



Metro North Hospital and Health Service *Putting people first*

Royal Brisbane and Women's Hospital

Co-designed and situated consumer engagement: the hand hygiene *Instabooth* project

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Are our hands really clean?



We live with 100 trillion bacterial cells



Caring hands



Hand hygiene reduces infection



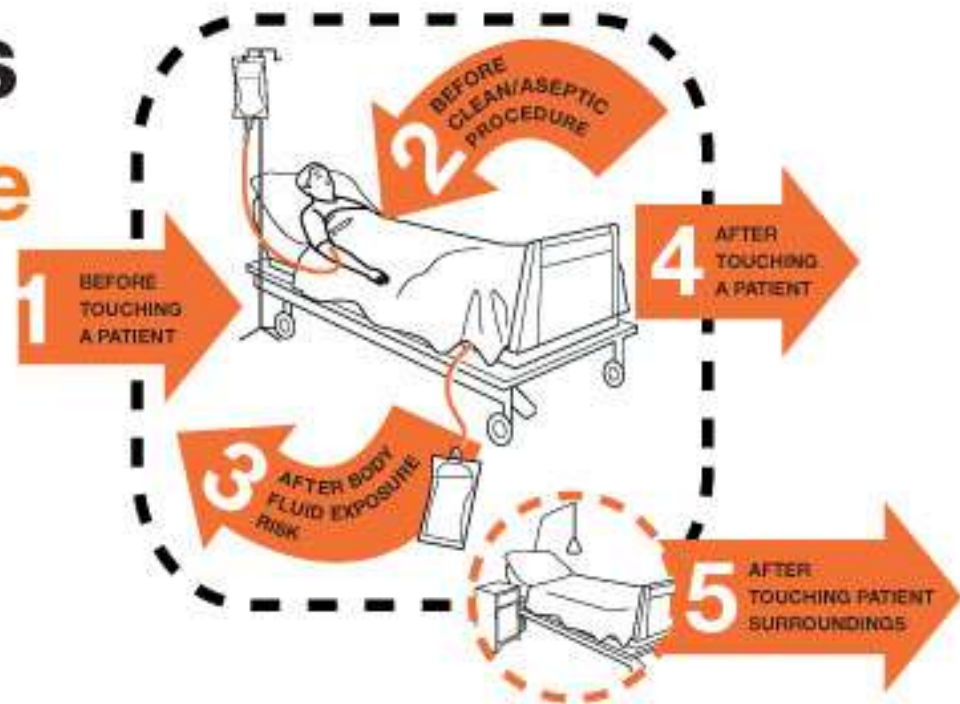
Room for improvement: data from 2012 - 2015

Hospital	State	Peer group	2012-13	2013-14	2014-15	2015-16	2016-17
Major hospitals		Major hospitals	1.37	1.33	1.13	1.03	1.09
Fiona Stanley Hospital	WA	Major hospitals			1.55	1.08	1.27
Gold Coast University Hospital	Qld	Major hospitals	1.44	0.56	0.61	0.75	1.08
Wollongong Hospital	NSW	Major hospitals	1.50	0.60	1.48	1.43	1.27
Flinders Medical Centre	SA	Major hospitals	0.97	0.67	0.67	0.78	0.72
University Hospital Geelong	Vic	Major hospitals	1.28	0.67	0.82	0.81	1.03
The Prince Charles Hospital	Qld	Major hospitals	0.52	0.75	0.88	0.79	0.84
Royal Hobart Hospital	Tas	Major hospitals	0.88	0.93	0.60	0.85	1.14
Royal Adelaide Hospital	SA	Major hospitals	1.37	0.93	1.28	1.22	1.49
The Canberra Hospital	ACT	Major hospitals	1.46	1.07	1.10	1.24	1.01
The Alfred	Vic	Major hospitals	1.39	1.13	1.44	1.12	1.29
Princess Alexandra Hospital	Qld	Major hospitals	1.40	1.20	1.55	0.96	1.10
Concord Hospital	NSW	Major hospitals	0.97	1.24	1.06	0.90	0.88
Royal North Shore Hospital	NSW	Major hospitals	1.66	1.24	0.94	0.68	1.04
Austin Hospital [Heidelberg]	Vic	Major hospitals	1.21	1.25	0.99	0.80	0.46
Royal Darwin Hospital	NT	Major hospitals	1.09	1.26	0.81	0.80	1.12
Royal Prince Alfred Hospital	NSW	Major hospitals	1.01	1.28	1.00	1.40	0.97
Liverpool Hospital	NSW	Major hospitals	1.24	1.30	1.11	1.23	1.04
Royal Melbourne Hospital [Parkville]	Vic	Major hospitals	1.69	1.35	1.09	0.84	0.65
Nepean Hospital	NSW	Major hospitals	1.88	1.36	1.15	1.35	1.43
Prince of Wales Hospital	NSW	Major hospitals	1.65	1.40	0.74	0.53	0.58
St Vincent's Hospital [Fitzroy]	Vic	Major hospitals	1.01	1.47	1.11	0.89	1.42
St George Hospital NSW	NSW	Major hospitals	1.49	1.48	1.74	0.99	1.17
Westmead Hospital	NSW	Major hospitals	1.65	1.55	1.29	1.08	1.10
Sir Charles Gairdner Hospital	WA	Major hospitals	1.34	1.66	0.94	1.75	1.29
John Hunter Hospital	NSW	Major hospitals	1.77	1.68	1.13	1.36	1.41
Monash Medical Centre [Clayton]	Vic	Major hospitals	1.81	1.69	0.76	0.86	1.46
Royal Perth Hospital Wellington Street Campus	WA	Major hospitals	1.11	1.93	1.65	1.30	1.09
The Townsville Hospital	Qld	Major hospitals	1.12	2.02	1.28	1.30	1.62
Royal Brisbane & Women's Hospital	Qld	Major hospitals	1.99	2.23	1.75	1.13	0.92
St Vincents Hospital	NSW	Major hospitals	1.43	2.38	1.03	0.48	0.78

World Health Organisation: 5 moments for hand hygiene

Your 5 Moments for Hand Hygiene

- 1 BEFORE TOUCHING A PATIENT
- 2 BEFORE CLEAN / ASEPTIC PROCEDURE
- 3 AFTER BODY FLUID EXPOSURE RISK
- 4 AFTER TOUCHING A PATIENT
- 5 AFTER TOUCHING PATIENT SURROUNDINGS

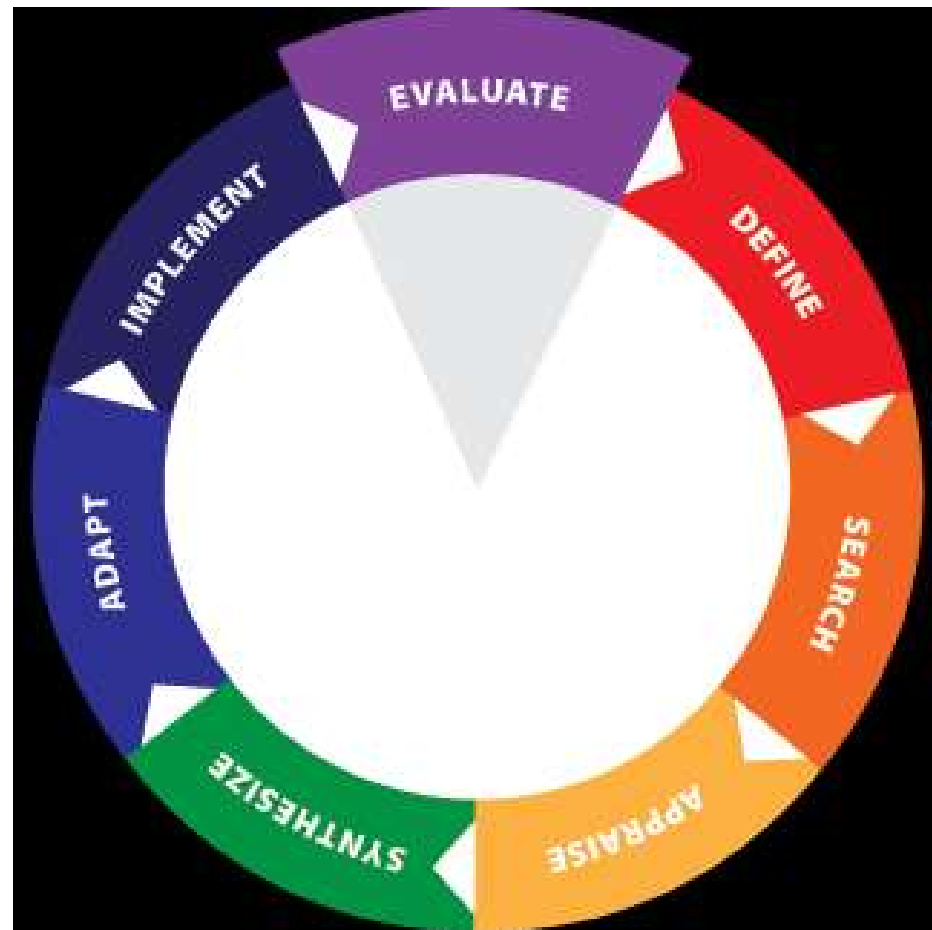


Metro North Hospital and Health Service Values in Action



World Health Organisation

1. Educational programmes
2. Reminders and motivational messages
3. Role modelling



National Safety and Quality Health Service Standard



AUSTRALIAN COMMISSION
ON SAFETY AND QUALITY IN HEALTH CARE



2 PARTNERING WITH CONSUMERS



AUSTRALIAN COMMISSION
ON SAFETY AND QUALITY IN HEALTH CARE

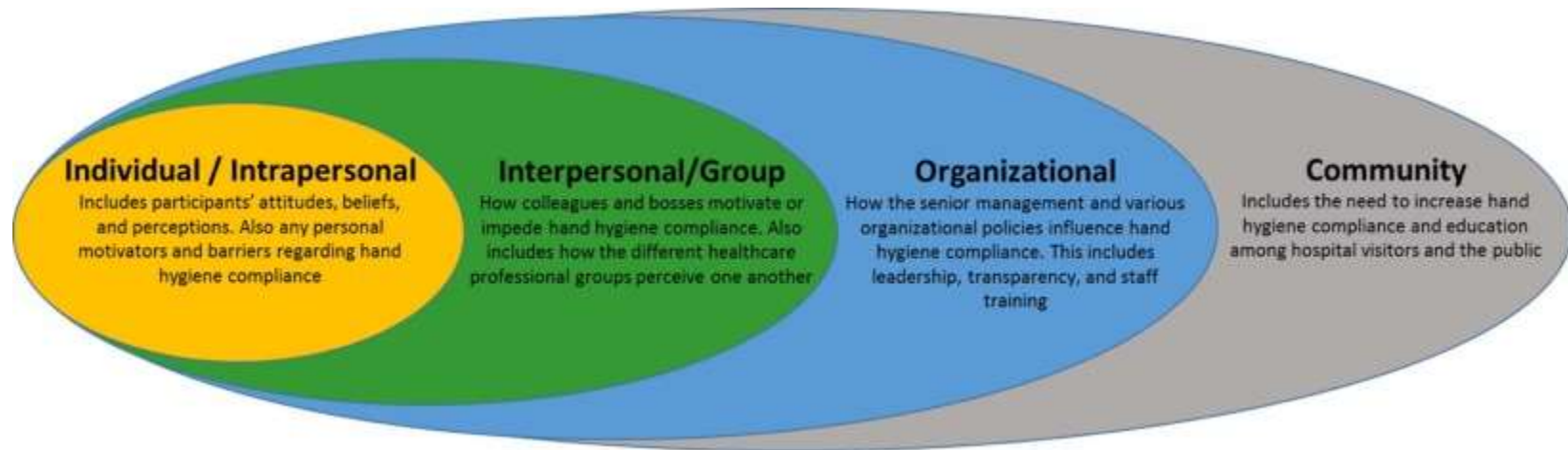


3 PREVENTING AND CONTROLLING HEALTHCARE-ASSOCIATED INFECTION

Consumer engagement



Project aim



LINK (Leading Innovation through Networking and Knowledge) funding



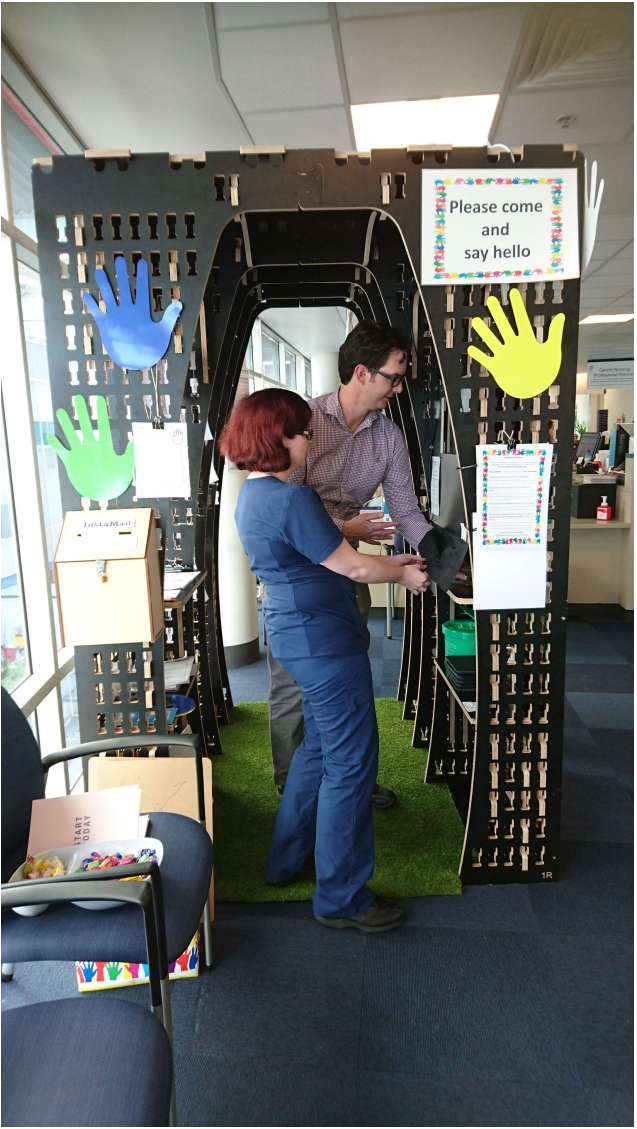
Workshop #1: development of the *InstaBooth* content



- Responsibility – hand hygiene is everyone's responsibility
- Trust and partnerships
- Risk and vigilance
- Relationships
- Tactility
- Seriouness
- Time
- Education



The *InstaBooth*: consumer engagement in the oncology out-patients

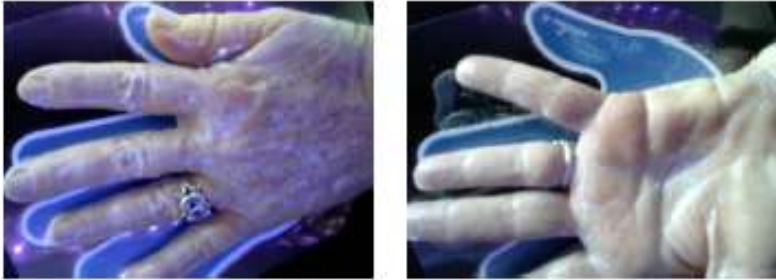


Interactive components (digital)



How clean are your hands?

Step 1 Rub GlitterBug potion on hands and place under UV light. This shows the coverage of the potion, and could also be indicative of the thoroughness of normal hand hygiene.



Step 2 Wash or clean hands then return to GlitterBug station.

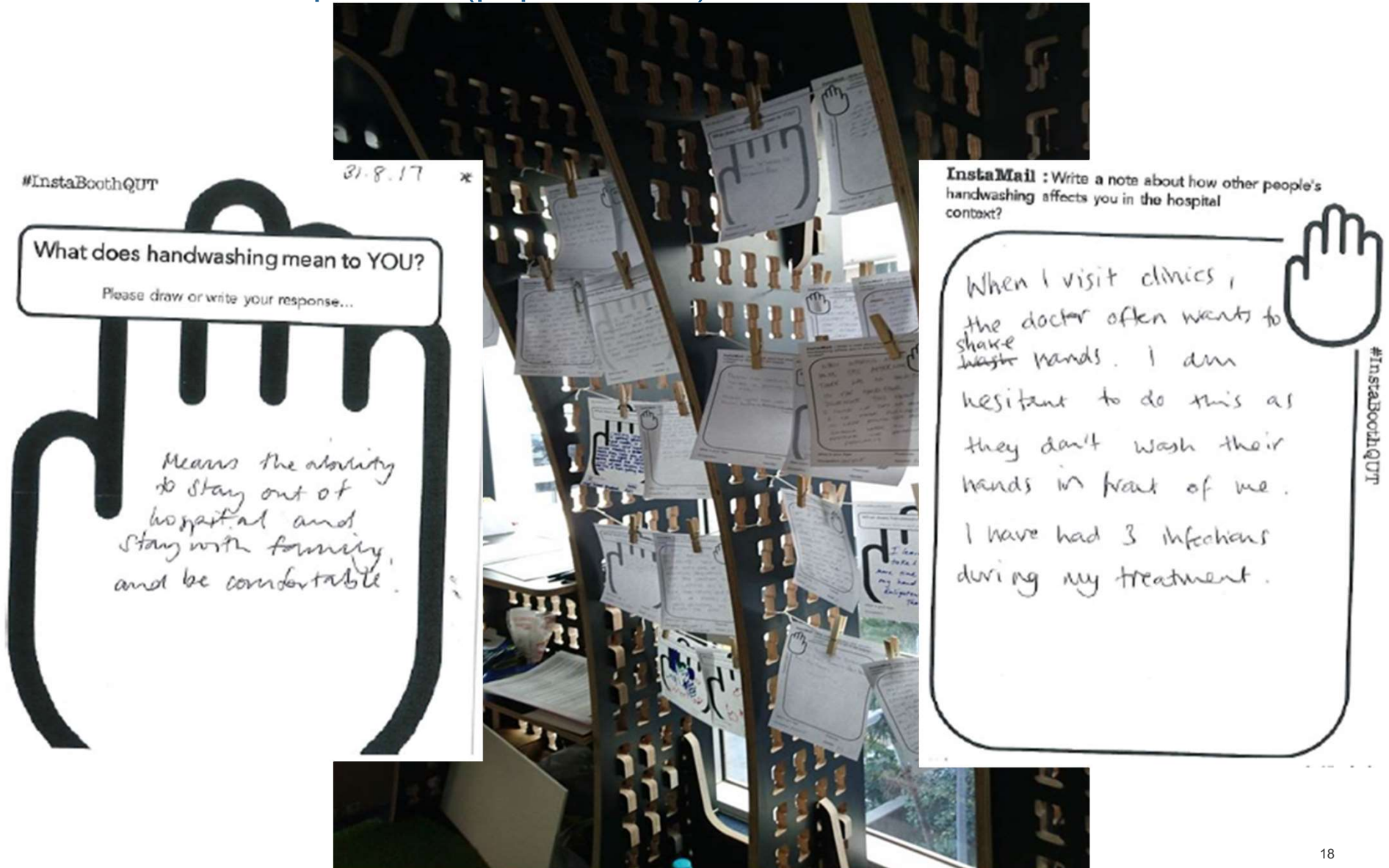


Step 3 Place washed hands under UV light. No highlighted areas indicates good hand hygiene technique and clean hands as all the GlitterBug potion has been removed.



Note: In some participants GlitterBug residue was evident between fingers and around fingernails after hand hygiene

Interactive components (paper-based)

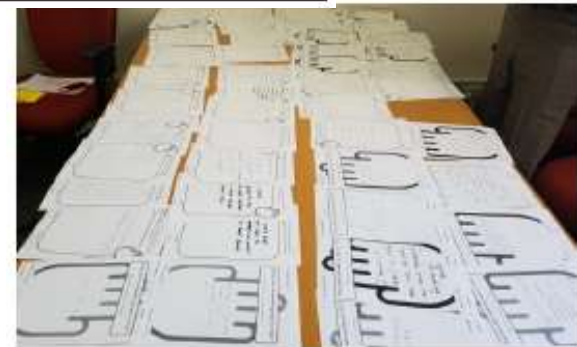


Workshop #2: data analysis



What are the emerging themes?

- Asking staff to wash hands – involves confidence and assertiveness
- Immuno-suppressed people feel vulnerable; issues of isolation and social convention (i.e. having to ask)
- Staff are also vulnerable to infections and the 2017 flu season has had significant impact on staffing
- Hygiene education – there is a lot of awareness already and the message needs to understand the existing knowledge, how-to gaps and raising awareness through involvement
- Utilities, facilities and fittings
- Opportunity (availability of pumps) – access
- Advertising
- Responsibility/Trust
- Impact of regular washing (physical, skin)
- Personal circumstances
- Children – ‘need to get dirty’ – teaching children
- Reorientation to hospital environment – understanding relationship between illness, hospital and contact practices



Powerful stories

“I feel isolated, sometimes staying away from people and not kissing/hugging ...” – TOUCH

“affects physical and emotional wellbeing”

“12 weeks post – BUT I got terrible gastro off my brother-in-law ... and back in hospital”

“I wouldn’t ask/wouldn’t be game to ask anyone/HCPs to wash their hands ...”

Story pt – cannula

Weakened immune system – “one sniffle could put me in hospital for a week”

I have eczema – “hand washing is harsh”

Nurse/staff – very understanding

“I cannot afford to get an infection”

“I was lucky not to get an infection. I think this was due to fastidious hand washing by myself, nurses and doctors”

“As a patient, you need to be aware of other patients and staff”

“No one taught us to wash our hands when we were kids”

“[hand washing] ... it is something as important as putting on your seatbelt”

“It means everything. It is the fundamental principle of caring for patients”

“the easiest way to save a life”

Building relationships

Relationships between staff and employer (not wanting to take sick days, have team be short staffed)

Relationship between staff and patient:

- Staff performing procedures – ER nurse accessing central line without wearing gloves/washing hands – clean needless connections on IV fluid – “scrub the hub”
- Greetings i.e. shaking hands - “Dr often wants to shake hands. I am hesitant ... They don’t wash their hands in front of me”

Self Agent
Care by other
Responsibility
Protection

“I trust this hospital with my life”

“I felt like I was spying on the nurses ... it was scary to have to trust other people to protect

“Confidence in staff”

YOU or a loved one”

Staff Perspective

“My job, my responsibility to the patient”

“More than an obligation, it’s about protecting my patients from unnecessary HARM”

“To be able to control infection from one patient to another”

“Clean your hands – it might be the difference in someone else’s health outcomes”

“When I walk around the hospital and see people not washing their hands I grit my teeth. People know this one thing can impact someone else’s health, yet they feel/and too lazy to wash their hands as they doubt this one time will impact”

Nursing Student Perspective

“On placement it is confronting to see students wash their hands more frequently than staff”

“So important for patients to feel free to ask health providers to perform hand hygiene if they are concerned”

Being respectful

Handwashing becoming an automatic

behaviour through teaching and childhood upbringing

“My mum was fastidious about hand washing – she taught all of us children how to wash our hands and made sure we all washed our hands well before dinner every day”

“No one taught us to wash our hands when we were children

TRUST

“I would hope you don’t have to ask doctors and nurses to wash their hands”

“I have never been game to ask a health care worker to wash their hands but I have been close”

“I don’t worry about other people’s hand washing (ie staff/other patients). I do my own hand washing strictly and I trust others are doing the same”

COMPLIANCE

“Essential. Life. Needs to be done properly”

“If everyone makes a group effort to increase hand hygiene compliance, the benefits will affect a larger group of people and be more effective throughout the entire healthcare service”

“I would like to see patient

education in relation to health care worker hand

washing and their requirements prior to examining or approaching patient environment

– Patient driven hand hygiene compliance”

Supportive environment

PHYSICAL ENVIRONMENT

Location and **access** of ABHR [alcohol-based hand rub] and hand towels, basins and other products – keeping them full

Signage/promotion

- Posters
- Bright containers – eye catching

Clean environment

How to protect yourself in a shared environment

- Lifts
- 4 bed bay
- Door handles
- Desks
- Toilets
- Doors
- Rails
- Buttons
- DX [dressing] trolleys
- Bench tops
- Automatic doors
- Using paper towel to touch handles

Whose **responsibility** to change paper towels, ABHR etc

- Who keeps an eye on it
- Who to notify

Routines – wiping bench tops each shift

Priorities and ideas

- ❖ Consumer stories – presentation to staff
- ❖ Human perspective/ personalised experience
 - eg Medical staff orientation
 - Nursing
 - Grand Rounds
 - Other forums
- ❖ GlitterBug
- ❖ Person on entry to prompt hand hygiene
- ❖ Remove doors to bathrooms
- ❖ Awareness of cost to healthcare system e.g. ICU stay
- ❖ Partner with industry for sample size hand gel
- ❖ Top 5 statistics – marketing
- ❖ Lanyard/Bottle top/visuals – badge or sticker
- ❖ Hand rub placement
 - IV poles
 - Bedside
- ❖ Quiz – handover/ward meetings
- ❖ Badge/sticker for people to wear (immune-suppressed)

Video
Inservice



IDEAS

VIDEOS
(Educational and RIGHTS)

- Clinic/Wards (on loop)
- Patient stories – our consumers - to build responsibility and connection
- YouTube

Positive and reinforcing
“Why it is so critical FOR ME ...”
(Immune Suppressed)

INTERACTIVE WHITEBOARDS +
IPAD - Rapid feedback - visible
and anonymous

Allowing patients to give
feedback or rate hand
washing – what is my
hand scale: give me a
high five/would you give me a high five?



USE HUMOUR + CATCHY

“Have you pumped today?”
“Don’t be a blowfly!”



ENVIRONMENT

Retrofit Fittings – automatic
tapes and doors
Non-touch environment

e.g. Fix BrisVegas app –
problems are reported
immediately

EMERGENCY DEPARTMENT

Frequent Flyer Card – Protecting immune compromised people +
strategy for bypassing ED/Infectious environments

Hand hygiene compliance - what we have achieved

	In-patient Haematology / Bone Marrow Transplant Unit	In-patient Medical Oncology / Radiation Oncology	Out-patient Procedure Unit	Out-patient Treatment Unit
December 17	83%	60%		
January 18	100%	67%		
February 18	83%	83%		
March 18	33%			50%
April 18	100%		100%	100%
May 18	100%		100%	100%

In the top 10: 2016 - 2017

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Hands up for hand hygiene

