

- an inspiration to create your own hand hygiene campaign

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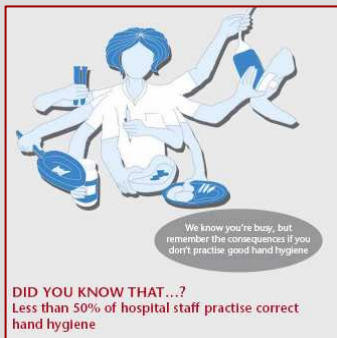


Introduction

Compliance to hand hygiene among Health Care Workers (HCWs) is low and non compliance reflects different barriers of knowledge and attitudes. Campaigns to change behaviour must be multi-factoriel. The need for educational material, to support this and to act as an inspiration in creating local campaigns is evident.

Background information

National Center for Antimicrobials and Infections Control was established in 2002 with a separate grant from Ministry of Health. The goal was to reduce the incidence of NI by 25%.The Center chose to focus on teaching / education / guidelines. The Center has no authority to implement a national campaign – but has solely the position to give advices and guidance. An educational material to support this role was found to be essential.



Historical perspective

Literature review, qualitative questionnaire and interviews of HCW in hospitals and primary sector were conducted In 2002. The outcome was analyzed using psychological, philosophical, pedagogical, sociological and anthropological theories. The findings were transformed into an educational website in a unique collaboration with clinicians and an e-learning company. The website was tried both in the writing fase of the manuscript, in creating the interactivity and finally in the version to be presented at the website. The website was launched in 2004, a new and revised version was presented in 2006, and this version was translated into English in 2007. The Danish site has app. 1200 visits/month.

www.ssi.dk/hygiene

Current status

The findings of the literature review and interviews are the corner stones in the construction of the educational material. The findings show that hygiene and especially hand hygiene deeply affect the relations between people, and is difficult to talk about without compromising the other part. Behaviour and the way we look at orderliness are a result of close interaction between people. Performance of hygiene is controlled by visual dirt, by knowledge gained through experience and experiments but also by the setting that hygiene is performed in. Today he campaign is succesfully used as inspiration for local campaigns within the health care settings, providing information for journalists and others outside the healthcare setting.

Recommendations for educational campaign material on hand hygiene which can support behavioural change should:

- Start a dialog
- Encourage reflection
- Provide knowledge
- Visualize microorganisms

To facilitate a behavioural change one must appeal to all intelligences
Frames of mind, H. Gardner 1983

Intrapersonal intelligence

Ability to self-reflect and be aware of one's inner state of being



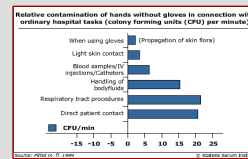
- Try to understand their inner feelings, dreams, relationship with others, and strengths and weaknesses



Logical/mathematical intelligence

Ability to use reason, logic and numbers

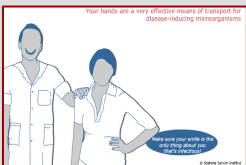
- Think conceptually in logical and numerical patterns making connection between pieces of information
- Ask lot of questions and like to do experiments



Verbal/linguistic intelligence

Ability to use words and language

- Think in words rather than pictures



Musical/rhythmical intelligence

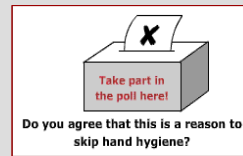
Ability to produce and appreciate music

- Think in sounds, rhythms and patterns

Interpersonal intelligence

Ability to relate and understand others

- Try to see things from other peoples' point of view in order to understand how they think and feel



Visual/spatial intelligence

Ability to perceive the visual

- Think in pictures
- Enjoy looking at maps, videos and movies



Future perspectives:

E-learning offers the possibility of appealing to a variety of intelligences. It is flexible and convenient and enables people to work at any place where access to the internet is available. A webbased course in hand hygiene, prevention of nosocomial urinary tract infections related to use of catheteres are under development. Together with a web based registration for prevalence of nosocomiel infection this can give a full visuel presentation of the institutions status and where to put focus.