

A microscopic image showing numerous blue, rounded cells, possibly bacteria or yeast, against a dark background. The cells are in various stages of focus, with some appearing sharp and others blurred.

# HCAI Campaign Learning and Sharing Event

18 March 2010

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National Director  
HCAI and Cleanliness Division

Delighted to be able to join you all today

- Why am I involved in this work?
- What was I asked to deliver?

- ✓ Saving lives
- ✓ Improving the quality of care and safety of patients
- ✓ Improving patient confidence
- ✓ Reducing length of stay and bed utilisation
- ✓ Reducing the cost of burden of treating HCAIs

# What we have achieved to date...



In 2003, the Government set a target to reduce the number of MRSA bacteraemia recorded in hospitals by 50% by 2008

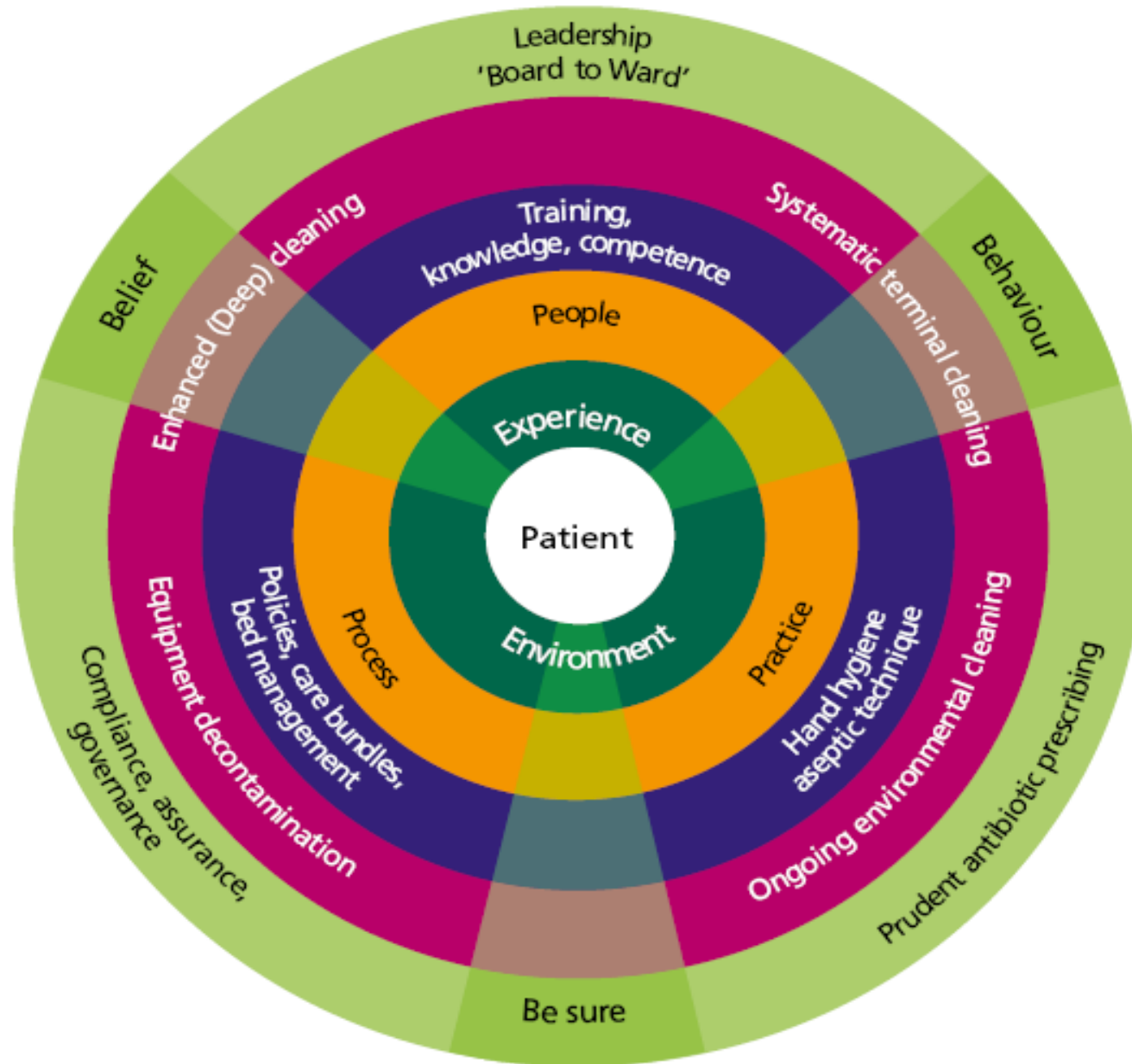
We initiated the Towards Cleaner Hospitals and Lowering Rates of Infection programme to meet this objective

The latest figures from the Health Protection Agency

**77% reduction** in MRSA bloodstream infections compared with the 2003-04 quarterly average

**35% reduction** in *C. difficile* cases between April 2008 and March 2009. (as at 3 Feb 2010)

# Our approach to delivering improvement



# However....



Whilst HCAI infection rates have been significantly reduced, many patients remain anxious about the prospect of a stay in hospital because they are concerned about HCAs.

In a response to this we established the HCAI Campaign with the support of the NHS Institute for Innovation and Improvement

# Aims for the HCAI Campaign



- Raise the confidence of NHS staff (specifically pre-operative assessment staff) in initiating direct communication with patients around HCAI
- Raise public awareness (primarily patient) awareness of the effective measures being taken by the NHS to reduce HCAIs and keep hospitals clean and safe
- Inform patients of the role they can play in helping reduce HCAI
- Inform patients and the wider public so that they have a greater understanding of facts surrounding HCAIs and cleanliness.

# Taking a different perspective



## Traditional campaign approach

Aims to generate understanding and **share information**

Takes place at a point in time: has a definite **'start' and 'stop'** with a peak of activity in the middle

Communicates a **message**

**Awareness** is success

**Segments different** audiences

Media and tools are **centrally designed** and managed — spread uses orchestrated **cascade** approach

Focused on promoting **product or service values**

## Social movement approach

Designed to **create engagement** and real commitment

Generates **ongoing energy** and embeds new habits for lasting change

Creates a **cause**

**Action** is success

**Unites different** audiences

Media and tools are **locally co-designed** and implemented — spread is **peer-to-peer** and often viral

Focused on leveraging individual **personal values**

