



FHA Mission to Care Hospital Improvement Innovation Network SOAP UP Initiative “Must Do” News – Dec. 1, 2017

Hand Hygiene – Drive Drift Down!

For this week’s *SOAP UP News*, let’s focus on the third “Must Do” for promoting SOAP UP in the health care facility: Drive Drift Down. What works? Observation combined with scheduled and unscheduled surveillance of hand hygiene is the best way to monitor adherence. But remember, in order to drive drift down it is also important to have “Must Do” #1 and #2 firmly in place.

#1 Promote Peer Performance – Educate/Engage staff, patients and families

Provide education and scripting for staff to help them remind their colleagues to perform hand hygiene. Immediate intervention with peers is effective in helping to promote a culture of safety and adherence to hand hygiene practice. Engage patients and families in speaking up for clean hands.

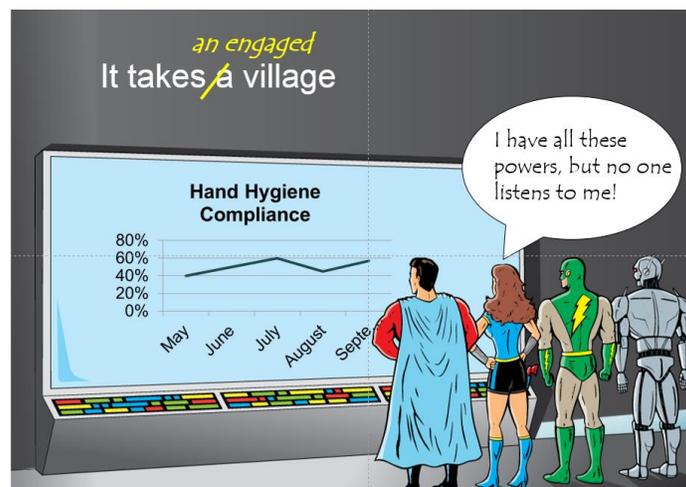
#2 Track Quietly and Trend Loudly – Measure performance improvement

It is important to monitor hand hygiene adherence among multiple clinical and non-clinical staff, but is just as important to share results from the observations. Recognize and acknowledge individual staff and departments for their performance, and let them know how they make a difference to their patients!

#3 Drive Drift Down – Ensure Compliance

A consistent hand hygiene monitoring process with continuous feedback and support by leadership and peers is the key to maintaining a robust hand hygiene program in your organization. Hand hygiene observation, monitoring, analysis and sharing results of the data are necessary to sustain hand hygiene adherence.

If you are in search of a way to observe and collect hand hygiene observation data, [the free hand hygiene auditing app SpeedyAudit](https://www.speedyaudit.com) may help you get started. The app works on mobile devices and can be downloaded at <https://www.speedyaudit.com>. (This audit tool was shared by a participating HRET HIIN hospital via the national Listserv).



Got SOAP? Accelerate Your SOAP UP Campaign

Dawn Wilkins, MSN, RN, CIC, from Elkhart General Hospital in Indiana reminded us on the HRET HIIN SOAP UP virtual event that hand hygiene is simple, easy, but not hardwired in most health care facilities in the U.S. So how did she infuse her passion for hand hygiene (HH) into her facility? Well simply stated...she made it fun. Dawn reminded us all that failure to perform HH is not an immediate visual connection to harm. A HH failure may result in a health care associated harm, but it is not seen as a 'cause and effect harm' like a wrong site surgery or a medication error.

If you dream it, you can do it:

Yes, even those who work in facilities who have a super busy emergency department where there is never a dull moment can still create an environment where SOAP UP is part of the culture. A key to their success was their ability to identify barriers and separate these from excuses. Staff had the impression that excessive HH leads to contact dermatitis so Dawn's team worked to dispel the myths that alcohol-based hand rubs (ABHR) are less effective and turned the conversation around by showcasing that ABHR do work and they irritate the skin a lot less than excessive hand washing with soap and water.

It doesn't cost much to be innovative:

Dawn disclosed the need to be brave and to use resources wisely. Money is tight everywhere but there are places (e.g., vendors) where you can gather equipment or supplies to spread the word.

Scoop on the Poop:

Don't be afraid to step out of your comfort zone. Dawn extended her SOAP UP campaign by spreading the word about *C. difficile* and how HH contributes to the prevention of transmission. Have you thought about touring your facility with ice cream (ideally chocolate) and offering a 'scoop' to talk about the 'poop'? We may as well make this fun, right?

The messenger matters:

Dawn talked about how the establishment of trust and a safe place where every person feels safe about reminding another that HH was missed.

Death, Dying and Data:

Have you looked at your HH data? Do you believe it? Do you wish your HH audits reflected TRUE practice? Most attendees indicated that they did not really believe their observed HH data that was >90%. Dawn shared that their electronic badge monitoring system suggested that HH compliance was not as reliable as observed practices. It may be a hard pill to swallow, but Dawn learned that 'observed' practices don't always align with reality. Dawn learned that their electronic monitoring had some 'issues' where the results were less reliable when staff did a 'drive by' to apply the hand sanitizer. They adopted a system where staff needed to be directly facing the dispenser so they established a 'date the dispenser system' that required the user to directly face the dispenser while applying the hand sanitizer. This is a clever and efficient way to mitigate systems issues and establish reliable data.

Trend Loudly:

HH practices are not ideal. We know that. Disclosure of HH practices must continue to be loudly displayed to continue to bring attention to this problem.

If you missed this session, [listen in](#) and be reminded that, yes, hand hygiene saves lives. We just must make it top of mind and something that our care givers cannot possibly forget doing. *(This article was posted by HRET HIIN on the national Listserv.)*

Pass It On

Best practice sharing is critical to continued improvement. We encourage hospitals to share the creative approaches they've designed to elevate the impact of appropriate hand hygiene. Email Cheryl Love, FHA director of quality and patient safety, at cheryll@fha.org to be showcased in an upcoming SOAP UP "Must Do" News!

SOAP UP Campaign Tools You Can Use!

The FHA Mission to Care HIIN has developed various SOAP UP campaign tools that can be customized with your hospital logo and utilized for promotion in your facility to support ongoing awareness and the importance of hand hygiene. Each participating HIIN hospital may request a FREE SET of pre-printed posters to display throughout your facility. Email HIIN@fha.org with the contact person and mailing address to receive your free posters.

- **Posters** [\[Download\]](#)
- **Badge Cards** [\[Download\]](#)
- **E-mail Banner** [\[Download\]](#)
- **Top 10 Checklist** [\[Download\]](#)

Other SOAP UP “Must Do” News

In case you have missed any of the earlier *SOAP UP “Must Do”* newsletters, or you would like to share this information with your team ...

- [Tips on Promoting and Implementing SOAP UP](#) (Oct. 12, 2017)
- [Resources to Promote Hand Hygiene to Reduce the Spread of Infection](#) (Oct. 26, 2017)
- [Top 10 Checklist – Tools You Can Use – and Podcasts](#) (Nov. 3, 2017)
- [Hand Hygiene: Track Quietly and Trend Loudly!](#) (Nov. 9, 2017)
- [SOAP UP | Comprehensive Infection Prevention Strategy](#) (Nov. 17, 2017)
- [SOAP UP Must Do News](#) (Nov. 22, 2017)

Florida UP Campaign

FHA Mission to Care kicked off the Florida UP Campaign with the SOAP UP Initiative, which will run Oct. 1 through Dec. 31, 2017. Hospitals will be provided with access to educational events, podcasts, innovative ideas and best practices and various tools and resources including posters, banners, templates and social media language to use for promoting the UP Campaign components across your organizations. In addition, there are many tools available for hospitals to utilize on the [UP Campaign Website](#).



An Initiative of the Florida Hospital Association
Hospital Improvement Innovation Network

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