GOJO

# HAND HYGIENE TIMES

*Your Canadian resource for the latest news in effective infection control program development and best practices.*

Issue 3 Volume 4

## Engage staff to improve hand hygiene compliance

**Jane Kirk MSN, RN, CIC, Clinical Director**

Positive Deviance is based on the observation that in every community there are certain individuals or groups whose uncommon behaviors and strategies enable them to find better solutions to problems than their peers, while having access to the same resources and facing similar or worse challenges.[1]

The concept has been used to improve health outcomes globally. For example, in Vietnam childhood malnutrition was reduced significantly by identifying mothers in a rural village who despite the same conditions of poverty, their children were thriving because they were including in their cooking pots the tiny shrimp and crabs found in the rice paddies. This was not the "usual" practice because these fish were thought to be inappropriate for young children. The new best practice was based on proven, successful practices within the community.[2]

Apply this concept of positive deviance to hand hygiene compliance by considering the nursing unit the community. On each unit there are staff who demonstrate good hand hygiene compliance and who like to develop ideas and participate in projects for improving hand hygiene compliance. These individuals demonstrate engagement and creativity in the process of developing strategies to improve hand hygiene compliance on their unit. It is a great source of pride when these individuals are recognized by their managers and peers for their positive deviance.[3]

A study done at Albert Einstein Hospital in Brazil tested the theory to determine if positive deviance could sustain improvement in hand hygiene.[4] The nurse managers identified positive deviants on their units. These healthcare workers (HCWs) were defined as those who not only demonstrated good compliance with hand hygiene, but also wanted to change, think and develop new ideas for improving hand hygiene. These individuals stimulated other HCWs (including physicians) to use the alcohol based hand rub. Some of the other activities the positive deviants led included:

- **Twice-monthly meetings** with the their co-workers to discuss hand hygiene and ways to improve
- **Providing feedback to attendees** about their hand hygiene performance as observed as well as electronically counted
- **Cite good examples of compliance**, no humiliation permitted
- **Change the position of the alcohol gel dispensers** in the patient rooms
- **Place alcohol dispensers in the corridors**
- **Train all HCWs** in hand hygiene performance
- **Prepared laminated signs** of the World Health Organization's "My Five Moments for Hand Hygiene"[5] and incorporated this as the first page in the patient medical record
- **Discussed other Infection Control issues** such as contact precautions, environmental issues and care of invasive devices

In this study, to be considered a positive deviant was a source of pride and provided recognition of good work.[6] The clinical outcome of the positive deviance hand hygiene program indicated that there was a statistically significant reduction in healthcare associated infections (HAIs) over a 2 year period, including device related HAIs.

Another study from Canada implementing positive deviance as part of a strategy to improve hand hygiene compliance reports a 30% improvement in hand hygiene compliance and a 64% reduction in MRSA rates as well as a 41% reduction in *Clostridium difficile* infection rates.[7]

Engaging frontline positive deviant staff in the development of hand hygiene strategies to improve compliance and ultimately decrease HAI rates can prove to benefit not only the patient, but the staff's morale.

1 Positive Deviance Initiative. What is PositiveDeviance. Retrieved from: http://www.positivedeviance.org
2 Bradley, E. H. (2009) Research in action: Using positive deviance to improve quality of healthcare. Implementation Science 4:25.
3 Marra, A.R. (2010). Positive Deviance: A new strategy for improving hand hygiene compliance. Infection Control and Hospital Epidemiology. 31(1).
4,6 Marra, A.R. (2011). Positive deviance: A program for sustained improvement in hand hygiene compliance. American Journal of Infection Control 39: 1-5.
5 World Health Organization. WHO Guidelines on Hand Hygiene in Healthcare. Geneva, Switzerland. World Health Organization. 2009.
7 Crump, M. et al. (2012). Unleashing the Positive Deviants at the Frontline: More than Just Sparking Change. Presented at APIC 39th Annual Educational Conference & International Meeting. San Antonio, Texas. June 4-6, 2012.

For details on our product offering, please contact us at healthcare@GOJO.com.

## THAT'S a FACT!

Hand hygiene compliance increased from 35% to 77% after a full multi modal program was implemented that included a multimedia communications campaign, education, leadership engagement, environment modification, team performance measurement, and feedback.

http://www.infectioncontroltoday.com/news/2012/01/multimodal-infection-prevention-program-boosts-handhygiene-compliance.aspx

# Product Feature

## ON-LINE RESOURCES FOR STAFF HAND HYGIENE EDUCATION

Learn more and education your staff about valuable topics related to infection control and prevention and hand hygiene with these complimentary, informative and convenient online, on-demand webinars, symposiums and more..

## INFECTION PREVENTION HAND HYGIENE LIBRARY www.handhygiene.ajicjournal.org

- Includes 1000+ hand hygiene peer reviewed articles organized by key subject areas that are relevant to an effective infection control program.
- Central resource to access the latest research and developments from industry thought leaders
- Global "go to location" for information on hand hygiene

### Point of Care: Clean Hands Do Save Lives-Simplifying the Message

Learn how to create messages that will persuade people to do the right thing when caring for patients and explore the best ways of spreading these simpler, more powerful messages within our profession.

*Claire Kilpatrick RN PG, Dip Infection Control MSc MFTM RCPS (Glas), Consultant to the World Health Organization, and Julie Storr BN RGN RHV MBA, World Health Organization Consultant*

### Implementing an Effective Hand Hygiene Program: Current Thought Leader Perspectives

Learn about the science around the efficacy of ABHR and advances in hand hygiene electronic monitoring, key principles of point of care and hand hygiene implementation in long-term care settings.

*John Boyce, MD, William Jarvis, MD., David Macinga, PhD., Didier Pittet, MD, MS, CBE, and Nimalie Stone, MD*

### Supplement: Emerging Trends in Hand Hygiene: Infection Prevention on Our Way to 2020

This supplement focuses on **three** key areas of infection control as it relates to hand hygiene.

- **Point-of-care hand hygiene: Preventing infection behind the curtain**
  *Authors: Anson Kendall, Timothy Landers, Jane Kirk, Elizabeth Young*
- **Patient-centered hand hygiene: The next step in infection prevention**
  *Authors: Timothy Landers, Said Abusalem, Mary-Beth Coty, James Bingham*
- **Bundling hand hygiene interventions and measurement to decrease health care associated infections**
  *Authors: Ted Pincock, Paul Bernstein, Shawn Warthman, Elizabeth Holst*

## INFECTION CONTROL TODAY WEBINAR AND WHITE PAPERS

**www.infectioncontroltoday.com/webinars**

- **A Success Story: The Impact of Changing Hand Hygiene Behavior**
  *Michael Gardam, MSc, MD, CM, MSc, FRCPC, CIC*
- **Hand Hygiene: A Patient-Centered Safety Initiative**
  *Timothy Landers, RN, CNP, PhD; Jeb Bingham, Research Microbiologist*
- **Hand Hygiene at the Critical Moment: The Point of Care**
  *Jane Kirk MSN, RN, CIC, Clinical Director*

**www.infectioncontroltoday.com/whitepapers**

- **Hand Hygiene and Skin Damage: ABHR vs. Handwashing**
- **Hand Hygiene Compliance Measurement**
- **The Relationship Between ABHR Application Volume and Antimicrobial Efficacy**
- **Hand Hygiene: Role of the Patient**

## HAND HYGIENE SYMPOSIUM: CHICA 2012 www.GOJOCanada.ca/CHICAsymposium

- **The Science of ABHR Performance Evaluation and Factors Influencing ABHR Efficacy**
  *William R. Jarvis, MD, Jason and Jarvis Associates LL*
- **Auditing Hand Hygiene Performance**
  *Michael Gardam, MSc, MD, CM, MSc, FRCPC, CIC Physician Director*

**ADDITIONAL RESOURCES:**

**CHICA-Canada:** www.chica.org/links_handhygiene.php
**Canadian Patient Safety Institute (CPSI):** www.handhygiene.ca
**Accreditation Canada:** www.accreditation.ca/Hand_Hygiene
**World Health Organization:** www.who.int/gpsc/en/

**Register for additional educational tools at GOJOCanada.ca/education —**
In-service hand hygiene videos, patient hand hygiene program, newsletters, posters, webinars and more.

# Did you know?

- GOJO products and program solutions are now available to **Medbuy and HealthPRO** members.
- PURELL® Advanced Hand Rub kills **Norovirus** and is the first and only ABHR to meet the new, higher efficacy standards for the category of **Healthcare and Hospital Professional Use**.*

* PURELL Advanced gel formulation. Based on the 2009 Health Canada GUIDANCE DOCUMENT Human-Use Antiseptic Drugs, EN-182959.



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