

SOAP UP + Hand Hygiene/Flu Prevention Social Media Plan

Hand Hygiene

Audience: Public

Facebook:

- Clean hands are happy hands. Learn more about safe hand hygiene at <http://mayocl.in/1L9ieoR>.

Twitter:

- Clean hands are happy hands! Learn more about safe hand hygiene at <http://mayocl.in/1L9ieoR>. #SOAPUP

Facebook:

- Germs that cause serious infections are in health care facilities. When you are a patient or visitor, you might get bad germs on your hands from things you touch. Clean your hands often to get rid of these bad germs. https://www.cdc.gov/handhygiene/pdfs/patient-infographic_508.pdf

Twitter

- Germs that cause serious infections are in health care facilities. Clean your hands often to get rid of these bad germs. https://www.cdc.gov/handhygiene/pdfs/patient-infographic_508.pdf

Facebook

- 80% of germs are transferred by touch. Visit <http://mayocl.in/1L9ieoR> to learn about safe hand hygiene practices.

Twitter:

- 80% of germs are transferred by touch. Learn safe hand hygiene practices by visiting <http://mayocl.in/1L9ieoR>. #SOAPUP

Facebook:

- Public toilets and door handles harbor all kind of germs. Avoid the spread of germs and use a paper towel to flush the toilet and open the door. Be sure to throw the towel away after you leave. Learn more about stopping the spread of germs at <http://mayocl.in/1L9ieoR>.

Twitter:

- Use a paper towel to flush the toilet and open the door in public restrooms because of the germs they harbor. Throw the towel away after you leave. Learn more about safe hand hygiene at <http://mayocl.in/1L9ieoR>.

Facebook

- If soap and water are not available, use an alcohol-based hand sanitizer that contains at least 60 percent alcohol to protect yourself from germs!

<http://consumers.site.apic.org/infection-prevention-basics/wash-your-hands-often/>

Twitter

- If soap and water are not available, use an alcohol-based hand sanitizer that contains at least 60 percent alcohol to protect yourself from germs! #HandHygiene #PatientSafety

<http://consumers.site.apic.org/infection-prevention-basics/wash-your-hands-often/>

Audience: Both health care providers and the public

Facebook:

- A trick to making sure you're washing your hands long enough is to sing "Happy Birthday" twice as you rinse your hand with soap and warm water.

Twitter:

- DYK, you can make sure you're washing your hands long enough by singing "Happy Birthday" twice as you wash your hands? #SoapUP

Facebook:

- When you're washing your hands, be sure to cover all areas of your hand with soap: fingers, wrists, fingernails and the back of the hand. Visit The Association for Professionals in Infection Control and Epidemiology's site for more tips:

<http://consumers.site.apic.org/infection-prevention-basics/wash-your-hands-often/>

Twitter:

- When you're washing your hands, make sure you're washing them completely: fingers, wrists, fingernails and the back of the hand. Visit APIC for more tips

<http://consumers.site.apic.org/infection-prevention-basics/wash-your-hands-often/>

SOAP UP Social Media

Audience: Health care providers

Facebook:

- One of the best ways to keep patients safe is to practice proper hand hygiene. Check out our SOAP UP resource page for all your hand hygiene information needs!

SOAP UP

SOAP UP promotes appropriate hand hygiene to reduce the spread of infection.

Effective hand hygiene decreases the risk of infection and can help prevent several harm events: CDI, CAUTI, CLABSI, MDRO, Sepsis, SSI and VAE



There are many resources available at HRET-HIIN.org, including those below, to help your organization address these harm events and engage with the UP Campaign.

SOAP UP Resources	
Topic	Link
Introduction to the UP Campaign	https://www.youtube.com/watch?v=ElrCQ8nCVI4 or http://www.hret-hiin.org/Resources/up_campaign/17/up_campaign_presentation_generic.pdf
Catheter-Associated Urinary Tract Infection (CAUTI)	http://www.hret-hiin.org/topics/catheter-associated-urinary-tract-infection.shtml
C. Difficile (CDI)	http://www.hret-hiin.org/topics/clostridium-difficile-infection.shtml
Central Line Bloodstream Infection (CLABSI)	http://www.hret-hiin.org/topics/central-line-associated-bloodstream-infection.shtml
Multi-drug Resistant Organisms (MDRO)	http://www.hret-hiin.org/topics/multi-drug-resistant-organisms.shtml
Sepsis	http://www.hret-hiin.org/topics/sepsis.shtml
Surgical Site Infection (SSI)	http://www.hret-hiin.org/topics/surgical-site-infection.shtml
Ventilator-Associated Events (VAE)	http://www.hret-hiin.org/topics/ventilator-associated-event.shtml

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SOAP UP More Hand Hygiene Resources

Handwashing How-To and Education:

Health care Workers

- Centers for Disease Control and Prevention (CDC) #CleanHandsCount Campaign <https://www.cdc.gov/handhygiene/campaign/index.html>
- World Health Organization (WHO) Hand Hygiene: Why, How & When?: http://who.int/gpsc/5may/Hand_Hygiene_Why_How_and_When_Brochure.pdf
- Health Research & Educational Trust (HRET) Hospital Improvement Innovation Network (HIIN) UP Campaign
 - All UP Campaign Resources: <http://www.hret-hiin.org/engage/up-campaign.shtml>
 - UP Campaign PowerPoint: Soap Up slides 60 – 72: http://www.hret-hiin.org/Resources/up_campaign/17/up_campaign_presentation_generic.pdf

Patients, Visitors and the Community

- Association for Professionals in Infection Control (APIC) Indiana Handwashing Tips: <http://consumers.site.apic.org/infection-prevention-basics/wash-your-hands-often/>
- Mayo Clinic Handwashing Do's and Don'ts: <http://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/hand-washing/art-20046253>
- CDC Hand Hygiene Tips:
 - <https://www.cdc.gov/features/handwashing/index.html>
 - <https://www.cdc.gov/handwashing/when-how-handwashing.html>

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Twitter:

- One of the best ways to keep patients safe is to practice proper hand hygiene. Check out our SOAP UP resource page! #SOAPUP



SOAP UP

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C. Difficile (CDI)	http://www.hret-hiin.org/topics/clostridium-difficile-infection.shtml
Central Line Bloodstream Infection (CLABSI)	http://www.hret-hiin.org/topics/central-line-associated-bloodstream-infection.shtml
Multi-drug Resistant Organisms (MDRO)	http://www.hret-hiin.org/topics/multi-drug-resistant-organisms.shtml
Sepsis	http://www.hret-hiin.org/topics/sepsis.shtml
Surgical Site Infection (SSI)	http://www.hret-hiin.org/topics/surgical-site-infection.shtml
Ventilator-Associated Events (VAE)	http://www.hret-hiin.org/topics/ventilator-associated-event.shtml



SOAP UP

More Hand Hygiene Resources

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Health care Workers

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- World Health Organization (WHO) Hand Hygiene: Why, How & When?: http://who.int/gpsc/5may/Hand_Hygiene_Why_How_and_When_Brochure.pdf
- Health Research & Educational Trust (HRET) Hospital Improvement Innovation Network (HIIN) UP Campaign
 - All UP Campaign Resources: <http://www.hret-hiin.org/engage/up-campaign.shtml>
 - UP Campaign PowerPoint: Soap Up slides 60 – 72: http://www.hret-hiin.org/Resources/up_campaign/17/up_campaign_presentation_generic.pdf

Patients, Visitors and the Community

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- Mayo Clinic Handwashing Do's and Don'ts: <http://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/hand-washing/art-20046253>
- CDC Hand Hygiene Tips:
 - <https://www.cdc.gov/features/handwashing/index.html>
 - <https://www.cdc.gov/handwashing/when-how-handwashing.html>

LinkedIn:

- IHA is hosting four SOAP Up Hand Hygiene Webinars throughout the summer. Join as for as many as you can to learn more about hand hygiene and how it can help keep patients safe in Indiana:



SOAP UP Webinar Series

SOAP UP promotes appropriate hand hygiene to reduce the spread of infection. IHA will be hosting several one-hour webinars to feature Indiana hospitals who excel with hand hygiene practices as well as releasing resources to help your hospital improve hand hygiene compliance among staff and patients.

SOAP UP: Improving Hand Hygiene in Indiana webinar details are below

July 18 at 3 p.m. ET

- Dial-in: 888-441-7458
- Participant link: <https://join.onstreammedia.com/go/68131182/071817>
- Topic: Indiana Hospital Survey Results and Reliable Data Collection

August 8 at 3 p.m. ET

- Dial-in: 888-441-7458
- Participant link: <https://join.onstreammedia.com/go/68131182/080817>
- Topic: Hand Hygiene Culture and Speaking Up

September 5 at 3 p.m. ET

- Dial-in: 888-441-7458
- Participant link: <https://join.onstreammedia.com/go/68131182/090517>
- Topic: Accountability: Connecting Practice to HAI and Costs to Organization

September 19 at 3 p.m. ET

- Dial-in: 888-441-7458
- Participant link: <https://join.onstreammedia.com/go/68131182/091917>
- Topic: Connecting Hand Hygiene and Sepsis

The goal of the UP campaign is to simplify safe care and streamline cross-cutting interventions to reduce the risk for multiple patient harms. IHA will be focusing on each component of the campaign throughout the year.

- SOAP UP - 3rd quarter 2017
- GET UP - 4th quarter 2017
- WAKE UP - 1st quarter 2018

Facebook:

- Place hand hygiene products close to a sink or in an area that others will be able to readily see and utilize them. For more information on the SOAP UP Campaign, visit <http://www.hret-hiin.org/engage/up-campaign.shtml>

Twitter:

- Place hand hygiene products in strategic locations where others will readily see and utilize them. Visit <http://www.hret-hiin.org/engage/up-campaign.shtml> for more information. #SOAPUP

Facebook:

- Own your role in preventing hospital acquired infections. Do your part in reducing the spread of infection by holding yourself accountable to practice appropriate hand hygiene. Visit <http://www.hret-hiin.org/engage/up-campaign.shtml> for more about the SOAP UP Campaign.

Twitter:

- Own your role in preventing hospital acquired infections by holding yourself accountable to practice safe hand hygiene. Learn more about the SOAP UP Campaign at <http://www.hret-hiin.org/engage/up-campaign.shtml> #SOAPUP

Facebook:

- Update hand hygiene products policies as needed to promote adherence. For more information on the SOAP UP Campaign, visit <http://www.hret-hiin.org/engage/up-campaign.shtml>.

Twitter:

- Update hand hygiene product policies to promote adherence. For more information, visit <http://www.hret-hiin.org/engage/up-campaign.shtml> #UPCampaign #PatientSafety

Facebook:

- Protect patients by involving them and their families in hand hygiene practices. Parents and families are key to promoting and reducing the spread of infection with good hand. Learn more at <http://www.hret-hiin.org/engage/up-campaign.shtml>.

Twitter:

- Protect patients by involving them and their families in hand hygiene practices. Learn more at www.hret-hiin.org/engage/up-campaign.shtml. #UPCampaign #SOAPUP

Audience: Public

Facebook:

- As a patient or visitor at a hospital, you have a role in preventing the spread of germs that cause serious infections. Clean your hands often while you are a patient or visiting someone in a health care facility. <http://www.hret-hiin.org/engage/up-campaign.shtml>

Twitter:

- As a patient or visitor at a hospital, you have a role in preventing the spread of germs that cause serious infections. Clean your hands often while you are a patient or visiting someone in a health care facility.

Audience: Both health care providers and the public

Facebook:

- Be sure to scrub your hands for 20 seconds with warm water and soap. To learn more about the SOAP UP Campaign, visit <http://www.hret-hiin.org/engage/up-campaign.shtml> #SOAPUP

Twitter:

- Be sure to scrub your hands for 20 seconds with warm water and soap. To learn more about the SOAP UP Campaign, visit <http://www.hret-hiin.org/engage/up-campaign.shtml> #SOAPUP

Facebook:

- Speak UP for clean hands. For more information on the SOAP UP Campaign, visit <http://www.hret-hiin.org/engage/up-campaign.shtml>.

Twitter:

- Speak UP for clean hands. For more safe hand hygiene practices, visit <http://www.hret-hiin.org/engage/up-campaign.shtml> #SOAPUPforSafety #SOAPUP