

## BACKGROUND

### Clean care is safer care

- Hundreds of millions of patients are affected each year by healthcare-associated infection (HCAI), leading to significant mortality and financial losses for health systems too.
- “Clean Care is Safer Care” is a Global Patient Safety Challenge launched in 2005 by the WHO to reduce HCAs.

### The national contest

- Since three years a national contest has been promoted, on a voluntary basis, among different Italian Universities to increase the compliance with hand washing policy, the most important preventive measure against HCAs.
- Students can choose whatever medium they prefer so that a remarkable number of posters and videos have been realized so far.

## PURPOSE AND HYPOTHESIS

To increase compliance about hand washing among health care providers (today is often less than 40%).

To create a new engaging way to teach procedures, to remember the indications and to raise awareness.

## MATERIALS AND METHODS

- **THE USE OF A CARTOON** was preferred to make the message clear in a young and friendly framework particularly suitable for students and residents (the main target of this product), but also suitable for disseminating through social network.
- **THE STRUCTURE OF THE VIDEO** consists of 5 parts answering the classical five questions: Who, What, Why, When, Where.
- **THE ILLUSTRATIONS** move in a vectorial style realized with the coloring of Photoshop, a technique of digital painting.
- **COLOURS, CHARACTERS AND SOUNDTRACK** are symbolic.

## RESULTS

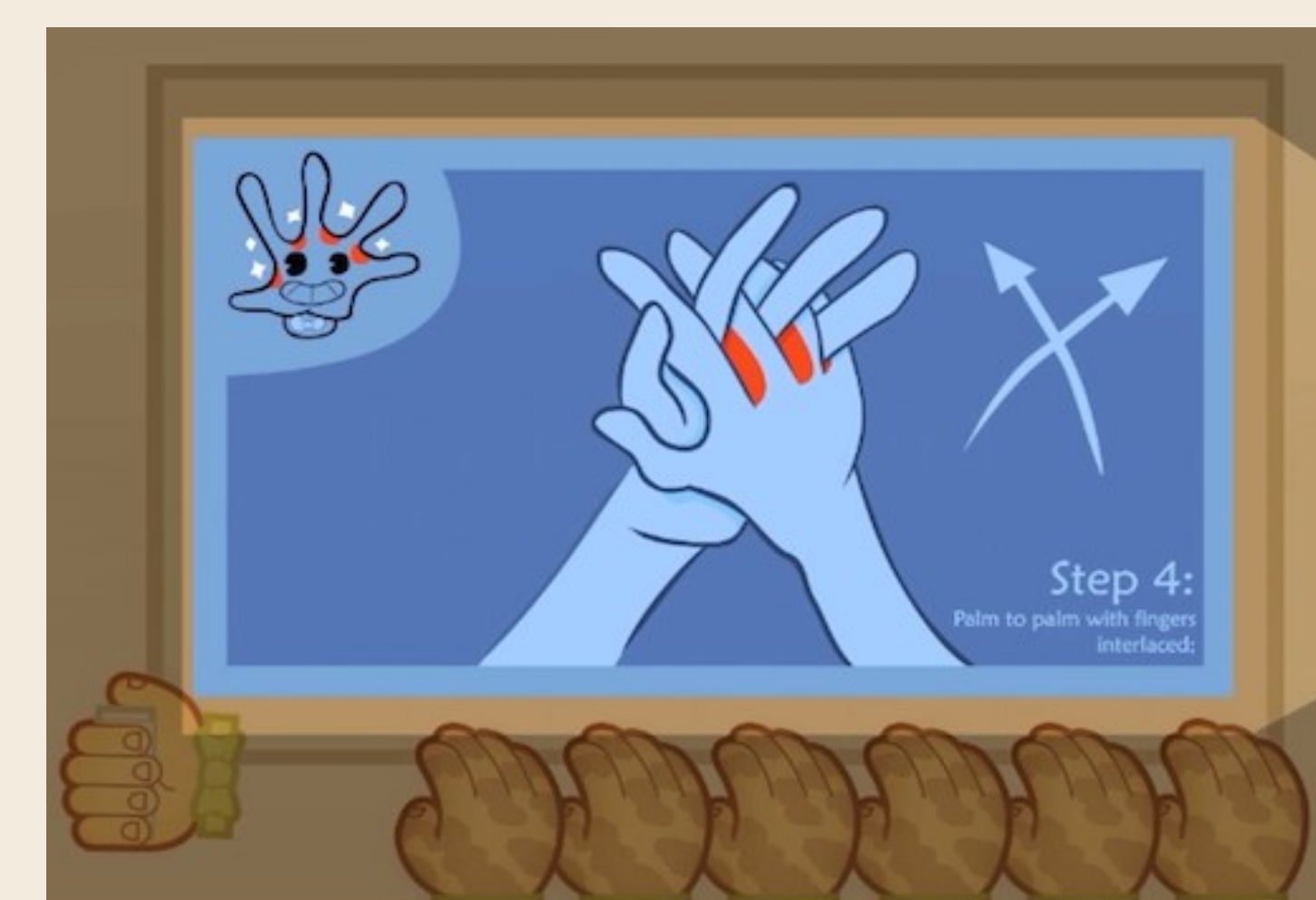
1. **WHO:** Fairy Hand is an experienced healthcare worker: “fair” as clean, adopting the “fair play” (the right procedures) and taking “fairytale” actions. The Apprentice (similar to the Walt Disney’s one) is an untrained but clever student, learning the rules for good clinical practice. At the beginning he appears dis-chromic, symbolizing bacterial colonies, spores and sources of infection. He asks Fairy Hand his secret to obtaining the best clinical results. At the end The Apprentice will turn into a... Fairy Hand!



2. **WHAT:** Fairy hand explains his “magic” hand washing. He presents his powerful and fashion friends to The Apprentice: Hydro-alcohol Gentleman, Watery, Soapy and Drying Man.



The washing procedure (with an alcohol-based hand-rub formulation and with water and soap) is illustrated step by step with a description, a figure that illustrates the movements and another one that highlights the washed areas.

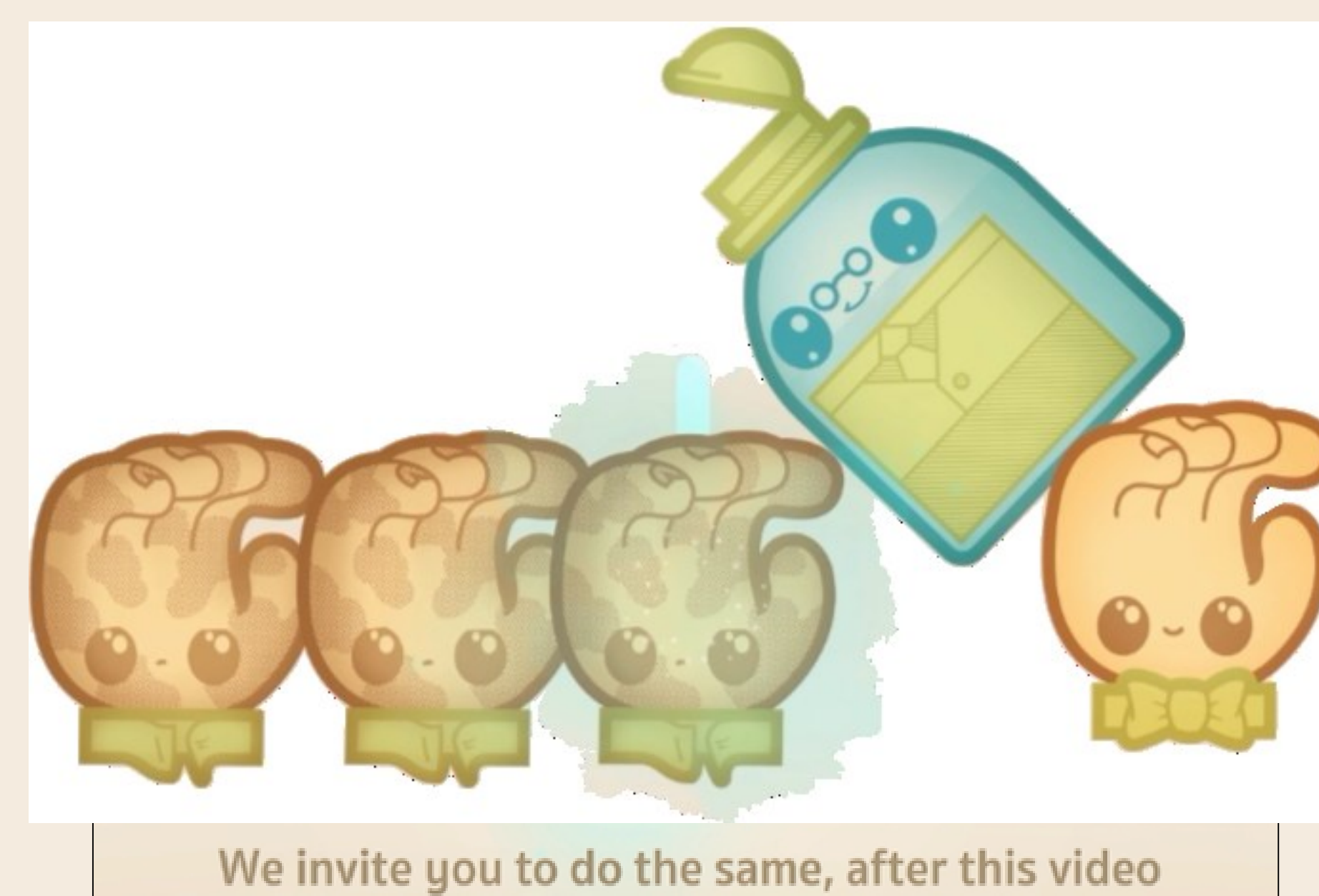


3. **WHY:** <The importance of being a Superhero...> Fairy Hand introduces the epidemiological motivation for hand washing and his “dangerous battles” against nosocomial infections and cross-transmission of microorganisms.
4. **WHEN, WHERE:** Then the 5 moments of the “magic” hand hygiene are shown: immediately before touching a patient, before clean/aseptic procedures, just after touching a patient, after body fluid exposure risk, but also after touching patients surrounding. Finally an imaginary debate highlights the other problems to be figured out as the use of gloves, jewelry and hand cream.

## CONCLUSIONS

**This cartoon is an original communicative technique to illustrate some key issues and to awake attention. Performing hand washing according to WHO guidelines leads to considerably beneficial effects, but often is underestimated or forgotten.**

**A surprising and amusing educational perspective is a powerful medium to increase the compliance.**



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