

# 2021 World Hand Hygiene Day Public Engagement Promotion: Enter Our Door – Do The 4

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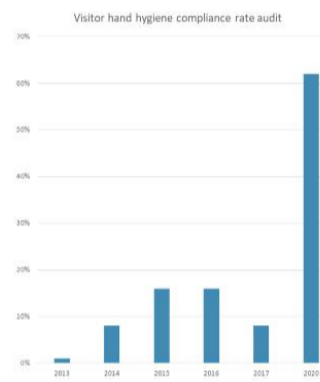
## INTRODUCTION

- Research shows that visitors rarely clean their hands in healthcare settings (El Marijiya et al, 2019; Birnbach et al, 2015; Birnbach et al, 2012).
- One factor that may limit hand hygiene by healthcare facility visitors is uncertainty regarding when hand hygiene should be performed.
- A 2019 study showed compliance increased from <10% to 87% with educational intervention on entering a healthcare facility, with visitors expressing a preference for verbal reminders and signage (El Marijiya et al, 2019).
- A 2020 study (Knighton et al, 2020) illustrated the effectiveness of an educational poster for healthcare facility visitor hand hygiene with 4 distinct moments: (1) Entering the facility, (2) After touching shared items, (3) Entering and exiting a patient's room, and (4) Exiting the healthcare facility.
- World Hand Hygiene Day takes place each year on May 5<sup>th</sup>.
- This year, Tasmanian Health Service – North West (THS-NW) decided to raise community awareness of hand hygiene while visiting health care facilities through a variety of activities including launching a new poster and slogan, and media engagement.

## METHODS

### Baseline auditing

- Throughout December 2020 a snapshot audit of hospital visitor hand hygiene compliance on entering and leaving the hospital was conducted. The total number of visitors audited was 180. Overall, there was 62% compliance in using hand sanitiser when entering or leaving the hospital at the main entrance. The majority of moments collected were on arriving (142) compared to leaving (13). Compliance on arriving was 85% while compliance on leaving was 15%.
- Past audits of visitor hand hygiene at Mersey Community Hospital (MCH) have revealed much lower rates of compliance.
- The likely explanation for such a dramatic increase in compliance is the increase in public awareness of hand hygiene due to the COVID-19 pandemic, increased signage and hand sanitiser access, the visitor screening process, increased motivation, and increased habit with sanitising hands now a regular occurrence in a wide variety of settings outside the home such as supermarkets, restaurants and so on.



### Literature review

- These past results were consistent with international studies of hospital visitor hand hygiene compliance where baseline rates were between 8% and 10% (El Marijiya et al, 2019; Birnbach et al, 2015; Birnbach et al, 2012).
- One factor that may limit hand hygiene by healthcare facility visitors is uncertainty regarding when hand hygiene should be performed (Knighton et al, 2020).
- Identification of specific moments when hand hygiene measures are indicated is used to improve understanding, training, and monitoring of healthcare worker and patient hand hygiene (Sunkesula et al, 2015).
- Knighton et al's research studied the effectiveness of an educational poster for healthcare facility visitor hand hygiene moments. The four moments were (1) Entering the facility, (2) After touching shared items, (3) Entering and exiting a patient's room, and (4) Exiting the healthcare facility. Hand hygiene on building entry and exit will reduce the risk that organisms will be imported into the healthcare facility or carried from the facility to the community. Hand hygiene after touching shared items such as elevator buttons, touchscreens, chairs, and magazines will reduce the potential for acquisition and transfer of pathogens. Finally, hand hygiene on entering and exiting a patient's room or care area will minimise the risk of carrying pathogens to patients or from patients to other areas in the healthcare facility. In addition to identifying moments for visitor hand hygiene, the poster informs visitors that they are welcome to use alcohol hand sanitizer dispensers or sinks for hand hygiene.



### Campaign working party

- A working party was initiated to prepare for a World Hand Hygiene Day promotion across all Tasmanian Health Service (THS) sites.
- A new slogan "Enter Our Door – Do The 4" was created.
- A poster and banner were developed, with input from a graphic design department, and tested on consumers for understanding. There are three different versions for hospitals, primary health sites, and aged care facilities.
- Media interviews were arranged with local radio stations and a daily newspaper.



### World Hand Hygiene Day – May 5<sup>th</sup>, 2021

- An inpatient brochure especially for the day was distributed with breakfast trays.
- Posters were distributed throughout the organisation's healthcare facilities.
- Infection control nurses manned foyer displays to engage with consumers, discuss the poster, practice hand hygiene technique, do glitter bug activities and to give away hand hygiene merchandise.
- Morning radio interviews were held on ABC Northern Tasmania and SEA FM about importance of hand hygiene and new slogan.
- Article in The Advocate newspaper with distribution of 23,000.
- Facilities across the state got involved, displayed the posters and ran their own activities, from St Helens to Rosebery.



May 5: World Hand Hygiene Day



Kate Manserra who is based at Mersey Community Hospital talks Lee and Jess through World Hand Hygiene Day.  
More from Breakfast with Lee & Jess  
May 5: World Hand Hygiene Day

### Mid-year audit

- A follow up audit of visitor hand hygiene was conducted in October 2021. Visitor hand hygiene was 81% compliant on entering the hospital, 18% on exiting, and on average 39% across the four moments.
- There were some challenges in auditing all four moments. Capturing hand hygiene moments on entering and exiting the facility were simple and many moments could be recorded in short time frames, but capturing moments after touching shared items, or after entering patient areas/clinic rooms was not time efficient or appropriate privacy-wise.
- Screening staff prompt visitors verbally when they interact with them to do hand hygiene upon entering. This increased the percentage of people doing hand hygiene upon entering significantly. It was only during busy times when screening staff could not prompt every single visitor, that some slipped through without doing hand hygiene.
- When visitors self-check in they were less likely to do hand hygiene.

## CONCLUSIONS

- Collegial and public feedback was very positive, particularly around the media appearances. The campaign was a closely guarded secret until the day, so staff were surprised when they saw and heard the media interviews. Some hospital visitors on the day said they had heard the radio interview that morning.
- Posters and banners remain around the hospital as a visual reminder.
- In the context of the COVID-19 pandemic, there is a need for all healthcare facilities to develop policies and procedures to reduce the risk for acquisition and transmission of pathogenic microorganisms by visitors. Ongoing education and prompting on basic infection control measures such as social distancing, mask-wearing, and hand hygiene will be required.
- Future audits after the easing of COVID-19 pandemic restrictions and severity, anticipated to be 2022 and beyond, will be needed to evaluate the usefulness of any strategies in improving hand hygiene practices by visitors to the hospital.
- This project demonstrates how passionate nurses can influence visitor hand hygiene.



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