

# WHO SAVE LIVES: Clean Your Hands campaign - 5 May 2019

“Clean care for all – it’s in your hands”

This social media brief is intended to be used alongside the campaign toolkit and other WHO hand hygiene and IPC resources, including those available for 5 May 2019

[https://www.who.int/infection-prevention/campaigns/clean-hands/5may\\_advocacy-toolkit.pdf?ua=1](https://www.who.int/infection-prevention/campaigns/clean-hands/5may_advocacy-toolkit.pdf?ua=1)

<https://www.who.int/infection-prevention/en/>

For Hand Hygiene Day this year, WHO calls on everyone to be inspired by the global movement to achieve universal health coverage (UHC), i.e. achieving better health and well-being for all people at all ages, including financial risk protection, access to quality essential health care services and access to safe, effective, quality and affordable essential medicines and vaccines for all. Infection Prevention and Control, including hand hygiene, is critical to achieve UHC as it is a practical and evidence-based approach with demonstrated impact on quality of care and patient safety across all levels of the health system.

## Who we want action to be taken by:

- **Health workers:** “Champion clean care – it’s in your hands.”
- **IPC leaders:** “Monitor infection prevention and control standards – take action and improve practices.”
- **Health facility leaders:** “Is your facility up to WHO infection control and hand hygiene standards? Take part in the WHO survey 2019 and take action!”
- **Ministries of health:** “Does your country meet infection prevention and control standards? Monitor and act to achieve quality universal health coverage.”
- **Patient advocacy groups:** “Ask for clean care – it’s your right.”

## Suggested wording that could be used/adapted in social media messaging

Remember the #s for this year  
#handhygiene #infectionprevention #healthforall

Note, suggested social media images are also available on the campaign web page <https://www.who.int/infection-prevention/campaigns/clean-hands/5may2019/en/>

Additionally, other IPC resources are already available in the format for posting on social media, such as the IPC infographic on this page <https://www.who.int/infection-prevention/publications/core-components/en/>

1 in 10 patients get an avoidable infection while receiving care. Healthcare-associated infections are a problem in all countries. Take part in a WHO survey to improve #infectionprevention

Healthcare-associated infections can lead to disability, #antibioticresistance, increased hospital time and death #infectionprevention

Monitoring #infectionprevention and #handhygiene in health care helps identify the causes of infection, improve patient safety, outbreak preparedness and response, prevent #AMR and achieve #healthforall <https://www.who.int/infection-prevention/campaigns/ipc-global-survey-2019/en/>

To track progress on #infectionprevention and control assessment and #handhygiene in your healthcare facility, check the WHO frameworks #healthforall <https://www.who.int/infection-prevention/campaigns/ipc-global-survey-2019/en/>

#handhygiene is essential for #infectionprevention. Assess your facility with the global survey and use these tools to help improve. <https://www.who.int/infection-prevention/tools/hand-hygiene/en/>

**Health workers:** Champion clean care – it's in your hands #handhygiene Join our #infectionprevention movement <https://www.who.int/infection-prevention/campaigns/clean-hands/5may2019/en/>

**Health facility leaders:** Does your facility meet global #infectionprevention and #handhygiene standards? Take part in the WHO survey and take action! <https://www.who.int/infection-prevention/campaigns/ipc-global-survey-2019/en/>

Promote and implement #handhygiene and #infectionprevention in your facility to help combat #antibioticresistance “Clean care for all—it's in your hands!” <https://www.who.int/infection-prevention/campaigns/clean-hands/5may2019/en/>

World #handhygiene day is an opportunity for #infectionprevention leads to engage policy makers, hospital administrators, health workers and patient groups in promotional activities - support sustained quality #healthforall <https://www.who.int/infection-prevention/campaigns/clean-hands/5may2019/en/>

Using a #handhygiene self-assessment framework allows health facilities to implement the @WHO multimodal improvement strategy which promotes #behaviourchange #healthforall [https://www.who.int/gpsc/country\\_work/hhsa\\_framework\\_October\\_2010.pdf?ua=1](https://www.who.int/gpsc/country_work/hhsa_framework_October_2010.pdf?ua=1)

Get involved and ask others to contribute to achieving quality health care #healthforall Prevent #infection and improve #publichealth worldwide “Clean care for all – it's in your hands” #infectionprevention

Are you dedicated to #patientsafety as the n°1 priority? “Clean care for all – it’s in your hands!” Join the @WHO campaign #handhygiene #infectionprevention #healthforall <https://www.who.int/infection-prevention/campaigns/clean-hands/en/>

Healthcare-associated infections #HAI are a major treat in all healthcare settings. #handhygiene is one of the best things you can do to protect patients #infectionprevention <https://www.who.int/infection-prevention/tools/hand-hygiene/en/>

We can all do something to improve #infectionprevention #WASH #AMR #patientsafety in a healthcare facility. Discover how and save lives #healthforall <https://www.who.int/infection-prevention/en/>

Health workers: Do you always apply the 5 moments for #handhygiene ? Help achieve quality #healthforall through clean hands <https://www.who.int/infection-prevention/tools/hand-hygiene/en/>

Invest in quality #healthforall through #handhygiene - a cost-effective measure to reduce hospitalization time and healthcare-associated infections #infectionprevention

**Ministries of health:** Is your country on the journey to achieving quality #healthforall by 2030, as part of the #SDGs ? Monitoring healthcare facilities’ #infectionprevention standards will support this <https://www.who.int/infection-prevention/campaigns/ipc-global-survey-2019/en/>

It’s time for quality #healthforall which means everyone should have access to health services that achieve #infectionprevention standards – act now <https://www.who.int/infection-prevention/en/>

We know #infectionprevention in health care is possible, let’s make it happen! #healthforall

Primary health care covers the majority of your health needs throughout your life. These services should meet quality #healthforall through #infectionprevention and #handhygiene action [https://www.who.int/infection-prevention/tools/hand-hygiene/EN\\_GPSC1\\_PSP\\_HH\\_Outpatient\\_care/en/](https://www.who.int/infection-prevention/tools/hand-hygiene/EN_GPSC1_PSP_HH_Outpatient_care/en/)

A health system with strong primary health care delivers better health outcomes, is cost-efficient and improves quality of care. All services should meet #infectionprevention standards <https://www.who.int/infection-prevention/campaigns/ipc-global-survey-2019/en/>

Resources for WHO Hand Hygiene Day 2019 - <https://www.who.int/infection-prevention/campaigns/clean-hands/5may2019/en/>

- **Posters featuring the calls to action** - aimed at all target audiences, health workers, health facility leaders, IPC leaders, ministries of health and patient advocacy groups
- **Poster modification instructions** - this year you have a clear step by step guide to help you insert your own photos into the campaign posters!
- **A photo board** - a blank branded A4 board allows you to add your name/message for photographs, showing your support for the campaign and hand hygiene and IPC improvement - **use on social media**, etc. And remember the use the #s in your postings.
- **Instructions to form a solidarity chain for Clean Care For All - new for 2019!** - be inspired by the health for all movement, including the solidarity chain activity for World Health Day 7 April. Get ready to form a chain, with linked hands at a set meeting point in your organization on or around 5 May - invite everyone! Everyone involved in the chain will then have the opportunity to demonstrate their commitment to Clean Care for All through clean hands, using alcohol handrub or holding their hands in the air. Full instructions and a template invitation are available. An example video will also be available. **Photos and videos are requested, post yours on social media using the #s!**
- **5 Moments action** - The **5 Moments for Hand Hygiene** are not just for hospitals, every setting should be targeted which will in turn support people centred quality health services and quality health for all. The range of posters already available from WHO, including vaccination clinics, dentistry services, etc, should be used now more than ever to prompt this life saving action!
- **Two slidesets** - a short and a long PP presentation for you to outline everything about the campaign, the global survey and the importance of HH and IPC improvement.
- **A forthcoming short promotional video** message featuring information on health for all and clean care for all.
- **A short animation video** promoting IPC as a core part of quality health for all – will be launched around 5 May.

- **Join a teleclass on 3 May** - with Profs Benedetta Allegranzi and Didier Pittet  
- register now  
<https://webbertraining.com/schedulep1.php?command=viewClass&ID=1440>
- **A dedicated Global Survey web page** - features survey instructions and promotional videos – join in this important work for 2019  
<https://www.who.int/infection-prevention/campaigns/ipc-global-survey-2019/en/>

**Health care organizations are also reminded that if they feature a link to the WHO campaign web pages we will acknowledge you** in a list of supporting organizations, both on WHO web pages and in the 3 May teleclass.

**Sign up to the campaign, receive the newsletter!** - we need more and more health care organizations to show their commitment to the campaign so do encourage people to register. When they register, they get automatic access to the monthly WHO IPC newsletter and invites to surveys, etc.

Many resources also exist in other WHO languages or will be posted soon.