a resolution on improving the prevention, diagnosis and treatment of sepsis.

More information about sepsis

Health care-associated infections, infections acquired during health care delivery, are common and are a risk factor for developing sepsis but we can prevent this. Effective hand hygiene plays a key role. On world hand hygiene day (5 May), the focus for everyone should be on prevention of health care-associated sepsis.

5 May 2018 calls to action

- **Health workers:** "Take 5 Moments to clean your hands to prevent sepsis in health care."
- **IPC leaders:** "Be a champion in promoting hand hygiene to prevent sepsis in health care."
- **Health facility leaders:** "Prevent sepsis in health care, make hand hygiene a quality indicator in your hospital."
- **Ministries of health:** "Implement the 2017 WHA sepsis resolution. Make hand hygiene a national marker of health care quality."
- **Patient advocacy groups:** "Ask for 5 Moments of clean hands to prevent sepsis in health care."



www.who.int/infection-prevention/campaigns/clean-hands/5may2018/en/index.html



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Campaign messages in different languages

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



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



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Centro de prensa | Publicaciones | Países

Una atención limpia e

SALVE VIDAS: limpias
5 de mayo de 2018
«Está en sus manos – prevenir la septicemia en la atención»
Nuestras llamadas a la acción se

- Profesionales sanitarios: «Tom momentos para limpiar sus manos prevenir la septicemia en la atención»
- Responsables de la prevención infecciosa: «Sea uno de los promotores de la higiene de las manos prevenir la septicemia en la atención»
- Líderes – directores de hospitales destacados: «Para prevenir septicemia en la atención sanitaria, la higiene de las manos un indicador de la calidad de la atención sanitaria»
- Ministerios de Salud: «Aplicar el WHA70.7 (2017) sobre la septicemia en la atención sanitaria»

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清洁卫生更安全
世卫组织“拯救生命：清洁你的手”
2018年5月5日
预防医源性败血症——机遇在你手中
我们的行动倡议：
卫生工作者：“为预防医源性败血症，请在5个时刻把手洗干净。”
感染预防控制领导部门：“为预防医源性败血症成为手部卫生的倡导者。”
领导者——医院院长或其他高层领导： 部卫生成为医院

Centre des médias | Publications | Pays | Programmes projets

Un soin propre est un soin plus.
SAUVEZ DES VIES: pratiquez l'hygiène des mains
5 mai 2018
« C'est entre vos mains – prévenez l'état septique »
Nos appels à l'action sont :

- Pour les professionnels de santé : Respectez les 5 Moments de l'hygiène des mains afin de prévenir l'état septique lié aux soins.
- Pour les responsables de PCI : Devenez des modèles de la promotion de l'hygiène des mains afin de prévenir l'état septique lié aux soins.
- Pour les dirigeants ou directeurs d'hôpitaux : Prévenez l'état septique lié aux soins. Faites de l'hygiène des mains un indicateur de qualité de l'hôpital.
- Santé : Mettez en œuvre la résolution de l'Assemblée mondiale de la Santé 2017 sur l'état septique. Faites de l'hygiène des mains un marqueur national de la qualité des soins.
- Groupes de défense des patients : Demandez les 5 moments de l'hygiène des mains pour

Центр СМИ | Публикации | Страны | Программы и проекты

Чистота – залог безопасной
5 мая 2018 г.
Профилактика сепсиса при оказании медицинской помощи
Кампания ВОЗ «Спасайте жизни – соблюдайте чистоту рук»
5 мая 2018 г.
Профилактика сепсиса при оказании медицинской помощи

- Медицинские работники: «5 моментов соблюдения гигиены рук для профилактики сепсиса при оказании медицинской помощи»
- Специалисты в области профилактики инфекций и инфекционного контроля играют ведущую роль: «Активно продвигайте и поддерживайте гигиену рук для профилактики сепсиса при оказании медицинской помощи»
- Лидеры – главные врачи или другие руководители больниц медицинских организаций: «Для профилактики сепсиса при оказании медицинской помощи сделайте гигиену рук индикатором качества в вашей больнице»
- Министерство здравоохранения: «Внедрите резолюцию ВОЗ 2017 года по борьбе с сепсисом. Сделайте гигиену рук индикатором качества медицинской помощи в стране»
- Защитники прав пациентов: «Требуйте выполнения 5 моментов соблюдения гигиены рук для профилактики сепсиса при оказании

نظفوا أيديكم لإتقاذ الأرواح – الحملة السنوية لمنظمة الصحة العالمية

أنظفوا الأرواح: نظفوا أيديكم 5 أيار/مايو 2018: الأمر بأيديكم - امنعوا الإنتان في مرافق الرعاية الصحية
دعواتنا للملأ:
إلى العاملين الصحيين: «التزموا بالأيدي النظيفة لمنع إنتان في مرافق الرعاية الصحية»
إلى القادة في مجال الرعاية من المرضى ومكافئها: «كروا ملكاً يحدوني به في أترويح النظافة أيديهم لتوقاية من الإنتان في مرافق الرعاية الصحية»
إلى القادة – مديري المستشفيات أو غيرهم من كبار القادة «امنحوا الإنتان في مرافق الرعاية الصحية، واحملوا نظافة اليدين مؤشراً للمودة في مستشفياتكم»
إلى المسؤولين في وزارة الصحة: «نظفوا القراع الذي اعتمده جمهورية الصحة العالمية في عام 2017 بشأن الإنتان. حملوا نظافة اليدين مؤشراً وطنياً لمودة الرعاية الصحية»
إلى مجموعات الدفاع عن المرضى: «مطلقوا الالتزام بالأيدي النظيفة لتنظيف اليدين من أجل الوقاية من الإنتان في مرافق الرعاية الصحية»



www.who.int/gpsc/5may/es/

www.who.int/gpsc/5may/ar/

www.who.int/gpsc/5may/zh/

www.who.int/gpsc/5may/ru/

www.who.int/gpsc/5may/fr/



Feature a link to the campaign on your web pages

- Provide campaign information and this link on your web pages

<http://www.who.int/infection-prevention/campaigns/clean-hands/en/>

- WHO will check for those sites who have campaign features and acknowledge their support by posting the organization's website URL on the dedicate 5 May 2018 campaign web page.

Email signature for 2018 campaign

- Use the following wording on your emails:

Sign up to the WHO global annual hand hygiene campaign now,

'it's in your hands - prevent sepsis in health care'

www.who.int/infection-prevention/campaigns/clean-hands/en/

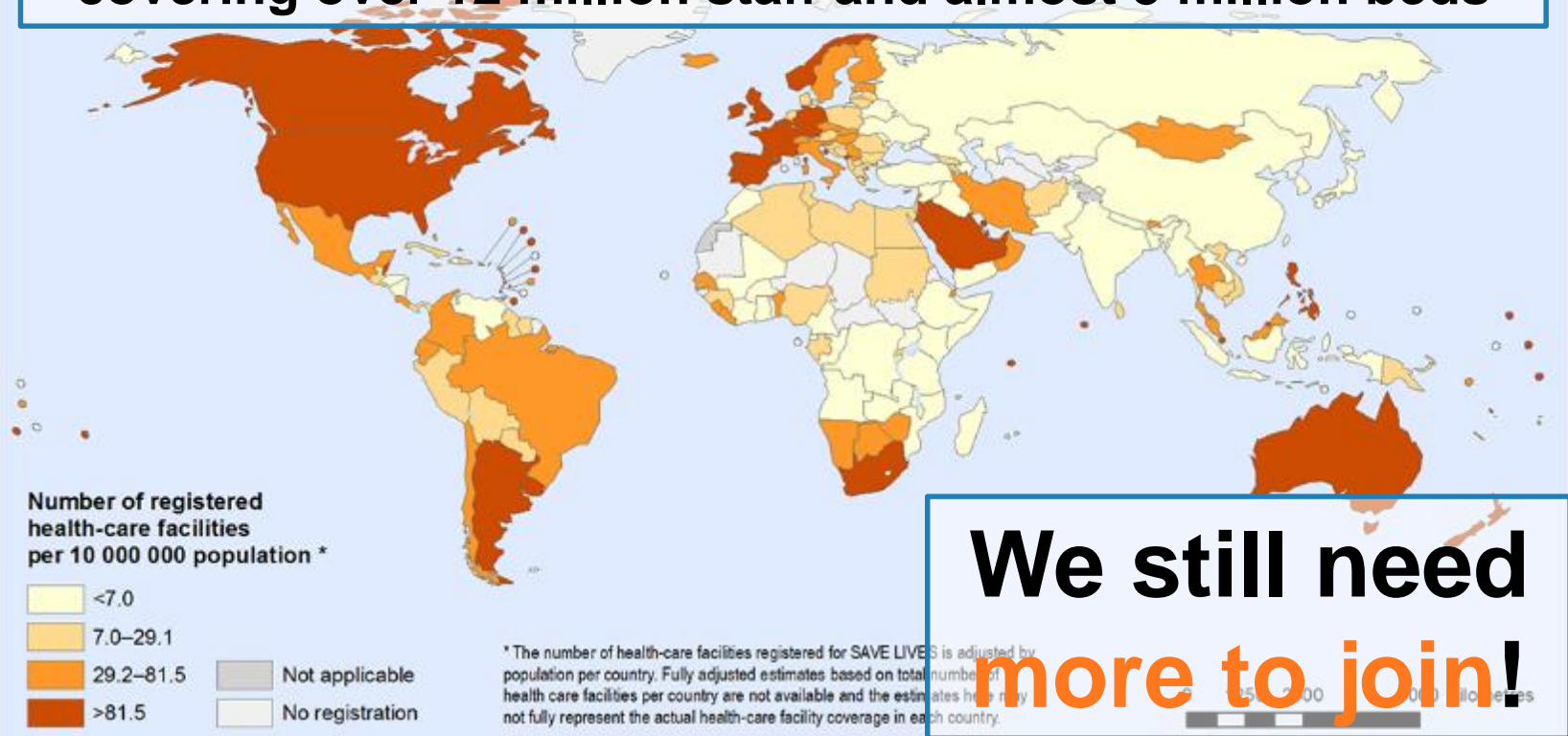
- You can also insert the image from the WHO web pages



Achieving impact from the campaign: Health facility registrations (=action)

Countries with health-care facilities registered for
SAVE LIVES: Clean Your Hands global campaign

As of Feb 2018, **20 465 facilities** in **179 countries** –
covering over 12 million staff and almost 5 million beds



Register and receive the newsletter!



World Health
Organization

WHO SAVE LIVES: Clean Your Hands
SL: CYH Newsletter
Our call to action to health workers
8 February 2018

In this edition:

- [SAVE LIVES: Clean Your Hands – get organized now for 5 May 2018! 'It's in your hands – prevent sepsis in health care'](#)
- ["Sepsis" now featured as a WHO health topic on the web site](#)
- [How many are supporting WHO SL:CYH campaign?](#)
- [Other updates and information](#)

SAVE LIVES: Clean Your Hands – get organized now for 5 May 2018!
'It's in your hands – prevent sepsis in health care'

Sepsis is estimated to affect more than 30 million patients every year worldwide. While it often occurs prior to a patient's access to the health facility, sepsis can also result from care provided in health facilities, particularly, health care-associated infections (HAIs), and also complicate HAIs themselves. That is why WHO asks for your support and action for the upcoming 5 May 2018 global hand hygiene campaign.



Coming soon - social media

- WHO will post messages and supporting images during May
- Social media sized images will be available on the WHO web pages to allow you to post consistent messages
- Be sure to use the #handhygiene and #sepsis to ensure campaign reach and impact



Follow @WHO @didierpittet @allegranzib @claireekt
Follow global and national sepsis organisations

Coming soon - supporting 5 May 2018

- A sepsis factsheet
- An infographic and animation video on sepsis in health care
- A WHO video message (on WHO YouTube channel)
- Free Webber teleclass on 3 May, register here www.webbertraining.com/schedule1.php?command=viewClass&ID=1393
- Practical manual supporting implementation of the WHO core components at facility level
- The infection prevention and control facility assessment framework
- A training package on leadership in IPC
- New SSI implementation resources

Use existing WHO campaign toolkit – for reference all year round



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

Annual 5 May Campaign



Don't miss out on being part of 5 May

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:

www.who.int/infection-prevention/campaigns/clean-hands/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 – www.who.int/infection-prevention/campaigns/clean-hands/en/ – on your web pages, and WHO will acknowledge your participation by linking to your web pages.

Annual 5 May Campaign

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.



Don't miss out on being part of 5 May

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.

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

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

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.

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

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.

➤ **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.

➤ **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.



Private Organizations for Patient Safety (POPS) supports WHO hand hygiene campaign

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Infection prevention and control

POPS for Hand Hygiene

Introduction

Every year, WHO asks for support to ensure its global annual campaign SAVE LIVES: Clean Your Hands has an on-going impact. POPS participants provide a lot of energy and innovation to spread the word on the campaign and the WHO 'My 5 Moments for Hand Hygiene', as per WHO recommendations. The range of activities undertaken every 5 May in support of WHO's campaign is to be commended as one part of POPS for hand hygiene activities. The terrific support and drive committed throughout the year is also to be commended.



Private Organizations for Patient Safety Hand Hygiene

On this page:
2016-2017 POPS activity summary | 2014-2015 POPS activity summary

2016-2017 POPS activity summary

Over the past year, POPS participants supporting the POPS agreement and the goal of spreading positive messages, have undertaken a number of key activities based on WHO hand hygiene recommendations.

POPS Hand Hygiene - promotional video

POPS – Hand Hygien...

POPS Hand Hygiene - promotional video

Reports of POPS meetings

Thirteenth meeting - June 2016

In summary, we ask you to act now

- Sign up your facility to the campaign, if not already
- Encourage other health facilities to sign up to the campaign
- Be a 5 May hand hygiene advocate - post information in your newsletters, etc, feature a link to the WHO campaign on your web pages
- Join WHO in promoting #handhygiene #sepsis on social media
- Actively use WHO campaign wording and resources - check the WHO web pages often to find new information for you
www.who.int/infection-prevention/campaigns/clean-hands/en/



WHO Infection Prevention and Control Global Unit

Thank you for your on-going commitment!



**‘It’s in your hands –
prevent sepsis in health care’**

Find more at: www.who.int/infection-prevention/en/