Clean Hands?
Presenter: Calvary Mater Newcastle (CMN)
Greg Flint, CEO
KEY PROBLEM

- Highly vulnerable patients - frail aged, immunocompromised
- Inconsistent engagement by managers, staff, patients and visitors on the importance of hand hygiene compliance to be a priority focus area
- Continual national media exposure through *MyHospitals* website
AIM OF THIS INNOVATION

- PATIENT SAFETY
- Increase in hand hygiene compliance and decrease in variation of care
- Identify hand hygiene ‘Champions’
- Credential staff to conduct hand hygiene audits
- Have compliance auditors visible
- Increase in awareness and education for patients, visitors and staff (in both clinical and non clinical areas)
BASELINE DATA

- Inconsistency in hand hygiene promotion throughout hospital in both clinical and non clinical areas
- No robust education platform
- Limited accountability (before MyHospitals)
- Previous auditing processes were inconsistent (before 5 Moments of Hand Hygiene national audit process)
KEY CHANGES IMPLEMENTED

- Recognition and investment by CEO and Management
- Medical Staff Council tasked to lead by example
- Consumer Focus Group established to review promotion, education and awareness strategies
- Hospital wide campaign devised (including consumer input)
- Staff poster competition identified ‘Clean Hands? ’ branding, and ‘make my day’ poster
- Clean Hands? campaign launched in conjunction with International Hand Hygiene Day, May 2012
- Use of visuals as implementation strategy
- Infection control hours increased to full-time
KEY CHANGES IMPLEMENTED

- Unit/ward based auditors, increased from 0 to 30+
- Change in sanitiser solutions and method of dispensing
- Use of fluorescent vests to make auditors visible when auditing compliance
- Ongoing hand hygiene posters and tattoo promotion
- Campaign evolution included life-sized decals of CMN Director of Emergency, Dr Cameron Dart, to increase awareness of hand hygiene throughout hospital targeting staff and community
- Continuous promotion through internal newsletter with new and varied story angles
KEY CHANGES IMPLEMENTED

Tattoo
Poster
Life-sized decal

The Health Roundtable
OUTCOMES SO FAR

- Before campaign: CMN compliance = 74.3% (Audit 1, 2012)
- Current audit: CMN compliance = 84.5% (Audit 2, 2013)
- National Benchmark compliance = 70%

- Improvement in medical staff compliance:
  - Before campaign medical staff compliance = 71.6% (Audit 1, 2012)
  - Current audit medical staff compliance = 77.4% (Audit 2, 2013)

- Improvement in SABSIs events
  - Before campaign = 21 (2010)
  - Latest audit = 15 (2012)

- Improvement in MRSA-BSI events
  - Before campaign = 7 (2010)
  - Latest audit = 2 (2012)
OUTCOMES SO FAR

CMN Compliance (%)

Audit 1, 2012: 74.3
Audit 2, 2012: 76.8
Audit 3, 2012: 78.0
Audit 1, 2013: 82.3
Audit 2, 2013: 84.5

May 2012 LAUNCH

The Health Roundtable
LESSONS LEARNT

- Investment from CEO and management leads to quicker and more effective campaign implementation.
- Invest in consumer insight – Focus Group included community members, staff and hospital volunteers.
- Invest in relevant marketing collateral and tools (posters, tattoos and decals).
- Give the campaign prominence across the hospital.
- Make the campaign a part of the culture, a part of PATIENT SAFETY.