

# **Activity list for infection prevention and control leaders at the facility level**

SAVE LIVES: Clean Your Hands  
WHO's Global Annual Campaign

'Fight antibiotic resistance – it's in your hands'

# INTRODUCTION TO THIS YEAR'S CAMPAIGN

**Imagine being able to help save millions of lives by just getting those you work with in positions of influence to take a few key actions to support hand hygiene and infection prevention and control (IPC) improvement on 5 May 2017!**

- Effective leadership and influence in IPC saves lives.
- You play a critical role in supporting and stimulating the right action at the right time. The opportunity is here this year to strengthen IPC messages that will inform actions in support of antimicrobial resistance (AMR) national action plans, which every country is due to have in place by 2017.

## **What is WHO asking you to do as IPC leaders?**

- “Implement WHO guidelines on core components of infection prevention (and control), including hand hygiene, to combat antibiotic resistance.”
- Over the next three pages you will find some suggested activities to help you, as an IPC leader, communicate with policy makers, hospital chief executive officers (CEO)/administrators and health workers.

# BELOW ARE SOME SUGGESTED ACTIVITIES TO HELP IPC LEADERS REACH SELECTED TARGET AUDIENCES (1)

## REACH POLICY MAKERS

**Call to action to policy makers:** “Stop antibiotic resistance by making infection prevention and hand hygiene a national policy priority.”



- Have you considered how you can communicate with policy makers in your country? A new WHO resource could help you [http://www.who.int/gpsc/5may/campaign\\_policymakers.pdf?ua=1](http://www.who.int/gpsc/5may/campaign_policymakers.pdf?ua=1)
- Do you know if your country has completed its AMR national action plan?



- Where does your country stand on implementation of the core components for IPC programmes?
- Take any opportunity to discuss implementation of the core components with your policy makers and local authorities and recommend the use of a new Practical manual for implementation of the core components for IPC programmes at the national level and a National core components checklist – available on 5 May.



- Have you considered how you can use local media to help present messages on the importance of IPC in your context?

# BELOW ARE SOME SUGGESTED ACTIVITIES TO HELP IPC LEADERS REACH SELECTED TARGET AUDIENCES (2)

## REACH HOSPITAL CHIEF EXECUTIVE OFFICER (CEO)/ ADMINISTRATORS:

**Call to action to CEO/administrators:** “Lead a year-round IPC programme to protect your patients from resistant infections.”



- To meet the core components for IPC programmes, are there actions that warrant the attention of the CEO/ administrator?
- Are you using simplified core component messages to inform your committees and senior leaders if these opportunities arise?



- Are you presenting at in-hospital town hall meetings, grand rounds, etc.? This is an opportunity to explain how incorporating the core components into all facility practices protects patients and health workers and strengthens health systems.
- You can use a WHO short advocacy slide set to do this [http://www.who.int/gpsc/ipc-cc\\_slides.pdf?ua=1](http://www.who.int/gpsc/ipc-cc_slides.pdf?ua=1).



- Have you explained to senior managers how achieving the core components for IPC programmes will support AMR plans (including conformity with national action plans)?

# BELOW ARE SOME SUGGESTED ACTIONS TO HELP IPC LEADERS REACH SELECTED TARGET AUDIENCES (3)

## REACH HEALTH WORKERS:

**Call to action to health workers:** “Clean your hands at the right times and stop the spread of antibiotic resistance.”



- Explain to your colleagues how hand hygiene is at the core of IPC action to stop the spread of AMR.
- Are you familiar with the core components of infection prevention?
- To understand more and to help you explain the core components to others, use the WHO resources, including this two-page summary [http://www.who.int/gpsc/cc\\_summary.pdf?ua=1](http://www.who.int/gpsc/cc_summary.pdf?ua=1).
- You can also use a new WHO document explaining how the evidence for hand hygiene has contributed to the core components' recommendations to help you prepare for activities on 5 May (released date April 2017).



- Organize focus groups or other events to stimulate discussion on the reasons why hand hygiene is a core action to stop the spread of AMR.



- Use the new 5 May 2017 campaign advocacy posters <http://www.who.int/entity/gpsc/5may/2017/en/index.html>.
- Use the suite of WHO My Five Moments for Hand Hygiene posters (in preventing the spread of multi-drug resistance organisms) <http://www.who.int/gpsc/5may/5moments-posters/en/>.

# WHAT ELSE CAN YOU DO TO USE THE CAMPAIGN TO RAISE AWARENESS? (1)

To help you understand more about this year's campaign theme:

- Note the theme of **'Fight antibiotic resistance - it's in your hands'** and how powerful these words are in connecting the infection prevention and antibiotic/AMR resistance agendas and at targeting individuals through the use of "YOUR". At every level of the health system, fighting AMR is a personal matter – it depends on the actions of individuals, front-line health workers as well as leaders, to make any real impact.
- Note that the campaign name SAVE LIVES: Clean Your Hands is not translated into other languages so that the overall campaign branding can be maintained and be a strong message every year, across the whole world.
- Note the calls to action and the overall emphasis on 'YOU have the opportunity to join us', that is, everyone at all levels who can influence safer, quality health care through the prevention of infection. This includes ensuring that all health facilities sign up to the campaign and demonstrate their commitment <http://www.who.int/gpsc/5may/register/en/>.

# WHAT ELSE CAN YOU DO TO USE THE CAMPAIGN TO RAISE AWARENESS? (2)

- Note the brand identity for 5 May 2017 – the image aims to represent the goal of a “joined-up” approach to achieving infection prevention, and to highlight all those professionals who can play their part; the colour is consistent with WHO campaign colours and is important for global reach. The advocacy posters for 5 May 2017 have this same identity running through them and this year they will also contain the WHO ‘Antibiotics – handle with care’ slogan.
- Use the WHO campaign advocacy toolkit to help provide a framework and guidance for all your campaign activities [http://www.who.int/gpsc/5may\\_advocacy-toolkit.pdf?ua=1](http://www.who.int/gpsc/5may_advocacy-toolkit.pdf?ua=1).
- Use the wording in the WHO newsletter for your cascade messaging <http://www.who.int/gpsc/news/en/> and alert people to all the WHO resources outlined on this web page <http://www.who.int/gpsc/5may/2017/en/>.



**FIGHT**  
**ANTIBIOTIC**  
**RESISTANCE**  
**IT'S IN YOUR HANDS**



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# YOUR CAMPAIGN ACTIVITIES IN SUMMARY

## PLANNING

Ensure that your local plan has a clear timeline.



Ensure that your local plan has been shared with those who need to approve it (budget) or will be involved in its implementation.



Plan to visit WHO web pages regularly for updates and to access and use new resources as they are issued to achieve the calls to action.



Plan to highlight the results and reach of your 5 May activities.





# YOUR CAMPAIGN ACTIVITIES IN SUMMARY

## ACTING

Use WHO campaign materials to help you engage target audiences (for example, posters, slide set) with a timeline that will ensure engagement (for example, timed to fit in with other local priority activities where infection prevention messages could be embedded).



Post campaign information in your newsletters, intranet and websites, using text from the SAVE LIVES: Clean Your Hands newsletter or WHO web pages.



Feature the following link – <http://www.who.int/gpsc/5may/2017/en/> – on your web pages, and WHO will return the favour and acknowledge your participation by linking to your web pages.



Be active on social media to help raise awareness, using the official WHO campaign hashtags:

#handhygiene #antibioticresistance



Register for the 5 May teleclass and tell your colleagues to do this same

<https://www.webbertraining.com/schedulep1.php?command=viewClass&ID=1351>.



Post your photographs on social media to share your 5 May activities with countries across the world – check the WHO campaign web pages for more information on how these will be collated.

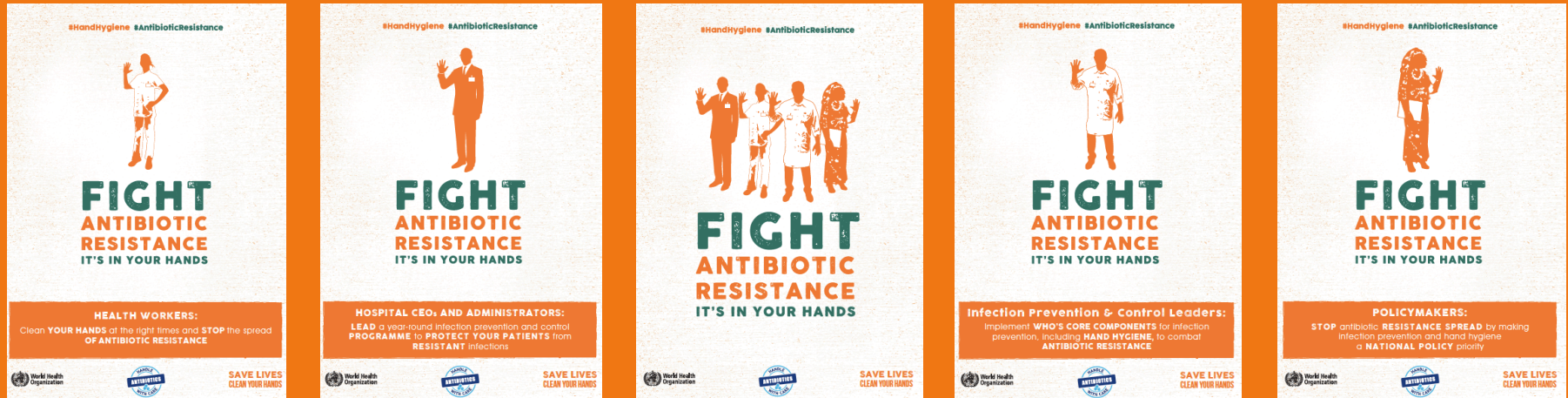


Show WHO hand hygiene and IPC promotional videos at your events <http://www.who.int/gpsc/5may/video/en/>.



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# 2017 campaign posters for your use



#handhygiene #antibioticresistance

# Contact information

The **'SAVE LIVES: Clean Your Hands'** campaign is part of the WHO Infection Prevention and Control Global Unit

For more information visit:

<http://www.who.int/gpsc/5may/en/>

