

Communications Toolkit

Patient Safety

RightNow

STOP! Clean Your Hands Day: May 4, 2018



Introduction

Thank you for your support of STOP! Clean Your Hands Day! This toolkit contains all the information you need to promote this event to your stakeholders and members.

Social Media Messaging

Twitter

Get the ball rolling and start a Twitter trend both before and on STOP! Clean Your Hands Day using these suggested tweets. Visit www.handhygiene.ca for downloadable images to include in your posts.

Before May 4th:

- By participating in #STOPCleanYourHandsDay on Friday, May 4, 2018, you are helping to save lives. Register Today! #thebugstopshere <http://ow.ly/MAXp30jxHoS> (include SCYHD twitter image)
- Cleaning your hands is one of the best ways to prevent infections. Register today for #STOPCleanYourHandsDay <http://ow.ly/MAXp30jxHoS> #thebugstopshere (include SCYHD twitter image)
- Every year in Canada 220,000 people are afflicted with healthcare-associated infections. Register for #STOPCleanYourHandsDay and help stop bugs in their tracks: <http://ow.ly/MAXp30jxHoS> #thebugstopshere (include SCYHD twitter image)
- Whether you're a patient, provider or work in a healthcare setting – cleaning your hands is one of the best ways to prevent infection. Register for #STOPCleanYourHandsDay <http://ow.ly/MAXp30jxHoS> #thebugstopshere (include SCYHD twitter image)

On May 4th:

- #thebugstopshere I'm washing bugs down the drain. Join the fight against the spread of infections during #STOPCleanYourHandsDay and every day! (include picture of you cleaning your hands plus SCYHD twitter image)
- By participating in #STOPCleanYourHandsDay you are helping to save lives. Take the quiz! #thebugstopshere <http://ow.ly/MAXp30jxHoS> (include SCYHD twitter image)
- I took #thebugstopshere quiz and want to share how I did! Did you? Take the quiz at <http://ow.ly/MAXp30jxHoS> and follow #thebugstopshere #STOPCleanYourHandsDay (include SCYHD twitter image)

Facebook

Visit handhygiene.ca for downloadable images to include in your posts.

- (insert organization name) is proud to take part in STOP! Clean Your Hands Day on May 4. This year's theme is Clean your hands: the bug stops here! Cleaning your hands is one of the best way to prevent infections. Find out how you and your organization can help to promote hand hygiene <http://ow.ly/MAXp30jxHoS> (include SCYHD Facebook image)

About Stop! Clean Your Hands Day

- STOP! Clean Your Hands Day takes place May 4, 2018. This year's theme is: Clean your hands: **The Bug STOPS Here!** By participating, you are helping to save lives.
- Whether you're a patient, provider or work in a healthcare setting – cleaning your hands is one of the best ways to prevent infections.
- Change doesn't need to be a burden. Small, incremental changes can lead to big things. Not only can you improve your own practices, you're setting a great, easy to follow example for everyone around you!
- Thousands of healthcare providers in hundreds of healthcare sites across Canada participate in STOP! Clean Your Hands Day. It is led by the Canadian Patient Safety Institute, in conjunction with the World Health Organization's SAVE LIVES: Clean Your Hands campaign.
- The Canadian Patient Safety Institute is hosting a webinar on May 4 at 10am MT / 12pm ET. This webinar will discuss the global perspective on hand hygiene and how to apply it to changing behaviour in Canada.
- Patients for Patient Safety Canada, as the patient-led program of the Canadian Patient Safety Institute and the Canadian arm of the World Health Organization's Patients for Patient Safety program, is a partner in the Canadian campaign. Other partners include Infection Prevention and Control Canada, Public Health Agency of Canada and Public Health Ontario.
- Thanks to GOJO Canada for their sponsorship of STOP! Clean Your Hands Day.

Hand Hygiene Fact Sheet

- Every year 220,000 Canadian patients (approximately one in nine) will develop a hospital-associated infection during their stay in hospital, and an estimated 8,000 of those patients will lose their lives. Furthermore, the cost to

treat hospital-acquired infection is estimated to be more than \$100 million annually.

- In the acute care setting, infections will be the biggest driver of patient safety incidents, accounting for roughly 70,000 patient safety incidents per year on average – generating an additional \$480 million per year on average in healthcare costs.
- Hand hygiene is important all year round, not just on STOP! Clean Your Hands Day. Canada's Hand Hygiene Challenge supports organizations in their efforts to improve hand hygiene: www.handhygiene.ca, is packed with tools, information, and resources to reduce the occurrence of healthcare-associated infections.

[#thebugstopshere Photo Contest](#)

The STOP! Clean Your Hands Day Photo Contest is back. On May 4th tweet photos of you cleaning your hands using the hashtag #thebugstopshere. Encourage your friends, family and colleagues to join the fight against the spread of infection. We will share all photos and award prizes to lucky winners. (include SCYHD image)

[#thebugstopshere Quiz](#)

Put your hand hygiene commitment to the test! The Canadian Patient Safety Institute has released a pair of online quizzes - one for healthcare providers and one for the public to put their hand hygiene prowess to the test.

[#thebugstopshere Webcast](#)

Join us on May 4th at 10am MT / 12pm ET when we will discuss the global perspective on hand hygiene and how to apply it to positively changing behavior in Canada.



STOP! Clean Your Hands Day 2018 – key messages

Thank you for your support of STOP! Clean Your Hands Day. Below you will find all the messages you need to promote this event to your stakeholders and members:

- STOP! Clean Your Hands Day takes place May 4, 2018. This year's theme for STOP! Clean Your Hands Day is: **The Bug STOPS Here!** By participating, you are helping to save lives.
- Whether you're a patient, provider, or worker in a healthcare setting – cleaning your hands is one of the best ways to prevent infection.
- Every year, 220,000 Canadian patients (approximately one in nine) will develop a hospital-acquired infection during their stay in hospital, and an estimated 8,000 of those patients will lose their lives. The cost to treat hospital-acquired infection is estimated to be more than \$100 million annually.
- Change doesn't have to be a burden. Small, incremental changes can lead to big things. Not only can you improve your own practices, you're setting a great, easy to follow example for everyone around you!
- By implementing simple hand hygiene methods, such as cleaning your hands at the right time and in the right way, lives can be saved.
- Thousands of healthcare providers in hundreds of healthcare sites across Canada participate in STOP! Clean Your Hands Day – led by the Canadian Patient Safety Institute, in conjunction with the World Health Organization's SAVE LIVES: Clean Your Hands campaign.
- Patients for Patient Safety Canada, as the patient-led program of the Canadian Patient Safety Institute and the Canadian arm of the World Health Organization's Patients for Patient Safety program, is a valuable partner in the Canadian campaign. Patient partners contribute to every aspect of the Canadian campaign. Other partners include Infection Prevention and Control Canada, the Public Health Agency of Canada and Public Health Ontario.
- Hand hygiene is important all year round, not just on STOP! Clean Your Hands Day. Canada's Hand Hygiene Challenge supports organizations in their efforts to improve hand hygiene: www.handhygiene.ca, is packed with tools, information, and resources to reduce the occurrence of healthcare-associated infections.
- The STOP! Clean Your Hands Day Photo Competition is back. Take a picture of yourself cleaning your hands and post it to social media with the hashtag #thebugstopshere. We will share all photos and award prizes to lucky winners!

- The Canadian Patient Safety has released a pair of online quizzes – one for healthcare providers and one for members of the public to put their hand hygiene knowledge to the test!
- The Canadian Patient Safety Institute is hosting a webinar on May 4 at 10am MT / 12 ET. This webinar will discuss the global perspective on hand hygiene and how to apply it to changing behaviour in Canada.
- Thanks to GOJO Canada for their sponsorship of STOP! Clean Your Hands Day.

What you can do:

- Go to www.handhygiene.ca for tools, information, and resources.
- Register, show support and participate in the campaign.
- Take photos and share them on social media with the hashtag #STOPCleanyourhandsday and #thebugstopshere.
- Attend the webinar on May 4, 2018.
- Get involved in local activities in conjunction with the Canadian and Global campaigns.



clean your hands:

THE BUG STOPS HERE!

Cleaning your hands is one of
the best ways to prevent infection.

#thebugstopshere



nettoyez-vous les mains :
LES MICROBES
S'ARRÊTENT
ICI!

Le nettoyage de vos mains est l'un des meilleurs moyens de prévenir les infections.

#thebugstopshere