



**World Health  
Organization**

**‘Fight antibiotic resistance –  
it’s in your hands’**

**WHO SAVE LIVES: Clean Your Hands 5 May 2017**

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

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***



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# Part of WHO Infection Prevention and Control Global Unit – launched end 2015

*Protecting patient and health worker lives  
across the world through excellence in  
infection prevention and control*



# Campaign context

- The theme of ‘**Fight antibiotic resistance ‘it’s in your hands’**’ aimed to be powerful in connecting the infection prevention and antibiotic/AMR resistance agendas and targeting individuals through the use of “your”, ensuring calls to action will be taken up.
- Overall we aimed to say ‘YOU have the opportunity to join us’ - everyone at every level who can influence safer, quality healthcare through prevention of infection.
- Key once again was ensuring that all health facilities signed up to the campaign and also took action on 5 May with a plan to continue to take improvement steps <http://www.who.int/infection-prevention/campaigns/clean-hands/register/en/>



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*“Campaigning each year on or around 5 May is one important part of improving behaviors and best practices.”*

*“1 in 10 will get an infection when receiving care - remember that hand hygiene and infection prevention and control are the key weapons against antibiotic resistance and its a collaborative approach”*

**Dr Marc Sprenger, WHO Director, AMR Secretariat**

# Joining forces for the greatest impact!



**Table 1: Strategic objectives of the WHO Global Action Plan on Antimicrobial Resistance**

**Objective 1:** Improve awareness and understanding of antimicrobial resistance through effective communication, education and training

**Objective 2:** Strengthen the knowledge and evidence base through surveillance and research

**Objective 3:** Reduce the incidence of infection through effective sanitation, hygiene and infection prevention measures

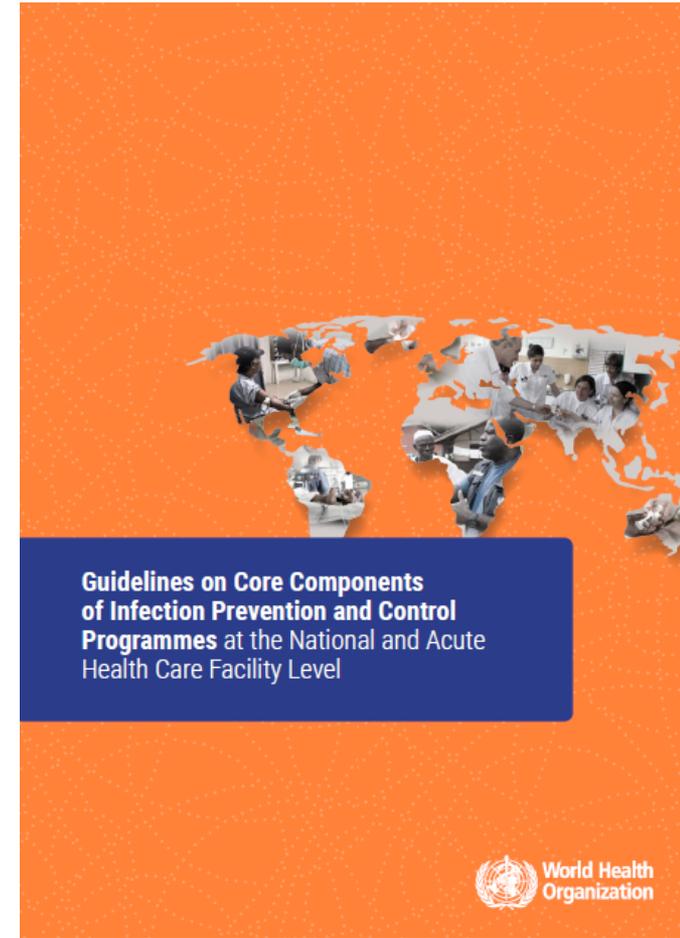
**Objective 4:** Optimize the use of antimicrobial medicines in human and animal health

**Objective 5:** Develop the economic case for sustainable investment that takes account of the needs of all countries, and increase investment in new medicines, diagnostic tools, vaccines and other interventions

- WHO emphasised the link to strengthening IPC programmes based on the recently published WHO Guidelines on core components of infection prevention and control programmes at national and acute health care facility level.

<http://www.who.int/gpsc/ipc-components/en/>

- **Hand hygiene is at the core of effective IPC to combat antibiotic resistance**, and campaigning each year on or around 5 May is one important part of improving behaviour towards IPC best practices.



# WHO resources for all year round

updates

## Infection prevention and control

Home page

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### SAVE LIVES: Clean Your Hands 5 May 2017

#### 'Fight antibiotic resistance - it's in your hands'

WHO urges you to focus on the fight against antibiotic resistance in the context of hand hygiene and infection prevention and control (IPC) programmes. You can do this by supporting the 5 May 2017 calls to action. Hand hygiene is at the core of effective IPC to combat antibiotic resistance, and campaigning each year on or around 5 May is one important part of improving behaviour towards IPC best practices. This year the campaign materials are all co-branded with 'Antibiotics, handle with care' to demonstrate unity between antimicrobial resistance and IPC efforts.



**FIGHT**  
ANTIBIOTIC  
RESISTANCE



Help us reach 20 000 registrations.

Join the campaign now!

Links to related web pages in other languages

Arabic | Chinese | French  
Russian | Spanish

↓ SAVE LIVES: Clean Your Hands WHO's Global Annual Campaign Advocacy Toolkit pdf, 1.27Mb

5 May 2017 advocacy videos



#### Who we want action to be taken by:

- we want health workers to clean their hands at the right times, building on hand hygiene improvement efforts made up to now;
- we want chief executive officers and managers to support hand hygiene campaigning and infection prevention and control programmes, to protect patients from antibiotic-resistant infections;
- we want IPC leaders to lead hand hygiene campaigning and start their journey of meeting the core components for infection prevention and control;
- we want policy makers to stop antibiotic resistance spread by demonstrating national support and commitment to infection prevention.

#### Resources for 5 May 2017

Photograph promotional board



For social media messaging, WHO will be using both #handhygiene and

### Safety Starts Here.

↓ HH – why, how and when brochure pdf, 476kb

↓ HH Self-Assessment Framework pdf, 469kb

↓ HH – Observation Tool doc, 737kb

↓ Guide to HH Improvement pdf, 476kb

↓ Your 5 Moments for Hand Hygiene pdf, 224kb

↓ Guide to local ABHR production pdf, 312kb

↓ Sustaining improvement doc, 274kb

A range of tools exist for you to adopt and adapt to support local improvement. They are proven to achieve change if used as part of a multi-modal strategy as represented in the 5 components listed here. Patient safety and health system strengthening starts here.



System change



Reminders in the workplace



Training and education



Institutional safety climate



Evaluation and feedback

Template Action Plan for WHO Framework

Locally adapted tools

↓ Inadequate/Basic Results pdf, 493kb

– Other WHO related documents and useful links

↓ Intermediate Results pdf, 475kb

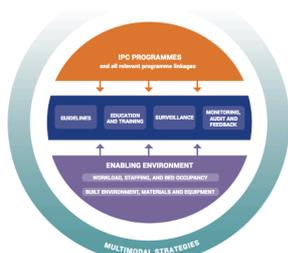
<http://www.who.int/infection-prevention/campaigns/clean-hands/en/>



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# New implementation, advocacy & evidence documents

Visual representation of the core components of infection prevention and control (IPC) programmes.\*



\*Note how they are interconnected to improve IPC practices and reduce infection outcomes.



## Interim Practical Manual supporting national implementation of the WHO Guidelines on Core Components of Infection Prevention and Control Programmes



### WHO Global Infection Prevention and Control Unit

## Evidence of hand hygiene as the building block for infection prevention and control

An extract from the systematic literature reviews undertaken as the background for the WHO Guidelines on Core Components of Infection Prevention and Control Programmes at the National and Acute Health Care Facility Level



### National policy-maker engagement brief

**WHO SAVE LIVES: Clean Your Hands Global Campaign**  
5 May 2017

#### Fight antibiotic resistance - it's in your hands

##### Introduction

This brief contains sample text for use by WHO Representatives and designated WHO Country Office infection prevention and control (IPC) focal points in their engagement with policy-makers and key leaders with a mandate for IPC improvement within national ministries of health, including those tasked with developing national quality and safety policies and strategies.

- Too many of the most vulnerable people seeking care develop a health care-associated infection (HAI) resulting in harm and sometimes even death, especially in low- and middle-income countries (LMICs). This could be prevented through simple, low-cost IPC interventions performed at critical moments, such as hand hygiene.
- One in five patients in some LMICs develop a HAI. When considering all countries, one in 10 patients acquires an infection while receiving health care.
- Defects in IPC at the health facility level increase the risk of outbreaks of highly transmissible diseases that can spread within and beyond facilities, including across national borders.
- At the national level, defective IPC impacts on a country's ability to meet the International Health Regulations (IHR), combat antimicrobial resistance (AMR) and ultimately adversely impact on the quality of health care delivery required to meet the health-related Sustainable Development Goals (SDGs), including universal health coverage.
- Absence of hand hygiene at key moments is one aspect of IPC that is considered to be a critical example of defects in the quality of care, usually compounded by weak infrastructures and the lack of access to affordable products, thus putting patients, health workers and the wider population at risk.
- HAIs have a significant economic impact at the patient and population level, including the opportunity cost to health services due to increased length of hospital stay and expensive treatments required for antibiotic-resistant pathogens. Societal costs are also incurred, as well as lost productivity due to HAIs and AMR morbidity and mortality.
- More information on what a HAI is can be accessed at: <http://apps.who.int/iris/bitstream/10665/246235/1/WHO-HIS-SDS-2016.10-eng.pdf?ua=1>
- It was recently shown that relatively few countries across all Member States reported having an IPC programme at the national level.
- Effective IPC programmes lead to more than a 30% reduction in HAI rates and active surveillance itself may contribute to a 25-57% reduction.
- Improving hand hygiene practices can lead to a reduction of pathogen transmission in health care by 50% or more.
- Some countries have clearly demonstrated that strong IPC programmes and implementation strategies can significantly reduce HAIs. England achieved methicillin-resistant *Staphylococcus aureus* (MRSA) infection reduction by 56% over a 4-year period. African hospitals succeeded in reducing surgical site infections by 44% through an IPC and safety culture programme.



# Evidence of hand hygiene as the building block for infection prevention and control

The following core component recommendations are specific to hand hygiene.

## CORE COMPONENT 6b

**The panel recommends that a national IPC monitoring and evaluation programme should be established to assess the extent to which standards are being met and activities are being performed according to the programme's goals and objectives. *Hand hygiene monitoring with feedback should be considered as a key performance indicator at the national level.***

(Strong recommendation, moderate quality of evidence)

## CORE COMPONENT 8b

**The panel recommends that materials and equipment to perform appropriate hand hygiene should be readily available at the point of care.**

(Strong recommendation, very low quality of evidence)

In addition to these specific recommendations, 51 of 116 (44%) high quality papers used as the primary evidence for six of the eight core components investigated hand hygiene as part of IPC interventions. These were: core components 2 (three studies), 3a (eight studies), 5 (30 studies), 6 (two studies), 7 (two studies), and 8b (six studies). As listed within the guidelines, all relevant secondary evidence was also scrutinized, thus lending additional support to the findings indicated by the primary level evidence.

## 3. Summary of the key messages from this review

- Hand hygiene research drives the evidence on the need for IPC guidelines, which support the reduction of HAI and AMR
- Hand hygiene statements in IPC guidelines should directly address how this action can prevent the spread of MDROs
- The evidence for a range of hand hygiene education activities drives IPC education and training in health facilities
- Education and training should emphasize hand hygiene role in preventing the spread of MDROs in clinical workflow
- There is clear evidence that hand hygiene multimodal improvement strategies are effective in improving practices and preventing microbial transmission and infections
- A hand hygiene multimodal improvement strategy should describe how actions prevent transmission of MDROs including in the context of real life clinical workflow
- Hand hygiene monitoring plays a role in driving IPC standards and is a key performance indicator (national level)
- Using hand hygiene audit data is key to improve IPC and prevent the spread of resistant organisms
- Impact of workload can influence hand hygiene practices. This can be used to influence decisions on staffing levels
- Hand hygiene equipment and products (including at the point of care) are critical to IPC practices. Without hand hygiene resources the spread of resistant organisms will occur

# Thank you from WHO – one way we can do this is to put a link to supporting organizations websites

5 May 2017

[Association for professionals in infection control and epidemiology, USA](#)

[Centre for Health Protection, the Government of the Hong Kong Special Administrative Region](#)

[Centre for infectious disease research and policy](#)

[Centers for Disease Control and Prevention, USA](#)

[European Center for Disease Prevention and Control](#)

[European Committee on Infection Control](#)

[European Network to Promote Infection prevention for Patient Safety](#)

[European Wound Management Association](#)

[Hand Hygiene Australia](#)

[Health Protection Scotland](#)

[Health Quality and Safety Commission, New Zealand](#)

[Hospital Nacional de Niños, Costa Rica](#)

[Infection Control Africa Network](#)

[Infection Prevention Society, UK](#)

[Infection Prevention and Control, Canada](#)

[Institute for Healthcare Improvement](#)

[International Council of Nurses](#)

[International Federation for Infection Control](#)

[Jhpiego](#)

[Ministerio de Sanidad, Servicios Sociales e Igualdad](#)

[Public Health Wellington-Dufferin-Guelph](#)

[Statens Serum Institut, Denmark](#)

[The SoapBox Collaborative](#)

[USAID ASSIST](#)

[WASH in health care](#)

## Other support

- ADECI higiene de manos, Argentina
- Australian Committee on Safety and Quality in Health Care
- Clinical Excellence Commission, New South Wales



World Health  
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# 5 May Webber Global Teleclass

**CDC** Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™

## Hand Hygiene in Healthcare Settings



Hand Hygiene Day



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News

Weekly Report News

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24 Apr 2017

**SAVE LIVES: Clean Your Hands 5 May 2017 'Fight antibiotic resistance - it's in your hands'**

There is 2 weeks to go to 5 May 2017. There is still time for your organisation to register for the day at <http://www.who.int/gpsc/5may/register/en/>.

HPS have produced a webpage to support the day with relevant guidance and materials on antibiotic resistance and hand hygiene including the NIPCM and e-Bug <http://www.hps.scot.nhs.uk/hpsc/0000handhygiene/moqm.asp>.

They will be actively tweeting using the WHO campaign **#handhygiene** and **#antibioticresistance**.

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RSS

## European Committee on Infection Control (EUCIC)

**EUCIC** EUROPEAN COMMITTEE ON INFECTION CONTROL  
European Society of Clinical Microbiology and Infectious Diseases

### Current activities

27 April 2017

**EUCIC endorses the "WHO 5 May SAVE LIVES: Clean Your Hands Campaign"**



Every 5 May, WHO calls for a renewed focus on hand hygiene improvement and sustainability in health care. Health care settings are asked to sign up to the WHO 5 May SAVE LIVES: Clean Your Hands Campaign if not already and to respond to the call to action.

### Hand Hygiene Australia

For Healthcare Workers

## Hand Hygiene Day - 5th May 2017

Hand hygiene and Infection Prevention and Control more generally are key weapons in the fight against Antimicrobial Resistance (AMR).

**WHO's 5 May 2017 campaign slogan, "Fight antibiotic resistance – it's in your hands" demonstrates the unity between AMR and infection efforts.**

Home | Hand Hygiene Australia | HHA Meetings and Conferences

### World Hand Hygiene Day

## FIGHT ANTIBIOTIC RESISTANCE IS FOCUS OF WORLD HAND HYGIENE DAY

"Fight antibiotic resistance - it's in your hands" is the theme of this year's World Hand Hygiene Day on 5 May. The day is coordinated by the World Health Organization.

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### Infection Control Africa Network

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### WHO Clean Hands Saves Lives Campaign – May 5th 2017

Every 5 May, WHO calls for a renewed focus on hand hygiene improvement and sustainability in health care. Health care settings are asked to sign up to the WHO 5 May SAVE LIVES: Clean Your Hands Campaign if not already and to respond to the call to action.

### EUNETIPS

European network to promote infection prevention for patient safety

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### News

**Fight antibiotic resistance - it's in your hands - SAVE LIVES: Clean Your Hands 5 May 2017 - spread the word!**

Fight antibiotic resistance - it's in your hands - SAVE LIVES: Clean Your Hands 5 May 2017 WHO urges you to focus on the fight against antibiotic resistance in the context of hand hygiene and infection prevention and... [more]

### WHAT'S NEW AT APIC

#### May 5 is World Hand Hygiene Day

The World Health Organization's annual global call to action for health workers begins May 5. This year's theme is "Fight antibiotic resistance—it's in your hands." WHO urges the healthcare community to focus on the fight against antibiotic resistance in the context of hand hygiene and infection prevention and control programs. Learn more.

[Read More >](#)

### IPS Infection Prevention Society

Home | Education & Events | Professional Practice | News & Media | Membership | About IPS | Public / Patients | Contact Us

## International Calls for Action

IPS recognises the following international events and calls for action

- Position Statements
- Current Consultations
- Past Consultations
- Infection News in the Media
- President's Blog

### World Health Organisation SAVE LIVES: Clean your hands, every 5th May



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A worldwide event by the World Health Organization

## SAVE LIVES! Clean Your Hands Day

Friday May 5, 2017

**"Fight antibiotic resistance - It's in your hands!"**



# Some results

- The full #HandHygiene conversation drove 2.50 million twitter impressions from 12.9k tweets in the last week. WHO HQ generated 1.4 million, or a 56% of the total. The impressions for #handhygiene was a 2,703.4k increase on the previous 7 days.
- WHO tweeted 15 times and in total (13 in English, 1 in French, 1 in Spanish), WHO tweets were seen 1.46 million times (impressions) and received 3.9k retweets (it was 1.87 million impressions last year)
- The most popular WHO tweet was the poster targeted at health workers at 1.5k retweets (last year's most popular received 2.5k retweets)
- WHO also used other social media sites to disseminate messages
- WHO web stats for 2017 tools have still to be delivered

# Health facilities who have signed up to the campaign

## Registration update - countries or areas

Two new territories for 2017 – Cayman Islands and Saint Lucia

As at 3 May 2017, 19 891 facilities in 179 countries – covering over 12 million staff and almost 5 million beds



# Support from WHO regional offices

- Translations of posters
- Media attention in their regions including 5 May news reports
- Support for health care registrations and overall promotion
- Support for presentation of new photos and videos
- South-East Asia was least engaged (lack of an IPC focal point)
- More large influential organisations were engaged in 2017 than before - ? In part due to WHO's new overall engagement strategy

# Every year you can prepare for your campaign efforts using this tool

## 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

## MAKE YOUR CAMPAIGN ACTIVITIES IMPACTFUL

Using a strong visual identity and slogan is critical, alongside key messages and a range of appealing materials. The intention of the campaign theme (preferably based on an existing need) and target audiences should be established from the start. Here are two examples of past WHO campaigns:

### 2014

In 2014, the 'It takes just 5 Moments to change the world: clean hands stop the spread of drug-resistant germs' theme used a visual identity to build on WHO's 'no action today: no cure tomorrow' AMR campaign. The aim of the campaign was to show that hand hygiene action is proven to protect patients from harmful drug-resistant germs and to engage with the global AMR agenda.



Annual 5 May Campaign

### 2016

The 'See Your Hands: Hand Hygiene Supports Safe Surgical Care' theme used a visual identity that supported a call to action for surgical teams. The purpose of the campaign was to remind surgical teams that patients are **IN their hands**, and that they should see what's **ON their hands** – this messaging aimed to promote the regular practice of hand hygiene from admission to discharge of surgical patients, in particular. A range of other materials were also created to support the campaign [more on pg.12].



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# Next...

- Thank you once again for all your support
- WHO IPC Global Unit may undertake a short survey about the future of the campaign through the GIPC Network
- GIPCN will meet again at ICPIC (with those in attendance)
- Plans for next steps in our campaigning will be agreed later in 2017
- This year's WAAW will have a focus on IPC in support of fighting antibiotic resistance – another opportunity