

Supporting resource CM/02: Letter template for board members

Target audience:

- Board members including non-executive directors.

Format:

- The script below can be used for the basis of a letter or email correspondence.
- You may wish to change the style or tone of the script before sending this.

Dear <add name>

The cleanyourhands campaign

As you know <add organisation name> is always actively seeking to improve the hand hygiene of our staff as part of our approach to tackling healthcare associated infection (HCAI).

We are now about to start to refresh our campaign and want to take this opportunity to re-energise our efforts with new harder-hitting materials which have been provided by the DHSSPS in association with the National Patient Safety Agency (NPSA) and its cleanyourhands campaign.

Extensive research was undertaken by the NPSA when developing the cleanyourhands campaign, which is now entering its third year in England and Wales, including interviews with staff, visual audits of a number of hospitals and a survey of 300+ healthcare workers. The result is much stronger and bolder materials that will stand out in the hospital environment and reflect the seriousness of the message.

The materials for the cleanyourhands campaign, which is sponsored by the DHSSPS, will be delivered in two stages. This is designed to reduce the burden on staff, with the second stage of posters refreshing and replenishing rather than replacing the first. There are also two larger A2 poster designs, which convey key messages of the campaign.

There is also a wide range of materials available to support the campaign. These include signs to highlight where the hand-cleaning facilities are located, posters that enable us to communicate our own messages about hand hygiene and a leaflet for staff providing information on why, when and how they should clean their hands. All the campaign materials and educational resources are provided by the DHSSPS while we continue to supply the alcohol handrub.

Achieving the goals of this campaign is important to our organisation and your support in promoting the campaign throughout the teams and departments with which you interact and have influence is critical to its success. In particular, can I ask that you:

- ensure the campaign is discussed widely within your sphere of work; and



- use any briefing that you might hold with your staff as an opportunity to support the implementation of the campaign.

We continue to monitor the effectiveness of the campaign through auditing hand hygiene compliance. The results are then fed back at individual, team, and department level; which in itself can be an important driver for improvement.

Further information about the campaign is attached, for your information. If you have any queries about what we are doing or would like to discuss any aspect of the campaign further, please do not hesitate to contact me on **<add contact details>**.

Thank you for your help in this important matter.

Yours sincerely

<add your name>
<add your job title>



The cleanyourhands campaign logo and materials are used with the permission of the National Patient Safety Agency.

