



Antimicrobial Resistance and Infection Control (AMRIC)

Partner Pack: World Hand Hygiene Day 5th May 2024

Hand Hygiene Day 5th May
Social Media Content
Social Media Messages
Internal Communications (HSE staff)
Videos and Images
Facts
News Release
RESIST hand hygiene programme
Merchandise and Materials

www.hse.ie/infectioncontrol

#HandHygiene
#BackToBasics
#AMRIC



Background

Back to Basics; clean hands save lives and stop the spread of many infections

5th May is designated World Health Organization (WHO) Hand Hygiene Day. The focus this year is on promoting and sharing knowledge about basic hand hygiene. Cleaning hands regularly is one of the most effective ways of stopping the spread of many common infections including flu, colds, norovirus, COVID-19 etc. Bacteria and microorganisms are on all surfaces with the exception of very recently decontaminated surfaces in clinical areas. Regular, correct hand hygiene is the most important, simple and cost effective action that we can take to protect our health and the health of our families, colleagues and service users.

Hands will pick up germs (bacteria and viruses), and even though they may appear clean, the germs will be there. Unfortunately we cannot see them with the naked eye. This will also have benefits in preventing the spread of antibiotic resistant infections. These germs can be easily removed by good hand hygiene. Staff have to practice good hand hygiene when providing healthcare. Visitors to a healthcare or social care setting can bring infections with them without being aware of it. It is important that everyone is aware of the importance of hand hygiene (either washing or hand sanitiser).

Who are the primary target audiences?

- ❖ Parents of young children
- ❖ Older people
- ❖ Healthcare staff
- ❖ Patients/service users/advocates
- ❖ Visitors to healthcare facilities
- ❖ Key partners (ICGP, Educational institutions, IPU, IDA)
- ❖ Department of Health
- ❖ Media

How can you help?

We are asking for your support, to promote World Hand Hygiene day and to direct people to our www.hse.ie/handhygiene web pages. We would appreciate if you would share/comment on our videos and social media posts (twitter calendar is listed below).

There are three ways you can support us:

1. Messaging – It is valuable to share consistent messages, and our communications team have created some videos, images and social media posts that encapsulate some key points:

- Effective hand hygiene plays a key role in reducing common infections including colds, flu, norovirus, COVID-19 and other infections.
- Good hand hygiene is one of the greatest protections for our health and the health of our families
- On World Hand Hygiene day (5 May), the focus for healthcare staff is on Back to Basics of good hand hygiene practice for the prevention of infection in healthcare.

2. Media – Contained in this pack are examples of content which can be tweeted or posted on the World Hand Hygiene Day and afterwards.

3. Members – Please let your members, colleagues and staff know about www.hse.ie/handhygiene and the AMRIC communications materials that are available.

Internal Communications (HSE staff)

A staff broadcast with information and links to this content and videos will be issued in Health Service News on Thursday 2nd May.

Media Relations

A news release will be issued nationally and regionally. If you do not have a clinical spokesperson, the HSE can provide one to support the media campaign.

Social media

We welcome your support in promoting the key messages of the campaign by tweeting or retweeting, posting or sharing and engaging with the social media campaign. There are tweets listed below and these will commence on Wednesday 1st May and will run for an average of 2 tweets per day until 10th May. The hand hygiene social media campaign will be used throughout the week. If you want copies of the social media images please contact Hcai.Amrteam@hse.ie

Please show your support by sharing content on:

Hashtag: #HandHygiene #BacktoBasics #AMRIC

Twitter handle: @HSELive

Social media graphics



Social Media Suggested Content

<p>Today is #WorldHandHygieneDay. Cleaning your hands is the easiest way to avoid infections such as flu, norovirus, colds, COVID-19. Watch our video to learn how to clean your hands properly. #handhygiene #AMRIC</p>	<p>https://www.youtube.com/shorts/Xx1gyT41P9o</p>
<p>Human hands can carry millions of bacteria – most are good, a few are harmful.</p> <p>Are you cleaning your hands correctly? Cleaning your hands is the easiest way to avoid infections such as flu, norovirus, colds, COVID-19. #handhygiene #BackToBasics</p>	<p>https://www.youtube.com/watch?v=ncYViDKWf_M</p>
<p>Clean hands are the easiest way to avoid infections. The most important times to clean your hands are:</p> <ul style="list-style-type: none"> • when you get home • after preparing food • before eating food • after using the toilet • after being in contact with a sick person <p>#handhygiene #BackToBasics</p>	<p>https://www.youtube.com/shorts/Xx1gyT41P9o</p>
<p>Did you know? Cleaning your hands is one of the best ways to prevent picking up infections. You can use soap and water or alcohol-based hand sanitiser. #handhygiene #BackToBasics #AMRIC</p>	<p>https://www.youtube.com/shorts/Xx1gyT41P9o</p>
<p>Surfaces that look clean can be home to billions of bacteria - cleaning your hands is the best way to avoid getting infection #handhygiene #BackToBasics #AMRIC</p>	<p>https://www.youtube.com/shorts/Xx1gyT41P9o</p>
<p>It's easy to pick up diseases and infection, so be sure to practice proper hand hygiene. Viruses are the most abundant biological entities on Earth: There are an estimated 10 quintillion viruses on earth. #handhygiene #BackToBasics</p>	<p>https://bit.ly/2J6vCyX</p>
<p>The simplest way to keep you and your family safe from infection is to clean your hands regularly. Are you doing it right? Take a look at our video to find out #handhygiene #BackToBasics</p>	<p>https://www.youtube.com/shorts/Xx1gyT41P9o</p>
<p>This Sunday, May 5th, join us in marking #WorldHandHygieneDay. Clean hands means reducing infection risk and being mindful of our health and our community health #handhygiene #BackToBasics</p>	<p>https://www.youtube.com/shorts/Xx1gyT41P9o</p>
<p>How clean are your hands? Take a look at our hand hygiene video to find out #handhygiene #BackToBasics #AMRIC</p>	<p>https://bit.ly/2J6vCyX</p>

Fun facts on bacteria and viruses

Older than any other life form

Bacteria have been on the planet for more than 3.5 billion years, making them the oldest known life-form on earth (so far).

They're fast

A bacterium can typically move about 100 times its body length in a second. To put that into perspective, a large fish can move only about 10 times its body length in the same time.

You eat It

That bread you ate this morning? That's made with bacteria. Many foods like yogurt, cheese, and miso are all made with bacteria – and don't forget beer!

Most are good

Your body has way more bacterial cells than human cells. We need bacteria to aid digestion and they help defend us against harmful bacteria.

They go for light years

Lined up from end to end, all the bacteria on earth would stretch out around 10 billion light years. That's the distance from here to the edge of the known universe.

Discovered in 1674

No one knew bacteria existed until 1674, when Dutch scientist Antonie van Leeuwenhoek spotted them as he was looking at scrapings from the human mouth under a newly invented microscope.

They adapt fast

Bacteria adapt quickly, making it hard to find an antibiotic that will work consistently against harmful bacteria. If you take antibiotics too often, bacteria can become resistant to the antibiotic. This means that antibiotics no longer work on the bacteria and can't help you fight an infection.

They're single-celled

Each bacterium (single bacteria) is only one simple cell but they can multiply fast. Bacteria can double every 4 – 20 minutes depending on the type, that's trillions in a day.

Unique shape

Bacteria are most frequently shaped like a sphere, rod, or spiral. Some bacteria can change their appearance, and can be shaped like a comma or corkscrew; they can have 'tails' or double tails and can look like artwork when viewed under an electron-microscope.

They're tough

Different bacteria can survive in a variety of extreme conditions. From ice to hot springs, and even radioactive waste, there are very few places that are bacteria free on this planet.

Are they zombies?

Viruses are not alive; they are inanimate complex organic matter. Viruses must rely on a host for energy production, reproduction, and survival

They're everywhere

Viruses are the most abundant biological entities on Earth: There are an estimated 10 quintillion viruses on earth, making them the most abundant form of life on the planet.

Campaign Videos



<https://www.youtube.com/shorts/Xx1gyT41P9o>



<https://www.youtube.com/watch?v=lvWJaNBAiZ4>



VIDEO LINK - https://www.youtube.com/watch?v=ncYViDKWf_M



VIDEO LINK - <https://www.youtube.com/watch?v=3PmVJQUCm4E>

Sunday, 5 May 2024

HSE highlights the importance of getting back to basics with hand hygiene on World Hand Hygiene Day

Marking World Hand Hygiene Day today, the HSE points to basic hand hygiene as one of our best defences against infection and disease.

This global awareness day shines a spotlight on the importance of good hand hygiene. The focus this year is on promoting and sharing knowledge about hand hygiene. Why is this so important? Because it is the single most important way to help prevent the spread of infection in a healthcare setting or at home.

Dr Eimear Brannigan, HSE Clinical Lead for Antimicrobial Resistance and Infection Control (AMRIC) explains, “Many viruses and bugs can’t get through your skin but if the bug is on your hand and you touch your eyes, mouth or nose you can catch an infection or pass it on to someone else. This is why hand hygiene plays an important part in stopping the spread of many infections including superbugs that no longer respond to many antibiotics.”

It is vitally important that we prioritise hand hygiene, share information and resources, and ensure everyone understands how they can contribute to helping reduce the spread of infection in any healthcare setting or in their own homes.”

Dr Paul Ryan, a Cork based GP and AMRIC team member says, “GPs are on the frontline and understand how difficult it can be to fully prevent the spread of infection. Many parents will identify with the fact that most young children have up to six, and as many as ten, viral illnesses every year. Good hand hygiene plays a major part in preventing the spread of these childhood illnesses. We want people to keep going with the basics of hand hygiene. Parents should help their children with keeping their hands clean.”

Tips for stopping infections spreading at home

Regular hand washing is important, but particularly important at certain times:

- if you were in contact with someone who has a fever or respiratory symptoms (cough, shortness of breath, difficulty breathing) or COVID-19
- before and after visiting someone in a hospital or residential setting
- if in contact with a person or an animal with an infection
- getting home from being out and about or at work, especially if your work involves a lot of contact with people or animals
- before starting to prepare, handle food or eat food
- after touching raw meat and poultry
- after using the toilet and after changing nappies
- after handling animal waste

Technology Traps

- Computers, phones and mobiles are a constant in lives, we can't work without them. But how clean are they? Research has shown that PCs, keyboards, phones are full of bacteria – a mouse has an average of 260 bacteria per centimetre squared, a keyboard has 511 and the mouthpiece of a telephone has 3,895.
- Make sure you clean your tech equipment even if you are working from home. And remember to clean your hands.

Handle with care

- The real hygiene risk in the bathroom is not the toilet but the handles and taps
- Drying your hands with paper towel will reduce the bacterial count by 45 – 60% on your hands.
- Some hand dryers can increase the bacteria on your hands by up to 255% because they can blow out bacteria already living in the, conveniently, warm moist environment.

World Hand Hygiene Day is a World Health Organisation global awareness day which aims to shine a spotlight on the importance of good hand hygiene. The focus this year is on promoting and sharing knowledge about hand hygiene. Good Hand Hygiene is one of the most ways of stopping the spread of disease and infection.

Have a look at the [video](#) on proper hand washing. We often think we have washed our hands properly but look at this [short experiment](#) and you will be surprised.

For more tips on hand hygiene visit www.hse.ie/handhygiene

ENDS

Issued by HSE Press Office

press@hse.ie

HSE spokesperson available

RESIST materials

A number of HSE branded materials have been distributed to HSE IPC leads. These materials are part of the HSE RESIST programme that is being rolled out in HSE hospitals and community services. Hand hygiene posters and leaflets are available for any service to order on www.healthpromotion.ie Details on setting up an account are [here](#)



Washable wall vinyls



HSE Media and Campaign Contacts

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