

## Supporting resource CM/03: News release

<add date>

### Regional cleanyourhands campaign brings hard-hitting message to all healthcare workers

<Organisation name> has joined the DHSSPS in launching a regional cleanyourhands campaign. The aim of the campaign is to help reduce preventable infections by improving the hand hygiene of healthcare workers.

The regional campaign will build on the work we have undertaken to date, with new campaign materials reaffirming the key message to staff to clean their hands before and after each patient contact. The regional hand hygiene campaign has the backing of the Minister for Health, Social Services and Public Safety, Michael McGimpsey and the Chief Medical Officer, Dr Michael McBride.

The DHSSPS has for the first time linked into the National Patient Safety Agency (NPSA) cleanyourhands campaign which was launched in 2004. The NPSA's campaign is now entering its third year and independent research has shown that the campaign has been effective in changing hand hygiene behaviour in acute NHS hospitals in Wales and England, with a significant rise in the use of alcohol handrub and the majority of trusts rating cleanyourhands as a top priority.

The DHSSPS has chosen to link up with the NPSA cleanyourhands campaign as it is impressed with the extensive research and consultation with frontline staff and patients that the NPSA completed prior to the development of the material for the third year of its campaign. The new campaign materials are harder hitting, use eye-catching visuals and bold messaging to emphasise the importance of hand hygiene, with a black background giving a strong, distinctive look that stands out in <organisation name> buildings.

Michael McGimpsey, Minister for Health, Social Services and Public Safety, said:

"I have made it a priority to ensure that healthcare is as safe as possible, and I know that this commitment is shared right across the service in Northern Ireland. Hand hygiene is a crucial part of our efforts to prevent and control healthcare associated infections.

"Staff in our Trusts have done very impressive work so far to highlight the importance of hand hygiene and the responsibility shared by everyone for reducing the spread of infection. This work has brought about clear improvements in hand hygiene, but there is always more that can be done.

"As part of our continuing efforts to ensure that hand hygiene has a high profile, both for healthcare staff and the public, the Department and the Health and Social Care family of organisations are adopting the cleanyourhands campaign.



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





“I am impressed by the work of the NPSA cleanyourhands campaign and the extensive research carried out in developing the campaign materials. The striking materials that form part of our regional hand hygiene campaign will assist us in prompting and developing an organisational culture where everyone must take responsibility for the delivery of safe and clean care.”

Martin Fletcher, Chief Executive of the NPSA, said:

“Good hand hygiene is absolutely critical in the prevention of infection. We already know that cleanyourhands has made enormous headway in changing behaviour amongst healthcare workers, and we have worked with staff on how to build on that success with the launch of the campaign’s third year in England and Wales. Staff have told us that they want hard-hitting materials that really highlight how serious the issue of healthcare associated infection is.

“But the campaign is about much more than just the materials. It’s about providing practical support to help healthcare organisations fight infection, and it’s also about educating, and about promoting the development of an organisational culture where individuals take personal responsibility for the delivery of safe, clean care.

“The NPSA’s role is to support and lead the cleanyourhands campaign, but for real success to be seen in hand hygiene, improvements need to start locally.”

**<Add in a comment from your chief executive if you wish or another relevant person>**

Tackling healthcare associated infections is a worldwide issue and the DHSSPS supports the World Health Organization’s Global Patient Safety Challenge: Clean Care is Safer Care. Sixty nine countries have signed up to the challenge, with 22 countries running national campaigns in healthcare.

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AN ROINN

**Sláinte, Seirbhísí Sóisialta  
agus Sábháilteachta Poiblí**

MANNYSTRIE O

**Poustie, Resydënter Heisin  
an Fowk Siccar**

**Media enquiries about <add trust name> to <add name> on <add contact number>.**

For media enquiries and interview requests about the clean**your**hands campaign at a regional level, please contact Jenny Magill on 02890 520575.

The DHSSPS is linking into the National Patient Safety Agency's clean**your**hands campaign in year three of a four-year campaign which aims to improve the hand hygiene of healthcare workers and help the NHS tackle healthcare associated infections. Since its launch in 2004, the campaign has been adopted by all NHS acute trusts in England and Wales. Compliance rates for hand hygiene have more than doubled, and the campaign is currently being extended to primary care, mental health, ambulance and care trusts as well as care homes and hospices. For more information on the campaign, visit [www.dhsspsni.gov.uk/cleanyourhands.htm](http://www.dhsspsni.gov.uk/cleanyourhands.htm)

For further information on the independent research programme to evaluate the effectiveness of the clean**your**hands campaign in acute NHS hospitals, visit [www.idrn.org/nosec.php](http://www.idrn.org/nosec.php)



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