



Resource CM12

Role of staff champions:

The importance of staff champions or role models in hand hygiene improvement is critical to the success of the campaign.

A recent CDC study found that nurses, junior doctors and medical students tended to follow the example of senior medical staff with respect to hand cleaning.

In the study, the normal compliance of nurses, junior doctors and medical students was 50%.

When staff accompanied senior medics on ward rounds *who did not wash their hands*, this compliance dropped to 10%.

Each member of staff can exert a very powerful influence on fellow staff.

What does this mean?

Staff who wish to give their commitment to, and act as a champion or role model for the campaign can help by doing the following:

- demonstrating good hand cleaning (washing or use of alcohol rubs) during patient care activities;
- demonstrating the highest standards of hand cleaning (washing or use of alcohol rubs) during ward rounds;
- agreeing to feature in the staff champion posters.

By doing so:

- you may be photographed and your photograph displayed on a poster
- stating 'I do, so can you';
- the poster forms an integral part of the multifaceted **cleanyourhands** campaign and was extremely well evaluated during the pilot;
- the poster may be displayed in key areas of the ward and is intended to stimulate discussion from staff and patients as well as to reassure patients that staff are committed to hand hygiene improvement.
- promoting the aspirations of the campaign amongst peers and colleagues;
- give verbal support to the campaign in the company of more junior staff;
- be supportive of patient involvement and encourage patients to feel comfortable asking you about hand hygiene;
- wear supporting badges, stickers and aprons as appropriate.

