Effective Infection Control Promotion
Allen Soden, Deb Ltd.
A Webber Training Teleclass

Effective Infection Control Promotion in 3 (to 5) Steps

Allen Soden
President, Deb SBS

Message Types

- Procedural
  How to perform a function

- Informational
  New or recent information to disseminate among employees or the public

- Lifestyle
  Promotion of infection control as a concept and lifestyle

- Target
  Promotion of specific infection control / patient safety message, or other healthcare activity

The First 3 Steps

- Clarity
- Consistency
- Creativity

1

CLARIFY the message

Peel the Onion

Reduce the message to its core component(s)

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Improve Hand Hygiene Compliance

Hand hygiene is the most important part of hospital infection control

Use alcohol hand rub before and after all patient contacts, particularly around finger tips and finger pads, unless hands look or feel soiled, or if the patient has loose stool that might contain C. difficile, in which case wash.

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Didier Pittet

Before and after procedures, patient contact, and body fluid contact

(1) before touching a patient,
(2) after touching a patient,
(3) before invasive procedures,
(4) after contact with body fluid,
(5) after handling patient belongings.

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Improve Hand Hygiene Compliance

Before and after procedures, patient contact, and body fluid contact

Tips & pads

Rub before and after

Glove for leaking patients

To improve the health of people and community

The Mission Statement
To improve the health of people and community

The Rule of Five Why's
The Japanese practice of asking "why" five times when confronted with a problem. By the time the fifth why is answered, they believe they have reached the core of the issue (clarity).

2
CONSISTENCY
in the message

Unanimous

Persistent

Consistent

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Necessary Recruits

- Senior Management
- Chief of Nursing
- Department Heads
- Employee Influencer
- Volunteer Representative
- Union Representatives
- Family / Religious / Community Representatives

Anatomy of an Employee Influencer

Influencers might first be noticed by their enthusiasm, charm, sociability, persuasiveness and their expression of emotion. Some might call them "social directors" or "eternal optimists". Influencers tend to be involved with people, make a favorable impression, enthusiastic, entertaining, and involved in group activities.

Provide the Message

Provide background information on the elements of the issue/problem

Consistent

- Unanimous
- Persistent

Justify the Message

Head off objections, anticipated or already raised

Support the Message

Provide tools each recruit can use to implement the new ideas and communicate the message to other employees (e.g., suggestions on how to respond in different situations, talking points)
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Everyone Sings in Unison

Consistent

Unanimous Message

In the confrontation between the stream and the rock, the stream always wins. Not through strength, but through persistence.

Creativity
in the message

Creatively communicating an unclear or inconsistent message creates unsatisfactory outcomes and should be avoided.

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Creativity WITHOUT Clarity & Consistency

Effort
Cost
Outcome
Reputation
Future
(The purpose is communication)

Posters
BIG graphic ... clarified text
Cycle weekly or at least monthly
Corporate freebies ... are they on YOUR message??

Canada’s Hand Hygiene Campaign

www.npsa.nhs.uk/cleanyourhands

Pictures of your “Top Dogs”

STOP! clean your hands
ARRÊT! laver vos mains

www.handhygiene.ca

Pictures of your "Top Dogs"

I do – so can you

www.npsa.nhs.uk/cleanyourhands

www.publichealth.va.gov/infectiondontpassiton/posters.htm

www.brevis.com

(This is not an advertisement)

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Buttons
Limit text to 3-5 words
Limit the number of different buttons
No graphic, or just a simple symbol

Temporary Tattoos
www.calicousa.com
www.printglobe.com
Inkjet Tattoo Paper
www.texascraft.com

Tell A Story

4

Engaging Narratives Have:

Characters who come alive through interesting description and quotes
Settings that the reader can remember long after they have read the story because they have been described in just enough detail
A problem or issue that needed to be overcome and that the audience can understand on an emotional level
A solution or a resolution to the problem that makes a significant difference

Just imagine the possibilities!!!

YOUR MESSAGE HERE

We engage with stories, relate them to previous stories we’ve heard, remember them easily and retell them when appropriate.

We grasp our lives in a narrative

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Telling the Story

Take the story as close to them as you can
Keep it brief – pare down to the heart of the story
Stimulate their senses
Describe the characters and settings to help them sympathize with the characters' feelings

Learn the story as a whole rather than in fragments
Master the story … then simplify
Don’t memorize it
Know what comes first, and what comes last

5
Get Political

Always remember …
Politicians sometimes RESPOND …
They usually REACT!!

How strong is your story?

wikiHow

1. Find your local representatives contact details, often these can easily be found online or in election leaflets or posters.
2. Decide on which method will be most effective to raise the issue whether writing a letter, meeting in person, calling the representatives office, or emailing them.
3. ALWAYS be polite and friendly when discussing an issue regardless of how you raise the issue. Also try to keep things short and stay focused on the issue and end the communication on a friendly note. Give an example of the problems caused by the issue where possible.
4. Await contact from the representative or his office regarding the issue. If no reply is received within around three (3) weeks, contact the representative or his office again and still be polite. Your inquiry could easily have been lost or perhaps never arrived via postage.
5. Continue to raise the issue locally, and if possible gather support of friends and colleagues to highlight how the issue is affecting the community or how people feel about a global issue.

www.wikihow.com/Lobby-Politicians

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Clarity
Consistency
Creativity

Tell a Story
Get Political

Finally … what about CHANGE?

"If we believe that no approach we can use will CHANGE people, then we are right.
The locus of CHANGE is in the people, we can only create space and signposts."

The Remaining 2007 Teleclasses

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 6</td>
<td>Infection Control in the Living and the Dead - The Angola Marburg Outbreak… with Prof. Adriano Duse, U. of Witwatersrand, South Africa</td>
</tr>
<tr>
<td>December 13</td>
<td>Water Quality Issues Pertaining to Medical Device Reprocessing… with Dr. Michelle Alfa, St. Boniface Hospital, Winnipeg</td>
</tr>
</tbody>
</table>

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For registration information www.webbertraining.com/howtoc8.php

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