

Poster Session
HRT1317 –Innovation Awards
November 2013 Brisbane



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



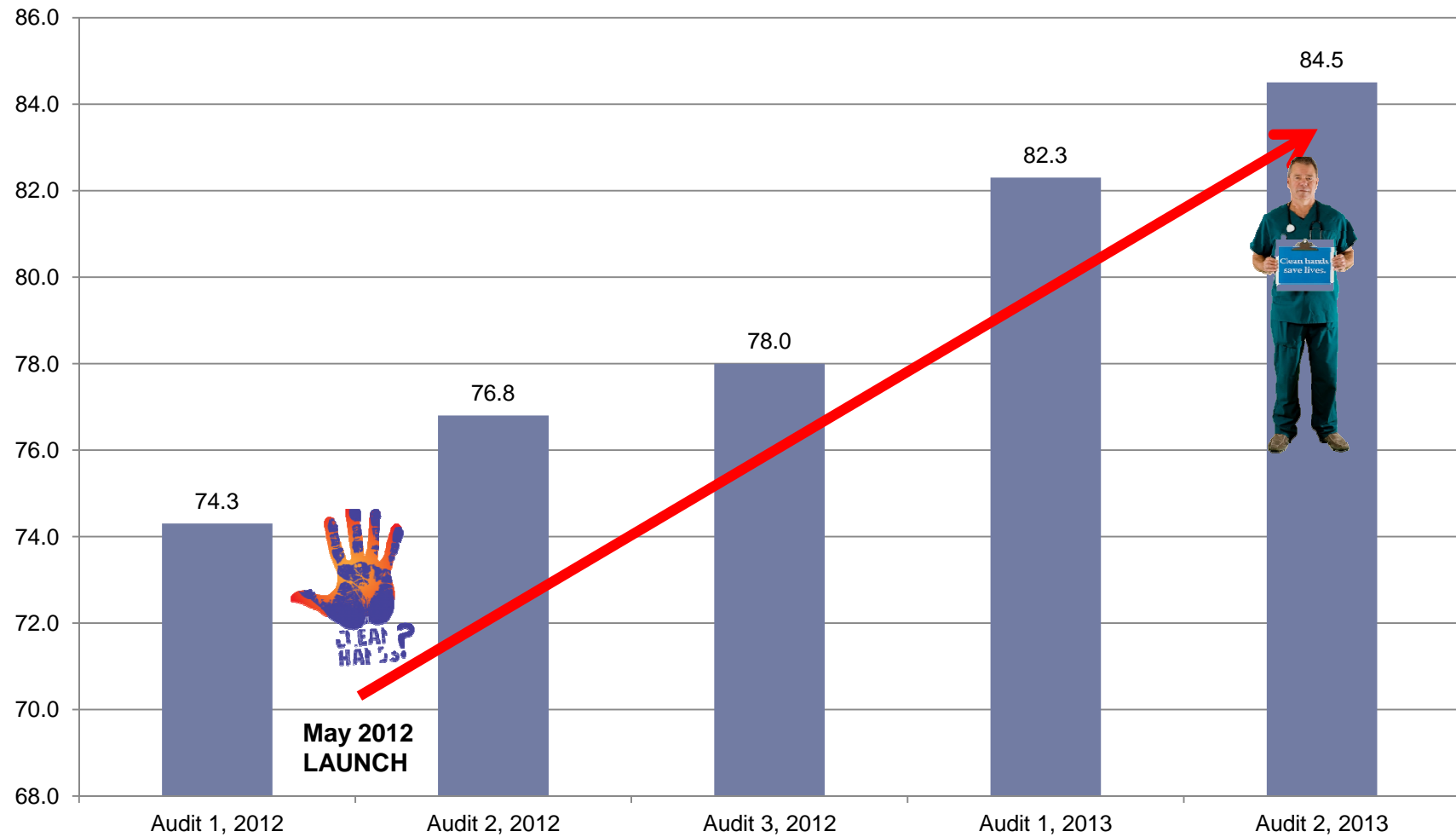
Life-sized decal

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 (%)



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