

CAMPAIGN TIMELINE & RECOMMENDATIONS

- April 20-30* Sign up your hospital for the World Health Organization (WHO) campaign on May 5, 2010. The campaign calls for improved point of care hand hygiene to reduce health care-associated infections. Registration is free and does not commit your hospital to accomplishing specific tasks, www.who.int/gpsc/5may/register/en/index.html.
- April 23* Gather small hand hygiene workgroup to review WHO materials and community materials and determine hospital strategy for celebration.
- April 30* Inform hospital team/department leaders of the hospital's participation in WHO's Hand Hygiene Day on May 5 and request their participation. You may use the draft letter to employees found in the resources section and share the promotional materials.
- April 30* Contact schools – Using the sample letter, contact local schools to request their participation in the Hospital Week Hand Hygiene Activities. Determine how many schools will be participating so you can include in your news release.
- April 30* Request the mayor's participation by sending his office a letter and proclamation declaring May 14 school hand washing day.
- May 3* Notify media if you have a specific hospital activity you would like them to cover on May 5.
- May 4* Remind staff of Hand Hygiene Day Activities and distribute materials (posters, stickers, etc.)
- May 5* Internal campaign day – Although hospitals consistently seek to spread awareness of the importance of hand hygiene, hospital staff should especially ramp up communication with patients by discussing hand hygiene with each patient on May 5, WHO's Hand Hygiene Day.
- May 7* Gather hand hygiene workgroup to evaluate internal campaign and follow up with schools to determine their participation. Get packets to participating schools. Packets should contain posters for teachers to use in their classrooms, suggestions for fun activities and a placemat for students to take home encouraging parental involvement. Offer hospital nurse, infection preventionist to come to school and speak.
- May 12* Send news release to local media alerting them about school campaign and suggesting they contact schools for more information.
- May 14* School hand hygiene day