Extreme Makeover - Exploring New Challenges to our Identity in Infection Control
Gwyneth Meyers, Calgary Health Region
A Webber Training Teleclass

And he shall look on the plague on the seventh day: if the plague be spread in the garment, the plague is a fretting leprosy; it is unclean. He shall therefore burn that garment, for it is a fretting leprosy; it shall be burnt in the fire. Leviticus 13:51,52

From Miasmas to MRSA.....

Who are we today...?
... In the midst of: Emerging diseases Antibiotic Resistance Patient safety culture Organizational Complexity Changing Technologies

A New Cultural Era

In the midst of change, transition periods are exceedingly difficult to describe and assess

STAR TREK
From Modernity to Post Modernity

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**Modernity**

*The age of Enlightenment*

- Optimism
- Focus on reason
- Human freedom
- Knowledge is:
  - Certain
  - Objective
  - Good

*“To boldly go where no man has gone before!”*

**Post Modernity**

*The age of Deconstruction*

- Meta narratives are no longer legitimate
- Interpretation
- Other ways of knowing
  - emotion
  - intuition
- Reality is:
  - relative
  - intermediate
  - participatory

*“To boldly go where no one has gone before!”*

**IPC Modern Identity**

- Science ► knowledge
- Language:
  - Evidence based
  - Best practice
  - Standard practice
- Disease model:
  - Linear dynamics
  - Surveillance
  - Epidemiology

**IPC Post Modern Identity**

- Prevention
- Behaviour
- Complexity
- Collaboration
  - relativism
  - many voices
  - many ways
- Rejection of authority
- Onus on individual responsibility

IPC’s idea of alcohol at a lunch meeting!

**Renewed interest in “Virtue ethics and Communitarianism” ICHE 2007 Vol 28:9**

**A Socioethical Approach**

- Individualism to Community
- Rationality to Rhetoric
- Productivity to Praxis
- Monologue to Dialogue

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From Individualism to Community

Community of Practice

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Who Belongs?</th>
<th>What holds it together?</th>
<th>How long does it last?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community of Practice</td>
<td>To develop knowledge; to build and exchange knowledge</td>
<td>Members who select themselves</td>
<td>Flexible, experimentation, and group expertise</td>
</tr>
<tr>
<td>Formal work group</td>
<td>To deliver a product or service</td>
<td>Everyone who reports to the group's manager</td>
<td>Job requirements and common goals</td>
</tr>
<tr>
<td>Project Team</td>
<td>To accomplish a specified task</td>
<td>Employee selected by senior management</td>
<td>The project's milestones and goals</td>
</tr>
<tr>
<td>Informal Network</td>
<td>To collect and pass on business information</td>
<td>Friends and business acquaintances</td>
<td>Mutual needs</td>
</tr>
</tbody>
</table>

Three Characteristics:
- Domain
- Community
- Practice

Rationality to Rhetoric

Examining Evidence
- Scientific
- Anecdotal
- Testimonial
- Personal experience
- Intuition

The Art of Persuasion
- Logos (evidence & logic)
- Ethos (credibility & authority)
- Pathos (emotions & values)

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Rhetoric
Storytelling and Drama

Productivity to Praxis

Praxis: Practical
Systems vs Outcomes

Monologe to Dialogue

Dialogue
To increase understanding of multiple perspectives and create myriad possibilities
Russian Philosopher: Mikhail Bakhtin

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Carrots, sticks, or promises?

<table>
<thead>
<tr>
<th>Method</th>
<th>Carrots (marketing)</th>
<th>Sticks (law/policy)</th>
<th>Promises (education)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange</td>
<td>Reinforcing incentives</td>
<td>Threats, coercion</td>
<td>Information</td>
</tr>
<tr>
<td>Whose Rights?</td>
<td>Mutual interest</td>
<td>Immediate, positive</td>
<td>Immediate, negative</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Not immediate</td>
</tr>
</tbody>
</table>

What will infection control look like in the next 30 years?

The Next Few Teleclasses

September 24  Infection Prevention: Challenging Behavior, Changing the Culture (free teleclass)
  …with Dr. Elaine Larson, Columbia University
  Sponsored by Deb Ltd.  www.deb.co.uk

September 25  Voices of CHICA (free teleclass)
  …with Directors & Friends of CHICA-Canada

September 27  Ethical Issues in Infection Control
  …with Dr. Loreen Herwaldt, University of Iowa

October 4    Green Cleaning Strategies for Healthcare
  …with Dr. Lynne Sehulster, CDC
  Sponsored by Johnson Diversey  www.johnsondiversey.com

For the full teleclass schedule – www.webbertraining.com
For registration information  www.webbertraining.com/howtoc8.php

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