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.
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: C. Diff, CAUTI, CLABSI, MRSA, Sepsis, SSI, and VAE

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

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<thead>
<tr>
<th>Topic</th>
<th>Link</th>
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<tbody>
<tr>
<td>Introduction to the UP Campaign</td>
<td><a href="https://www.youtube.com/watch?v=Q2C67cXncj4">https://www.youtube.com/watch?v=Q2C67cXncj4</a> or</td>
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<td></td>
<td><a href="http://www.infectious.org/campaign/1/campaign_presentation_xvi.pdf">http://www.infectious.org/campaign/1/campaign_presentation_xvi.pdf</a></td>
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<tr>
<td>C. Diff (CDI)</td>
<td><a href="http://www.hast-hsin.org/mgs/clostridium-difficile-infection.html">http://www.hast-hsin.org/mgs/clostridium-difficile-infection.html</a></td>
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<td>Sepsis</td>
<td><a href="http://www.hast-hsin.org/mgs/sepsis.html">http://www.hast-hsin.org/mgs/sepsis.html</a></td>
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<td>Surgical Site Infection (SSI)</td>
<td><a href="http://www.hast-hsin.org/mgs/surgical-site-infection.html">http://www.hast-hsin.org/mgs/surgical-site-infection.html</a></td>
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<tr>
<td>Ventilator-associated Events (VAE)</td>
<td><a href="http://www.hast-hsin.org/mgs/ventilator-associated-events.html">http://www.hast-hsin.org/mgs/ventilator-associated-events.html</a></td>
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More Hand Hygiene Resources

Handwashing How-To and Education:

Health care Workers

- Centers for Disease Control and Prevention (CDC) #CleanHandsCount Campaign
  http://www.cdc.gov/handhygiene/campaign/index.html
- World Health Organization (WHO) Hand Hygiene: Why, How & Where?
- Health Research & Educational Trust (HRET) Hospital Improvement Innovation Network (HIIN) UP Campaign
  - All UP Campaign Resources: http://www.hret-hsin.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://consumerssite.apic.org/infection-prevention-basics/wash-your-hands-often/
- Mayo Clinic Handwashing Do's and Don'ts
  http://www.mayoclinic.org/healthy-lifestyle/healthy-mojo/in-depth/hand-washing/art-2004623
- CDC Hand Hygiene Tips
  - https://www.cdc.gov/features/handwashing/index.html
  - https://www.cdc.gov/handwashing/when-how-handwashing.html
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

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

There are many resources available at [INPATIENT.org](http://INPATIENT.org), including those below, to help your organization address these harm events and engage with the UP Campaign.

### SOAP UP Resources

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### SOAP UP

More Hand Hygiene Resources

**Health Care Workers**

- Centers for Disease Control and Prevention (CDC) #CleanHandsCount Campaign
  [https://www.cdc.gov/handhygiene/campaign/index.html](https://www.cdc.gov/handhygiene/campaign/index.html)
- World Health Organization (WHO) Hand Hygiene: Why, How & When?
- Health Research & Educational Trust (HRET) Hospital Improvement Innovation Network (HIIN) UP Campaign
  - UP Campaign Resources: [http://www.hret-hin.org/resources/up_campaign_resources](http://www.hret-hin.org/resources/up_campaign_resources)

**Patients, Visitors and the Community**

- CDC Hand Hygiene Tips:
  - [https://www.cdc.gov/features/handwashing/index.html](https://www.cdc.gov/features/handwashing/index.html)
  - [https://www.cdc.gov/handwashing/when-boo-handwashing.html](https://www.cdc.gov/handwashing/when-boo-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:

  ![LinkedIn Logo]

  **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: 888-644-7458
  - Participant link: [https://join.onstreammedia.com/ec/68131317/071817](https://join.onstreammedia.com/ec/68131317/071817)
  - Topic: Indiana Hospital Survey Results and Reliable Data Collection

  **August 8 at 3 p.m. ET**
  - Dial-in: 888-644-7458
  - Participant link: [https://join.onstreammedia.com/ec/68131317/080817](https://join.onstreammedia.com/ec/68131317/080817)
  - Topic: Hand Hygiene Culture and Speaking Up

  **September 9 at 3 p.m. ET**
  - Dial-in: 888-644-7458
  - Participant link: [https://join.onstreammedia.com/ec/68131317/090917](https://join.onstreammedia.com/ec/68131317/090917)
  - Topic: Accountability: Connecting Practice to Cost and Outcome

  **September 19 at 3 p.m. ET**
  - Dial-in: 888-644-7458
  - Participant link: [https://join.onstreammedia.com/ec/68131317/091917](https://join.onstreammedia.com/ec/68131317/091917)
  - Topic: Connecting Hand Hygiene and Seals

  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 – 2nd quarter 2017
  - GET UP – 4th quarter 2017
  - WashUP – 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-hii.org/engage/up-campaign.shtml](http://www.hret-hii.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-hii.org/engage/up-campaign.shtml](http://www.hret-hii.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](http://www.hret-hiin.org/engage/up-campaign.shtml) #SOAPUP

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- 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](http://www.hret-hiin.org/engage/up-campaign.shtml) #SOAPUP

**Facebook:**

**Twitter:**
- Speak UP for clean hands. For more safe hand hygiene practices, visit [http://www.hret-hiin.org/engage/up-campaign.shtml](http://www.hret-hiin.org/engage/up-campaign.shtml) #SOAPUPforSafety #SOAPUP