

Hand Hygiene Campaign



KK Women's and
Children's Hospital
SingHealth

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Introduction

Hand hygiene has a big part to play in ensuring patient safety and reducing healthcare-associated infections. The hospital-wide hand hygiene campaign aims to improve the annual inter-hospital audit compliance rate.

The Change

In previous years, the emphasis had been on visitor and patient areas. This year, the strategy is to target **point-of-care areas**, with strong reminders to our patient-fronting staff to reiterate the impact of hand hygiene practices on patient safety.

Methodology

1. Staff Areas:

New Focus, New Approach

- The message and placement of communication materials are critical in determining the reach
- Locations were reviewed extensively; achieving balance of prominence with visual serenity
- For impact, stronger tones and visuals were used to drive home the message
- The series of posters at key areas were upsized to A1 instead of the commonly used A3

2. Public Areas:

- Awareness is sustained via new lift posters in every visitor lift and A1-sized posters displayed at every ward entrance

Result

- General observation by the Infection Control team showed that staff noticed the new visual cues and are reminded about practising hand hygiene
- Monthly audits are done and annual results will be presented to Heads of Departments

Other project posters should follow the Hand Hygiene campaign posters.

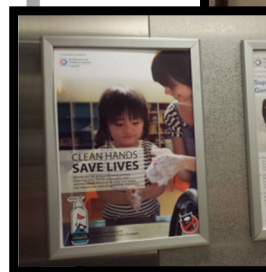
Dr. Gomez
Head and Senior Consultant
Neonatal Intensive Care Unit

Catchy taglines reverberate in our minds - 'One palmful of alcohol-based handrub does the trick' & 'A simple act with a great impact' - This cleverly reiterates the importance of hand hygiene to patient safety and the right amount of alcohol-based handrub to use."

Ms. Lim Siok Hong
Assistant Director (Nursing Clinical)



Posters and large format stickers



Conclusion

Studies have shown that hand hygiene intervention programmes improve compliance rate. Cues to action are therefore necessary to constantly remind staff on the importance of practising hand hygiene.

With the new set of communication materials, we are hopeful that the compliance rate for the annual inter-hospital audit will improve.