



World Health  
Organization

# WHO SAVE LIVES: Clean Your Hands

***“NURSES AND MIDWIVES  
Clean care  
is in your hands!”***

**5 May 2020**

<https://www.who.int/infection-prevention/campaigns/clean-hands/en/>



# 2020

## INTERNATIONAL YEAR OF THE NURSE AND THE MIDWIFE

<https://www.who.int/news-room/campaigns/year-of-the-nurse-and-the-midwife-2020>

# 2020: The Year of the Nurse and the Midwife

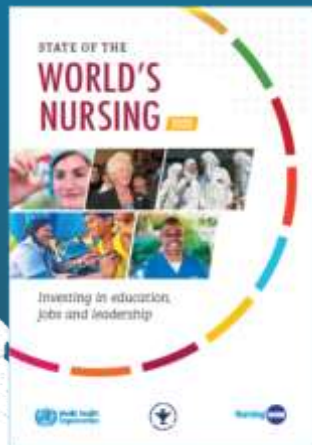
The 72<sup>nd</sup> World Health Assembly designated 2020 as **the International Year of the Nurse and the Midwife** in honor of the 200th anniversary of the birth of Florence Nightingale.

Florence Nightingale was a pioneer of modern nursing and among the first to recognise that a caregiver could be at the origin of patient harm by spreading infection. She is considered the mother of infection prevention and control.\*



\* Gill CJ, Gill G. Nightingale in Scutari: her legacy reexamined. Clin Infect Dis. 2005; 40:1799-805  
Allegranzi B et al. Infection prevention: laying an essential foundation for quality universal health coverage. Lancet Global Health 2019. 7(6):e698–e700. doi:10.1016/S2214-109X(19)30174-3

# Nurses & Midwives: IPC facts



- ***Annually more than 8 million deaths in low- and middle-income countries are attributed to poor quality of health care.***
- ***Nurses can contribute to improved quality of care, and to patient safety through the prevention of adverse events, but this requires that they work at their optimal capacity.***
- ***Burnout amongst nurses due to high workload, long journeys, and ineffective interpersonal relationships has been associated with worsening patient safety***
- ***Increased nurse staffing levels and education in skill-mix teams are correlated with reduced adverse events to hospitalized patients, including catheter-associated urinary infections, bloodstream infections, and ventilation-associated pneumonia.***

Kruk, M.E., et al., *High-quality health systems in the Sustainable Development Goals era: time for a revolution*. The Lancet Global Health, 2018. 6(11): p. e1196-e1252.

Aiken, L.H., et al., *Nurse staffing and education and hospital mortality in nine European countries: a retrospective observational study*. Lancet, 2014. 383(9931): p. 1824-30.

WHO State of the World's Nursing – 2020 Report. <https://www.who.int/news-room/campaigns/world-health-day/world-health-day-2020>

# 5 MAY 2020

- ❑ To align with the International Year of the Nurse and the Midwife (YONM)
- ❑ To acknowledge the importance of nurses & midwives in infection prevention and control (IPC):
- ❑ In the frontline of care, nurses and midwives play a critical role for clean and safer care
- ❑ Many IPC personnel are nurses.

**NURSES AND MIDWIVES**

**CLEAN  
CARE**

**— IS IN YOUR —**

**HANDS**

# Main connections between SLCYH and COVID-19



- **Nurses** and other health care workers are the front-line heroes saving lives from COVID-19.
- In the meantime, neonatal and maternal care remain critical essential services and **midwives** continue to help women to give birth, renewing life during these hard times.
- **DG Recommendations** for all countries to improve access to hand hygiene stations and thereby improve hand hygiene practices in the context of the COVID-19 pandemic (<https://www.who.int/publications-detail/recommendations-to-member-states-to-improve-hand-hygiene-practices-to-help-prevent-the-transmission-of-the-covid-19-virus>)
- **#SafeHandsChallenge** (<https://www.who.int/news-room/campaigns/connecting-the-world-to-combat-coronavirus/safehands-challenge>)



# WHO SAVE LIVES: CLEAN YOUR HANDS IN THE CONTEXT OF COVID-19



## Hand Hygiene in the Community

You can play a critical part in fighting COVID-19

- Hands have a crucial role in the transmission of COVID-19.
- COVID-19 virus primarily spreads through droplet and contact transmission. Contact transmission means by touching infected people and/or contaminated objects or surfaces. Thus, your hands can spread virus to other surfaces and/or to your mouth, nose or eyes if you touch them.

## Why is Hand Hygiene so important in preventing infections, including COVID-19?

- Hand Hygiene is the single most effective action you can take to reduce the spread of pathogens and prevent infections, including the COVID-19 virus.
- Community members can play a critical role in fighting COVID-19 by adopting frequent hand hygiene as part of their day-to-day practices.



Join the **#SAFEHANDS challenge** now and save lives! Post a video or picture of yourself washing your hands and tag **#SAFEHANDS**

WHO **calls** upon policy makers to provide

- the necessary infrastructure to allow people to effectively perform hand hygiene in public places;
- to support hand hygiene supplies and best practices in health care facilities.



## Hand Hygiene in Health Care

Why is it important to participate in the WHO global hand hygiene campaign for the fight against COVID-19?

- The WHO global hand hygiene campaign **SAVE LIVES: Clean Your Hands** mobilizes people around the world to increase adherence to hand hygiene in health care facilities, thus protecting health care workers and patient from COVID-19 and other pathogens.
- Nurses and other health care workers are the front-line heroes saving lives from COVID-19. In alignment with the **Year of the Nurse and the Midwife**, the global hand hygiene campaign 2020 recognizes their critical role in the prevention of infections.
- The campaign also contributes to the **United Nations Secretary's General's Global Call to Action on WASH** in health care facilities.



Follow the 5 May 2020 **SAVE LIVES: Clean Your Hands** here: <https://www.who.int/infection-prevention/campaigns/clean-hands/en/>

**SAVE LIVES  
CLEAN YOUR HANDS**

**#safehands #handhygiene #infectionprevention**



## What about 5 May 2020 and how can it be linked to the fight against COVID-19?

- Among several COVID-19 initiatives promoting hand hygiene, the **WHO SAVE LIVES: Clean Your Hands (SLCYH)** global campaign focuses on hand hygiene in health care and is celebrated on 5 May every year.
- The **DG call** to Member States to improve access to hand hygiene worldwide is linked to the SLCYH campaign.
- On 5 May 2020, the **WHO SLCYH campaign** highlights the critical role of nurses and midwives in infection prevention and hand hygiene practices, to protect all patients. The slogan is **"Nurses and Midwives, clean care is in your hands"**.
- Everyone has a role in supporting health care workers in hand hygiene best practices at this critical time.
- Each one of the calls to action can be adapted to the COVID-19 context.

- **Nurses:** "Clean and safe care starts with you."
- **Midwives:** "Your hands make all the difference for mothers and babies."
- **Policy Makers:** "Increase nurse staffing levels to prevent infections and improve quality of care. Create the means to empower nurses and midwives."
- **IPC Leaders:** "Empower nurses and midwives in providing clean care."
- **Patients and families:** "Safe care for you, with you."

- **Register** in the WHO SLCYH campaign and celebrate ahead of and on **5 May 2020!**

## What do you need to know on hand hygiene best practices for COVID?

### HAND WASHING

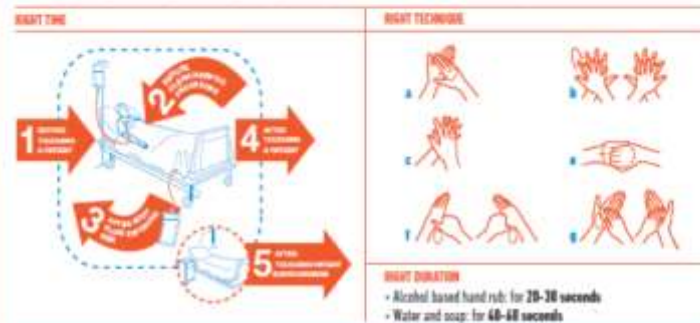
- Evidence from both the SARS and COVID-19 epidemics, shows that hand hygiene is very important to protect health care workers from getting infected (Soto WH et al, "Lancet" 2020; Ran L, et al, "Clin Infect Dis" 2020).
- Hand washing in the community is highly effective to prevent both diarrhoeal diseases and respiratory illness (Jefferson T, et al, "BMJ" 2009). Thus, it is one of the most important measures that can be used to prevent COVID-19 infection.

### DISINFECTANTS

- Alcohol-based hand rub products should contain at least 60% alcohol, should be certified and where supplies are limited or cost prohibitive can be made locally by carefully following WHO [links](#).
- Plain soap is effective at inactivating enveloped viruses such as the COVID-19 virus due to the oily surface membrane that is dissolved by soap, killing the virus (Sickbert-Bennett EE et al, "Am J Infect Control" 2005). In addition, hand washing removes germs through mechanical action (WHO Guidelines on Hand Hygiene in Health Care 2009).
- Chlorinated water at 0.05% is not recommended for routine hand hygiene because it has skin and other toxic effects, and soap is easy to find and can be used effectively.

## Right time and right technique for hand hygiene in health care

Conducting hand hygiene at the right time, using the right technique, with either ABR or soap, water and disposable/clean towels is critical.



**SAVE LIVES  
CLEAN YOUR HANDS**

**#safehands #handhygiene #infectionprevention**

# Recommendations



**Member States to improve hand hygiene practices widely to help prevent the transmission of the COVID-19 virus by:**

1. Providing universal access to public hand hygiene stations and making their use obligatory on entering and leaving any public or private commercial building and any public transport facility.
2. Improving access to hand hygiene facilities and practices in health care facilities.

WHO, Interim guidance, 1 April 2020

<https://www.who.int/publications-detail/recommendations-to-member-states-to-improve-hand-hygiene-practices-to-help-prevent-the-transmission-of-the-covid-19-virus>



Each year the WHO ***SAVE LIVES: Clean Your Hands*** campaign aims to maintain a global profile on the importance of hand hygiene in health care and to ‘bring people together’ in support of hand hygiene improvement globally.

## THE ANNUAL GLOBAL HAND HYGIENE CAMPAIGN

<https://www.who.int/infection-prevention/campaigns/clean-hands/en/>

# A campaign toolkit – for reference all year round



## **SAVE LIVES: Clean Your Hands** **WHO's Global Annual Campaign** **Advocacy Toolkit**

**“Health care-associated infection is such a big problem, we need to focus the world on something that is truly actionable and can save many, many lives. This action is hand hygiene, a flagship element of WHO's patient safety work.”**

**Dr Edward Kelley, Director, Service Delivery and Safety, WHO**



Annual 5 May Campaign

[https://www.who.int/infection-prevention/campaigns/clean-hands/5may\\_advocacy-toolkit.pdf](https://www.who.int/infection-prevention/campaigns/clean-hands/5may_advocacy-toolkit.pdf)



**Why  
the Campaign  
is  
important?**



Make the hand  
hygiene a  
global priority



Inspire hand  
hygiene and  
behavior change



Engagement with  
all health care  
workers in their  
role in clean care




Ensure hand hygiene  
campaign continuity  
and use of resources  
at WHO webpages

# Main Campaign poster

---







# **CALLS TO ACTION**

# SPECIFIC TARGET AUDIENCES FOR 5 MAY 2020

- **Nurses**
- **Midwives**
- **IPC leaders**
- **Patients and families**
- **Policy makers**





# Calls to Action!

## **Nurses:**

- Clean and safe care starts with you.

## **Midwives:**

- Your hands make all the difference for mothers and babies.

## **IPC Leaders:**

- Empower nurses and midwives in providing clean care.

## **Patients and Families:**

- Safer care for you, with you.

## **Policy Makers:**

- Increase nurse staffing levels to prevent infections and improve quality of care. Create the means to empower nurses and midwives.

# Midwives



# Patients and Families

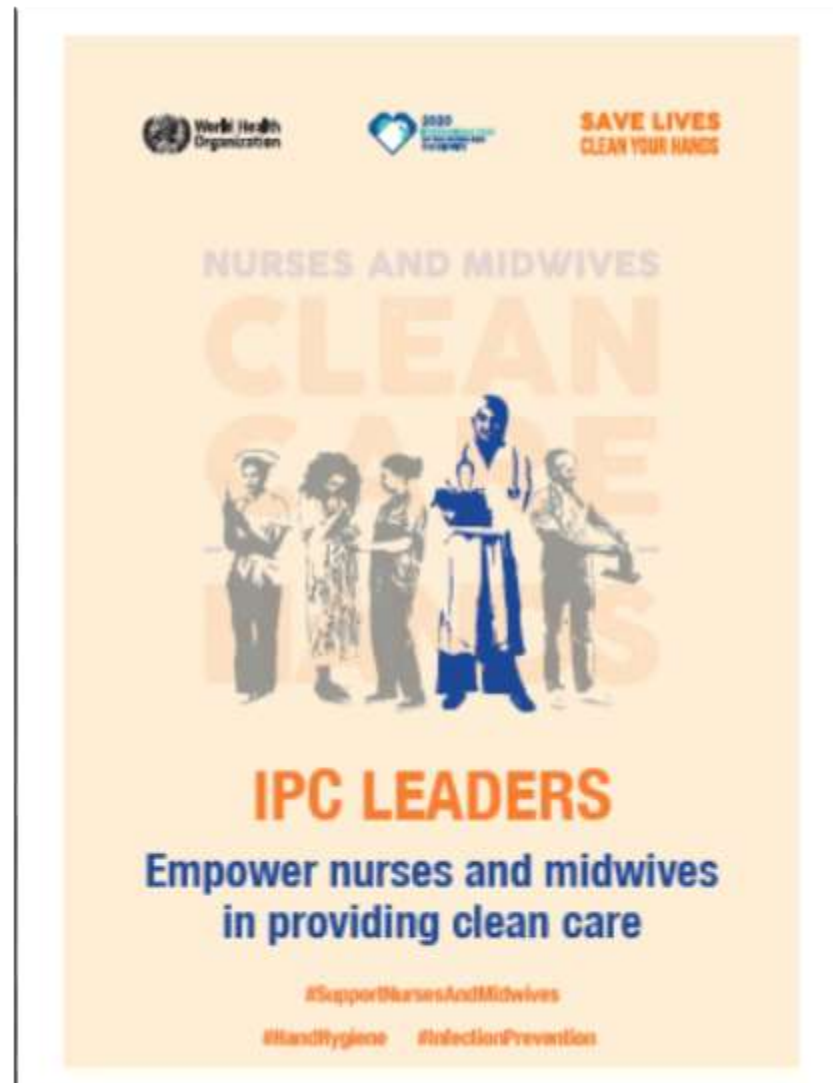




# Nurses



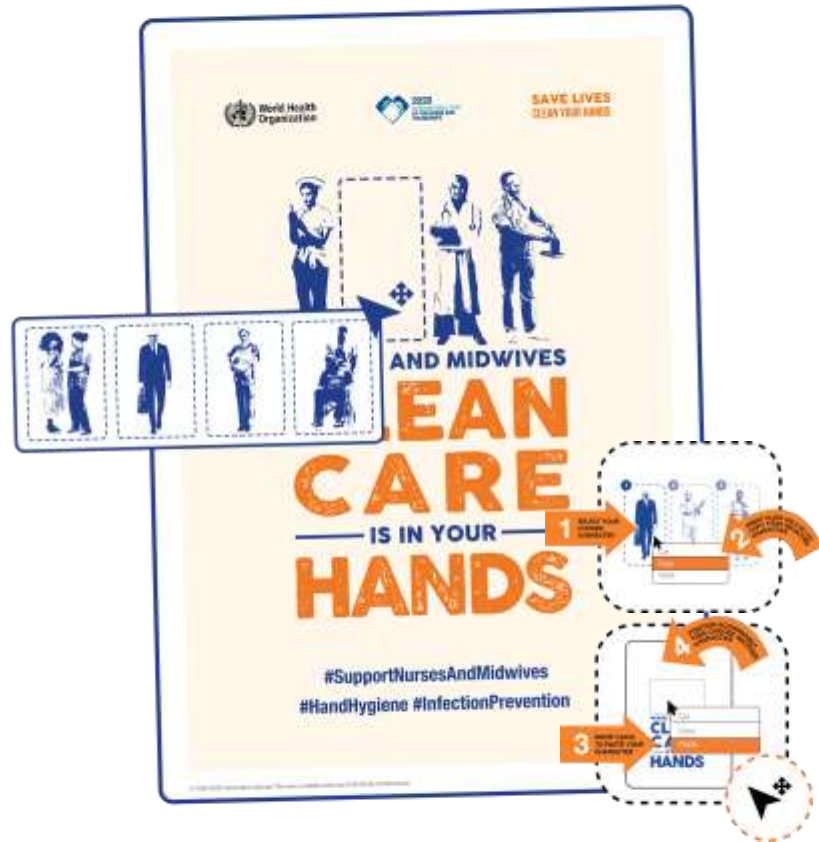
# IPC leaders



# Policy makers



# Poster Maker





**MAKE YOUR CAMPAIGN  
VISIBLE AND IMPACTFUL**



# Selfie Board for pictures



- Download the board at <https://www.who.int/infection-prevention/campaigns/clean-hands/5may2020/en/>
- Post your pictures with the hashtags above on: <https://www.CleanHandsSaveLives.org>



Transparent sticker



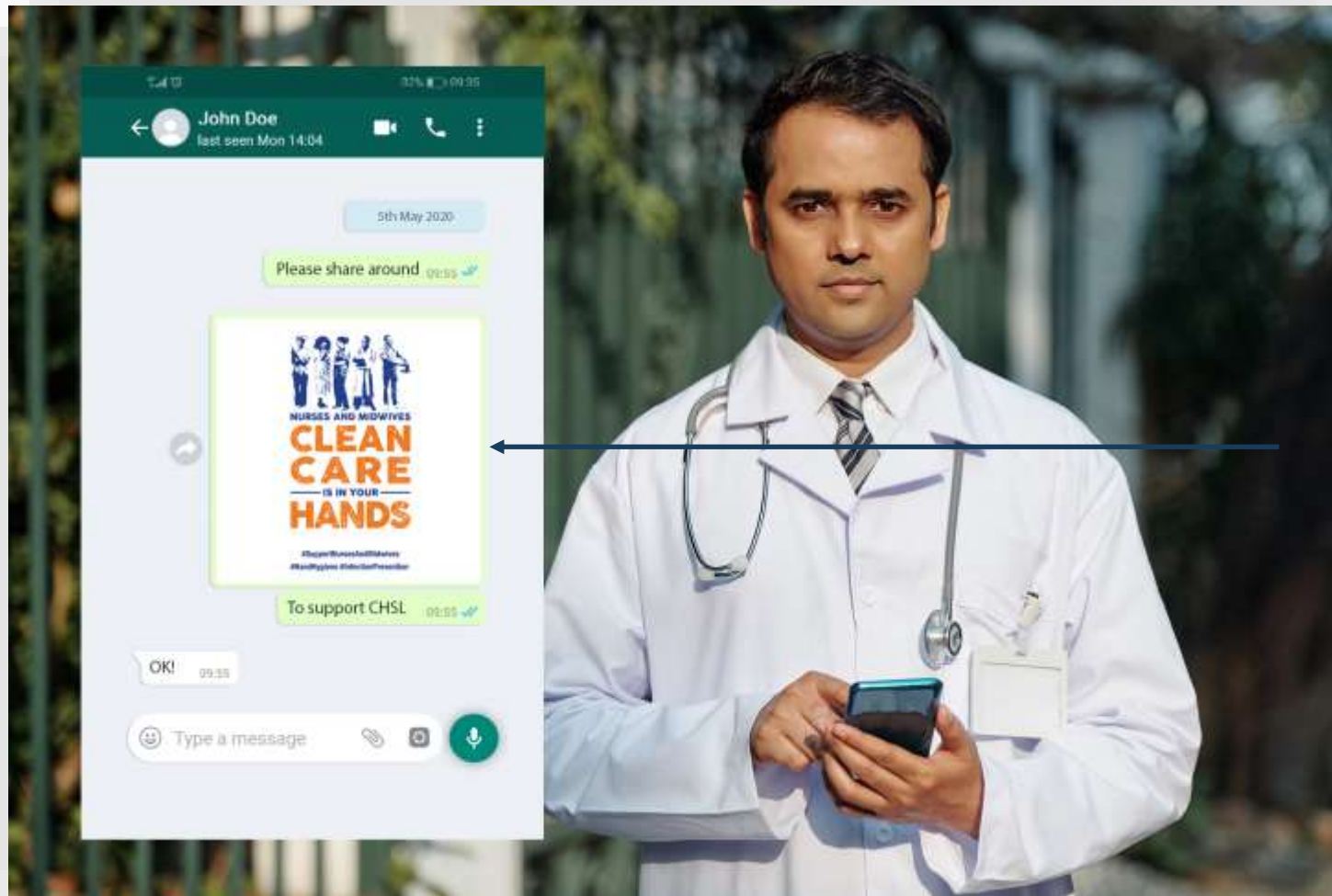


Transparent sticker



Cooler sticker





Global Message at a  
specific time on  
5<sup>th</sup> May









Hanging cardboard mount

Floor sticker



Table sticker

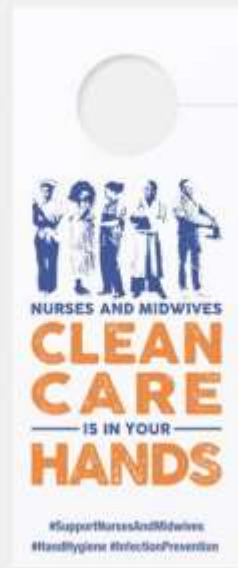












**5 May 2019 – Hashtags #**



**#SupportNursesAndMidwives**  
**#HandHygiene**  
**#InfectionPrevention**

# Recognition and gratitude



Local authorities and senior managers can recognise and thank nurses and midwives (individuals and teams) for their dedication to and excellence in hand hygiene and IPC best practices, by using this template certificate



## Suggested criteria for recognition:

- actions that increased adherence to hand hygiene practices and/or other IPC practices and/or reduced health care-associated infections
- implementation of hand hygiene and/or IPC training programmes
- developing and implementing hand hygiene/IPC guidelines adapted from WHO guidelines
- hand hygiene/IPC research with successful practical implications

# 5 May 2020 – Promotional resources



- Slides for campaign promotion
- Campaign posters
- Modifiable posters that can be edited to customize to the local context and include your own pictures
- Two-pager on hand hygiene in the context of COVID-19
- Template for stickers and brooches
- Photo board
- Journal announcement and articles
- Social media package
- Video message by Didier Pittet & WHO Chief Nursing Officer
- Awareness resources – country stories
- Promotion of recognition certificates focused on hand hygiene and IPC activities
- Provision of a country package including the campaign resources

<https://www.who.int/infection-prevention/campaigns/clean-hands/5may2020/en/>

# Video message by Didier Pittet & WHO Chief Nursing Officer E. Iro



[https://www.youtube.com/watch?v=zCIR3J3\\_wEo&feature=youtu.be](https://www.youtube.com/watch?v=zCIR3J3_wEo&feature=youtu.be)



## 5 May 2020 – Technical products

- ✓ New IPC professional competencies document
- ✓ New poster on hand hygiene in maternal care
- ✓ Advocacy document on Core Components and Minimum Requirements for effective IPC programmes, that are central to nursing and midwifery:
  - Core Component 1 (IPC Programmes)
  - Core Component 3 (Education & Training)
  - Core Component 7 (Workload, Staff & Bed occupancy)

<https://www.who.int/infection-prevention/en/>

# Main activities for virtual participation ahead of and on 5 May 2020 (1)



1. **Certificate of recognition** – We encourage authorities at all levels reward and thank nurses and/or midwives (individuals, teams or organizations) for their dedication to and excellence in hand hygiene and IPC best practices, also (but not limited to) in the context of the COVID-19 response, by using the [template certificate](#)
2. **Urge government commitment to WHO's recommendations on hand hygiene and to the campaign** - On 1 April the Director-General of WHO announced [recommendations](#) for Member States to improve access to hand hygiene stations in the context of the COVID-19 virus. Please ask governments, either ministers of health and/or other senior figureheads, to show their commitment to the recommendations and campaign by making a short video or posting a statement on their social media channels. These videos can be used locally, through media and be shared with WHO at [savelives@who.int](mailto:savelives@who.int) .
3. **Health care workers [#SafeHands](#) challenge video**

WHO expands the [#SafeHands challenge](#) to health care settings by calling on health leaders and all health care workers to follow the DG in practicing hand hygiene and taking a video

# Main activities for virtual participation ahead of and on 5 May 2020 (2)



4. **5 May clap initiative to thank nurses and midwives** - all health care facilities and the public to stop make a **one-minute clap at noon (local time) on 5 May 2020** to thank nurses and midwives for their critical role in delivering clean care through IPC and hand hygiene best practices. Take a video or picture and share on your social media channels with the tags #SupportNursesandMidwives #HandHygiene #InfectionPrevention and send to [savelives@who.int](mailto:savelives@who.int) and/or <https://www.CleanHandsSaveLives.org>
5. **Song** - The WCC at the University Hospitals of Geneva will deliver a short song thanking Nurses and Midwives for delivering clean care through IPC and hand hygiene best practices. Professor Pittet will share the video through social media. Please [send](#) video clips of your own singing-along to <https://www.CleanHandsSaveLives.org> They will be collated in a 5 May video.
6. **WHO webinars on 5 May 2020**
  - 2 pm: 5<sup>th</sup> May hand hygiene campaign presentation; Benedetta Allegranzi, IPC Hub, WHO HQ, & Didier Pittet, University of Geneva Hospitals, Geneva, Switzerland (find the programme at <https://www.who.int/infection-prevention/campaigns/cleanhands/5may2020/en/>)
  - 3:15 pm: Webinar for the International Day of the Midwife; (find the programme at <https://www.who.int/news-room/campaigns/year-of-the-nurse-and-the-midwife-2020>)

**Promote  
WHO  
improvement  
tools  
as part of  
5 May 2020  
activities**

## **All improvement tools for hand hygiene**

<https://www.who.int/infection-prevention/tools/hand-hygiene>

## **All improvement tools for IPC programs**

<https://www.who.int/infection-prevention/tools/core-components/en/>

## **IPC guidance for the COVID-19 outbreak preparedness and response**

<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/technical-guidance/infection-prevention-and-control>

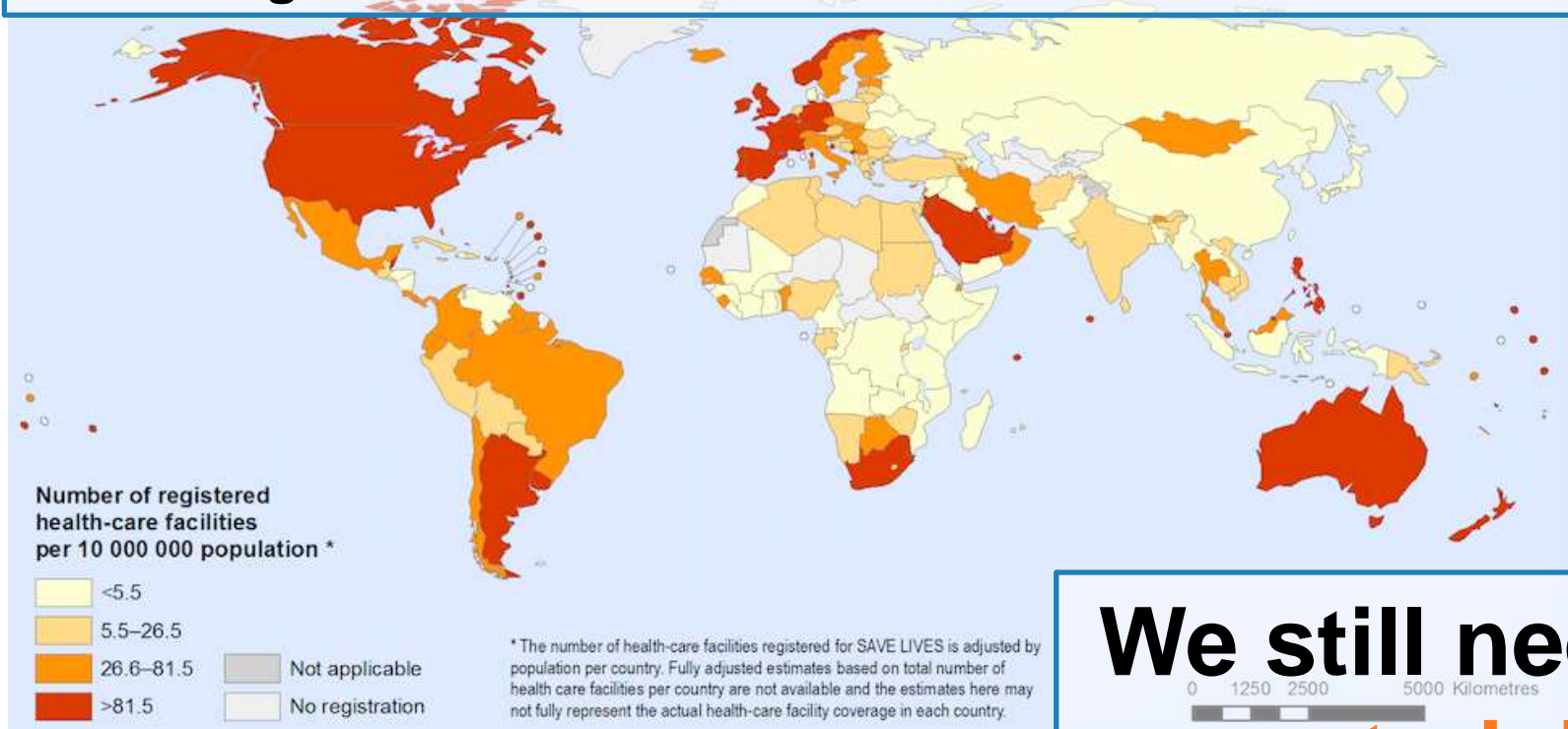
<https://www.who.int/infection-prevention/en/>

# SAVE LIVES: Clean Your Hands: an ongoing **worldwide** campaign



Countries with health-care facilities registered for  
SAVE LIVES: Clean Your Hands global campaign

As of 15 April 2020, **23,000 facilities** in **182 countries** –  
covering over 13 million staff and over 5.1 million beds



**We still need  
more to join!**

# In summary, we ask you to act now



- Sign up your facility to the campaign, if not already (<http://www.who.int/infection-prevention/campaigns/clean-hands/register/en/>)
- Be a 5 May 2020 campaign advocate:
  - feature a link to the WHO campaign on your web pages
- Actively use WHO campaign resources and participate in proposed activities
  - check the WHO web pages often to find new information
- Promote hand hygiene best practices in the context of the COVID-19 outbreak preparedness and response  
<http://www.who.int/infection-prevention/campaigns/clean-hands/en/>





**Thank you for participating in the  
WHO global annual hand hygiene campaign  
SAVE LIVES: Clean Your Hands**

***NURSES AND MIDWIVES  
Clean care  
is in your hands!***

Learn more at: <https://www.who.int/infection-prevention/campaigns/clean-hands/5may2020/en/>

# Join the WASH Revolution!



**LEARN:** Visit [www.washinhcf.org](http://www.washinhcf.org) for practical tools, case studies, news and stories.

**CONNECT:** Join the community @wash\_for\_health 

**COMMIT:** Support country commitments and/or encourage others to commit at [www.washinhcf.org/commitments](http://www.washinhcf.org/commitments)

**IMPROVE:** Identify health entry points; work on one or more practical actions; implement & document.

