Infection Prevention and You

International Infection Prevention Week

October 20-26, 2013
History of
International Infection Prevention Week (IIPW)

Through IIPW, APIC leads the annual effort to highlight the importance of infection prevention to improve patient outcomes.

Over the years, this week of recognition has vastly expanded to different parts of the globe, including Australia, the United Kingdom, the Middle East, and Southeast Asia. As the reach of IIPW widens, more patients benefit from safer healthcare practices and reduced threat of healthcare-associated infections.

*For additional IIPW history visit the website*
Starting in 2013

APIC has greatly broadened the scope of IIPW by transforming it into a year-long infection prevention campaign under the banner, “Infection Prevention and You”

APIC's new "Infection Prevention and You" consumer education campaign has received broad media attention, including through a 9/30/13 Wall Street Journal article titled, “Why hospitals want patients to ask doctors, ‘Have you washed your hands?’” and a 10/25/13 Fox Business News article titled, “Why you need to ask doctors if they’ve washed their hands.” Additionally, the new campaign was featured on the CDC’s “Safe Healthcare” blog and in numerous other outlets including DailyRx News, American Public Health Association’s “Get ready for flu” blog, and Rubbermaid’s “Trash Talkin’ Clean Freaks” blog.

As of 10/29/13, the infographic has been downloaded nearly 5,000 times, and the new “Infection Prevention and You” website has received 19,499 unique visitors, 12,242 visits and 32,106 page views. More than 250 organizations spread messages to all of their followers via Twitter about the new infographic, and many also shared the new materials via Facebook.
Campaign Spread

- Year long **Infection Prevention and You** campaign officially kicked off during the 2013 IIPW
- **Twelve** campaign articles featured in APIC E-News
- **Three+** months social media engagement through Facebook, Twitter and MyAPIC.
- Winter 2013 article in **Prevention Strategist** with hard copy of infographic poster
- **Press release** and media outreach to trade and mainstream news outlets
Campaign Spread Continued

- Thirty Six association and society partners
- Eight corporate Champions
- Eight chapters received grants through the Community Education Grant Program
- Educational webinar- Professor Pittet of the World Health Organization (WHO)
- APIC.org home page banner set up September
- New content rich website
Content Rich Website

www.apic.org/InfectionPreventionandYou

A content rich website for both consumers and healthcare professionals who are not infection preventionists, and tools to support infection preventionists’ efforts to educate and inform. The site is easy to follow.

– The **consumer tab** provides tips, tools, and links to reputable sources of information to promote infection prevention in every setting -- healthcare facilities, at work, at school, on vacation, at home, and even in locker rooms.

– The **healthcare professionals tab** is designed for healthcare workers who are not trained infection preventionists – providing basic information on how to keep patients safe, regardless of their jobs within healthcare organizations. New umbrella theme and logo/branding were developed for the campaign: “Infection Prevention and You”
Infographic Poster

• APIC infographic poster downloaded 6,734 times since October 31, 2013.

• This does not even include the shares via Facebook and Twitter

• See member comment section
Español and Português

- Prevencion de las Infecciones y Usted
- Prevenção Infectin e Você
Social Media

• Overall, the efforts surrounding IIPW and the launch of Infection Prevention and You garnered 300,731,603 impressions through 394 stories – 38 of them original articles – and 1,416 Tweets and 58 Facebook posts.

• **Twitter** garnered more than 1.7 million impressions and **Facebook** brought in nearly 25,000 impressions – proof that social media is helping to drive awareness!

• **MyAPIC** increased activity around IIPW
Percentage Difference from 2012

Total Traditional Media Impressions  65%↑
Twitter Impressions        92%↑
Number of Original Stories    32%↑
Reach of Original Stories    71%↑
Reach of Press Release Pick-ups  65%↑
Number of Tweets       85%↑

Total Impressions* (Traditional and Social)  66%↑
Sampling of social media messages

Comments, posts and tweets about the new campaign:
• An #IIPW #FF shoutout to @APIC. We saw a lot of special moments on SM this week! Con't ed, awareness, innovation and collaboration! #proud
• 10 Ways to Protect Patients from Infection (via @APIC): ow.ly/q6hri | #InfectionControl #HandHygieneSavesLives
• It's #infection prevention week! Cool #infographic on how you can avoid infection from @APIC ow.ly/q6gEr
• New infographic with tips on #infectionprevention - coincides w Int'l Infection Prevention Week - #AskTVDr @DrSalgo
• Take a look at this #Infectionprevention infographic. Happy #IPWeek via @APIC ow.ly/i/3vlaq
• great infographic! RT @APIC tips on #infectionprevention coincides w Int'l Infection Prevention Week @DrSalgo ow.ly/q6QmL
• #InfectionPrevention Tip: Wash your hands with soap and water or use hand sanitizer often recommends @APIC - bit.ly/1ibey6j #IIPW
One page, many lives: APIC hits a patient handout home run

Article from Hospital Infection Control & Prevention
November 20, 2013 | By Gary Evans

It seems benign enough, with its simple language and cartoon bugs, a piece of paper like so many others that might be handed to patients or family members upon admission. But make no mistake about it, the Association for Professionals in Infection Control and Epidemiology (APIC) has put some powerful medicine in the hands of vulnerable patients with a newly designed education infographic.

Spread the word.

For more on this story see the December 2013 issue of Hospital Infection Control & Prevention. Read more here.
IIPW Community Education Grant Program

Local Activity, Global Impact

With a renewed focus on educating the public, APIC is broadening its support of chapter-driven, community-based initiatives and collaborations to educate the public on infection prevention. **The 2013 IIPW Community Education Grant Program** is open to all APIC chapters that are interested in hosting a community-based infection prevention activity for IIPW.

Chapters may provide infection prevention education within schools, community centers, universities, homeless shelters, or at an amusement park; the possibilities are as varied as your community outreach.
Local Event- Washington D.C.

APIC Headquarter Staff hand out over 500 bottles of hand sanitizer at the Foggy Bottom DC Metro stop during IIPW
IIPW Merchandise

- New Logo
- 5% of sales went to APIC Research
- To see all merchandise, visit https://www.jimcolemanstore.com/iipw/
Webinar

Live and Recorded Data Registrants for Live Event 1200
Attended Live Event 1044 (471 sites)
Watched Archived Recording (As of 11.1.2013) 1217

TOTAL Live and Archived Attendees 2273

WHO 5 Moments of Hand Hygiene Poster
http://www.who.int/gpsc/5may/Your_5_Moments_For_Hand_Hygiene_Poster.pdf
2013 Association Partners

Accreditation Association for Ambulatory Health Care (AAAHC)
American Academy of Urgent Care Medicine (AAUCM)
American Cancer Society Cancer Action Network
American Society for Healthcare Engineering (ASHE)
American Society of Ophthalmic Registered Nurses (ASORN)
Associação Paulista de Epidemiologia e Controle de Infecção Relacionada à Assistência à Saúde (APECIH)
Association of periOperative Registered Nurses (AORN)
California Department of Public Health (CDPH) Healthcare-Associated Infections Program
Centers for Disease Control and Prevention (CDC)
Center for Disease Dynamics, Economics & Policy (CDDEP)
Certification Board of Infection Control and Epidemiology (CBIC)
Children’s HeartLink
Coffee Regional Medical Center (CRMC)
Colorado Department of Public Health and Environment
Community and Hospital Infection Control Association (CHICA)
Connecticut Center for Patient Safety (CTCPS)
Det Norske Veritas Germanischer Lloyd (DNV GL Healthcare)
Georgia Hospital Association (GHA)/Georgia Hospital Engagement Network (HEN)
Healthcare Laundry Accreditation Council
Henry The Hand- Champion Handwasher
Infusion Nurses Society (INS)
Institute for Healthcare Improvement (IHI)
2013 Champions

Inspire
CareFusion

Model
GOJO

Collaborate
debmed
Eloquest Healthcare
TRUVEN Health Analytics

Contribute
ELSEVIER
Cascades
Hospira

Infection Prevention and You
International Infection Prevention Week  October 20-26, 2013
Champion Visibility
APIC would like to thank our Champions for imagining a safer world and championing infection prevention awareness through their generous support of this campaign.

For a full list of Champions please visit www.apic.org/InfectionPreventionandYou
Visibility and Recognition

- Company logos on both Healthcare Professionals and Consumer websites

- Message to APIC Chapter Leaders in the November 2013 issue of Chapter Leader News

- Full page Champion Thank You in Winter Prevention Strategist (December 2013)
Visibility and Recognition

- **Two articles** on the APIC homepage under “News” recognizing the Champions
- Dedicated thank you news item in [APIC E-News October 16, 2013](#)
- Template [press release](#) provided to each company with a thank you quote from APIC CEO
- Additional promotional materials provided for activation around IIPW and Infection Prevention and You
What do the members think?

Comments:

“I REALLY like the new resources on the website! The infographic is concise but thorough. I had already printed one from the website, but I was thrilled to get the big one in my Prevention Strategist. I have it proudly displayed on my door! I was able to modify one of the logos into a label format and ‘decorated’ bottles of hand sanitizer that I am giving out to all of my staff this week. I have also been able to share the links with several other community members, use many of the items as talking points on a local radio show, and even submitted a press release to our Community Relations. Thanks for all of the hard work that you all and your teams put into this resource!”

~Tiffany Horsley, RN, BSN, CIC

Coffeyville Regional Medical Center, Coffeyville, KS
“We received Prevention Strategist today. We LOVE the poster! Thanks to any and all who thought of it! LOVE IT!”

~Susan Kraska, RN, CIC
Memorial Hospital of South Bend, South Bend, IN
“We [California Department of Public Health] are currently in the process of re-designing our HAI Program entire website and are creating an ‘HAI Education and Prevention Library’ on a new ‘Me and My Family’ webpage. We would be thrilled to feature APIC’s infographic, which we believe provides the right information to the public in an accessible and visually appealing format. Thank you for letting us use it for this purpose!”

~Lanette Corona
California Department of Public Health, Richmond, CA
2014 Infection Prevention and You Campaign

Kicked-off during
International Infection Prevention week
October 19-26, 2014
Clean Hands
International Infection Prevention Week
October 20-26, 2013
www.apic.org/InfectionPreventionAndYou