

Humor and hospital hygiene

Professor Didier Pittet, MD, MS, CBE

Director, Infection Control Programme & WHO Collaborating Center,
The University of Geneva Hospitals & Faculty of Medicine Geneva,
Switzerland

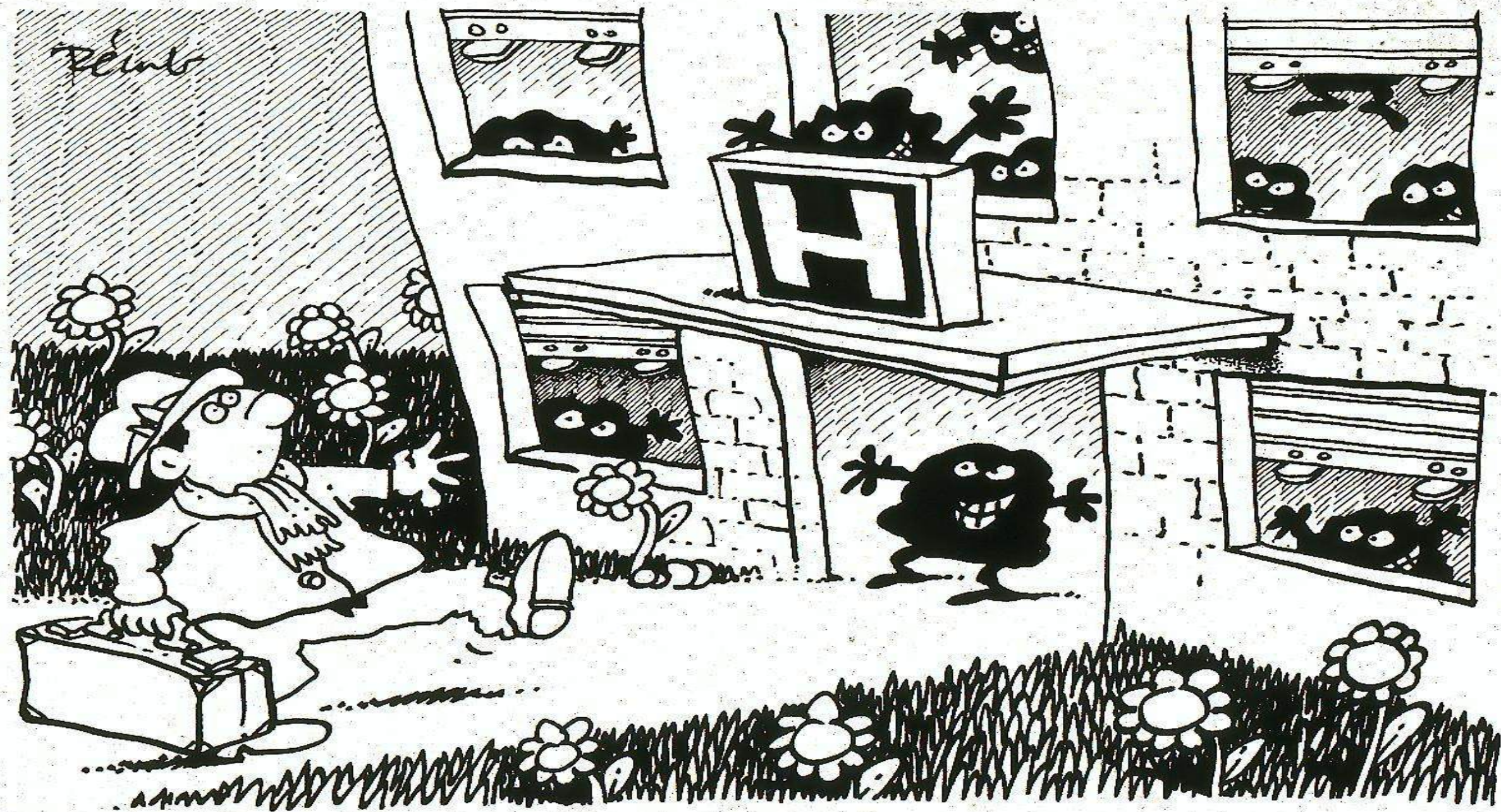


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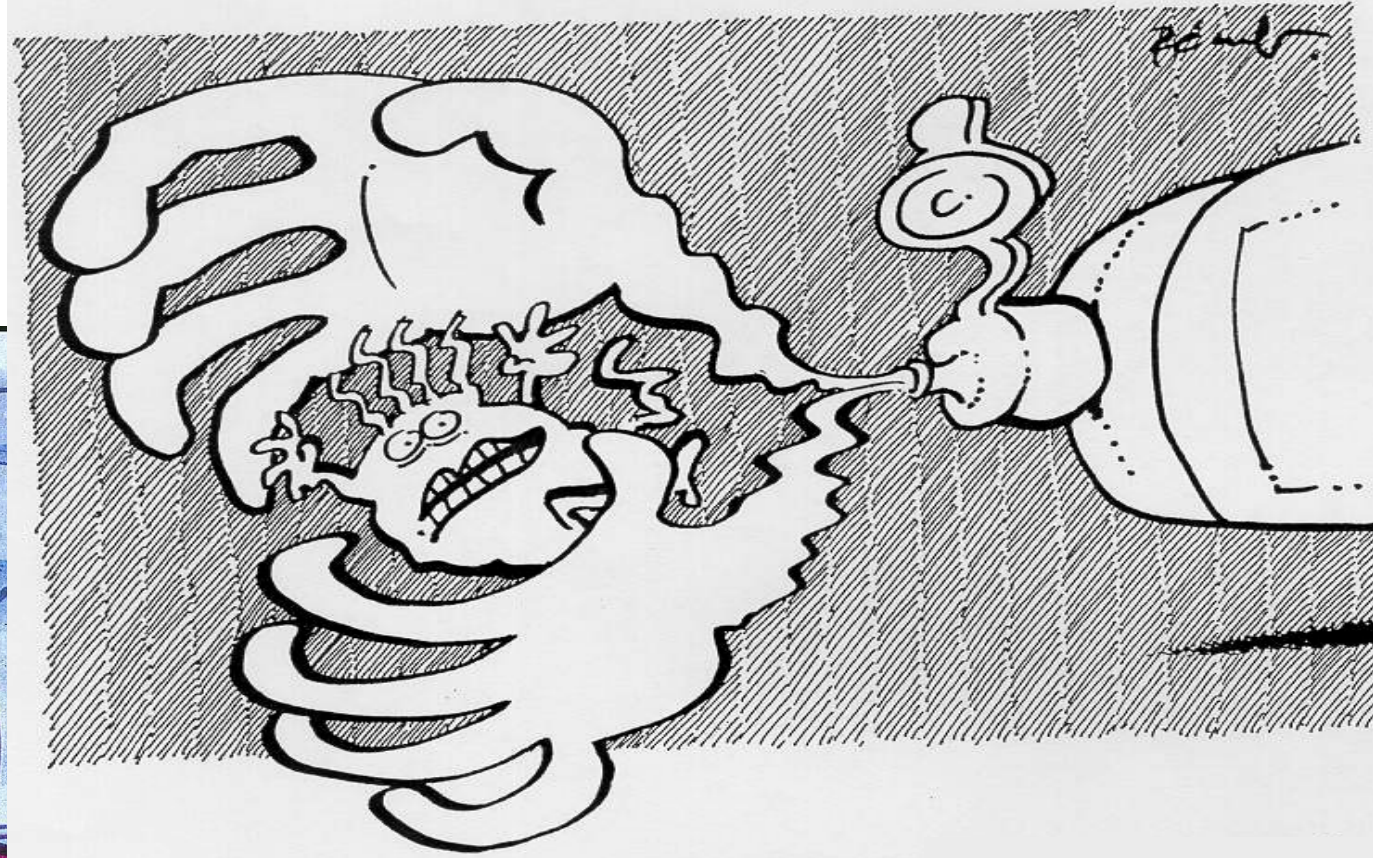




Handwashing...

An action of the past

(except when hands are visibly soiled)



Alcohol-based handrubbing...

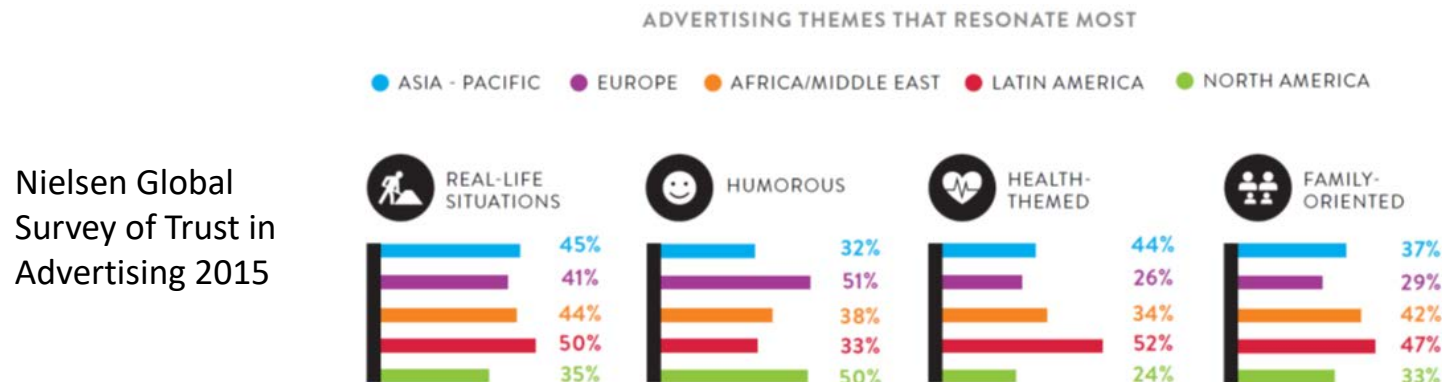
The new standard of care

The « hand hygiene revolution »

Effects of humor in advertising

In advertising, it is demonstrated that:

- Humor is an effective method to attract attention
- Using humorous and positive messages encourage/promote behaviour change and knowledge acquisition
- Humor strength (humor's attention gaining mechanisms) and humor–message relatedness have a positive impact on memorizing the message



Humor in health care

Preventive health campaigns:

Humor-based materials are used effectively in preventive campaigns to prevent alcohol and tobacco consumption, obesity, and cancer:

- to draw attention
- to reduce negative emotional responses, such as fear, anxiety, and embarrassment to disturbing health topics
- to increase acceptance of health messages and behavior change



How humor can be used in infection prevention and control (IPC)?

Training

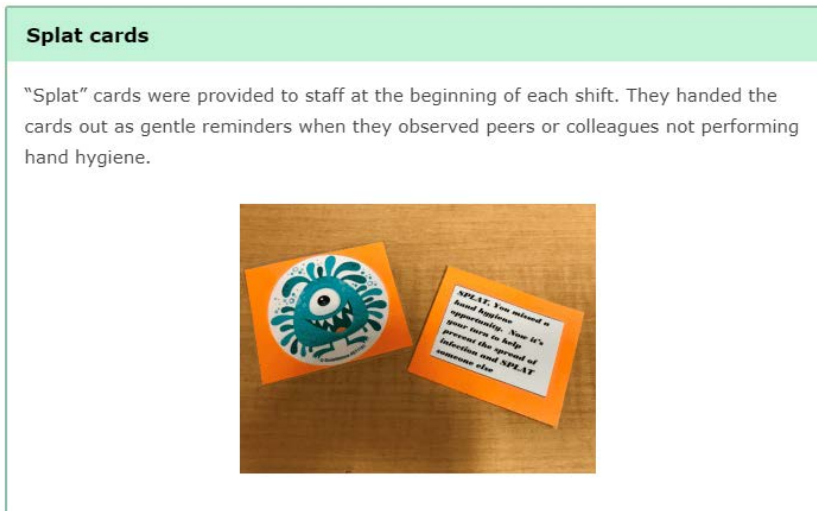
- IPC training by the use of the same messages and teaching materials may result in HCWs feeling bored and over-messaged
- Traditional training may also cause less comprehension of the key messages
- Educational games and creative hands-on activities can be used in IPC training to stimulate sustainable learning and team spirit



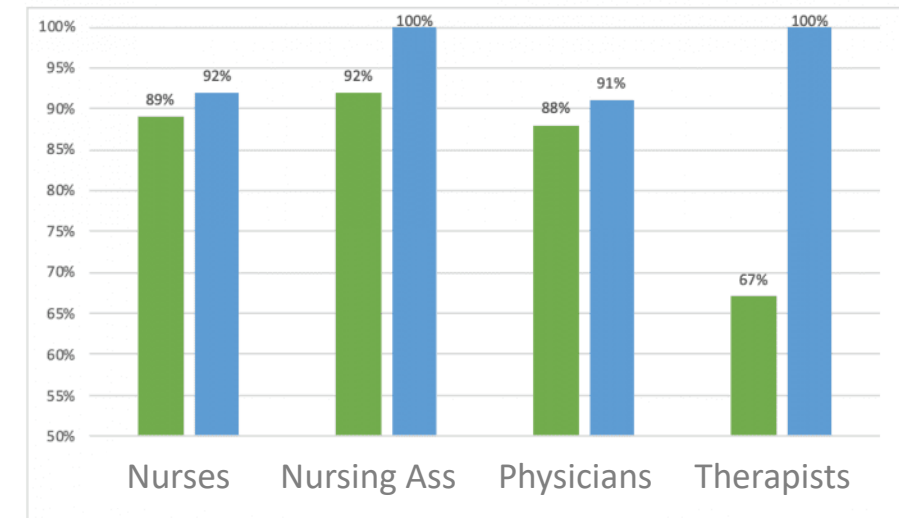
Some examples ...

- An interactive audit and feedback strategy for hand hygiene was implemented using a card game in a large academic center

“Splat” game – hand hygiene



The first person on each shift to give all their cards away and not obtain any card in return was offered coffee gift cards donated by the medical director



After implementing the game;

- Hand hygiene adherence increased from 87% in 2017 to 90% in 2018 and it continued to improve
- *C. difficile* infection rate decreased from 17% (6 months before the intervention) to 3.7% (6 months after the intervention)

Some examples ...

- As part of an education session at St. Joseph's Health Centre, staff had to remove their gown and gloves without getting any of the pudding on their skin or clothes underneath
- The game was meant to mimic the potential for transmission of bacteria by health-care providers

The « PPE Pudding game »



Some examples ...

- The University of Geneva Hospitals created “Escape COVID-19”, a serious game to promote safe IPC practices among HCWs and other hospital employees during the COVID-19 pandemic

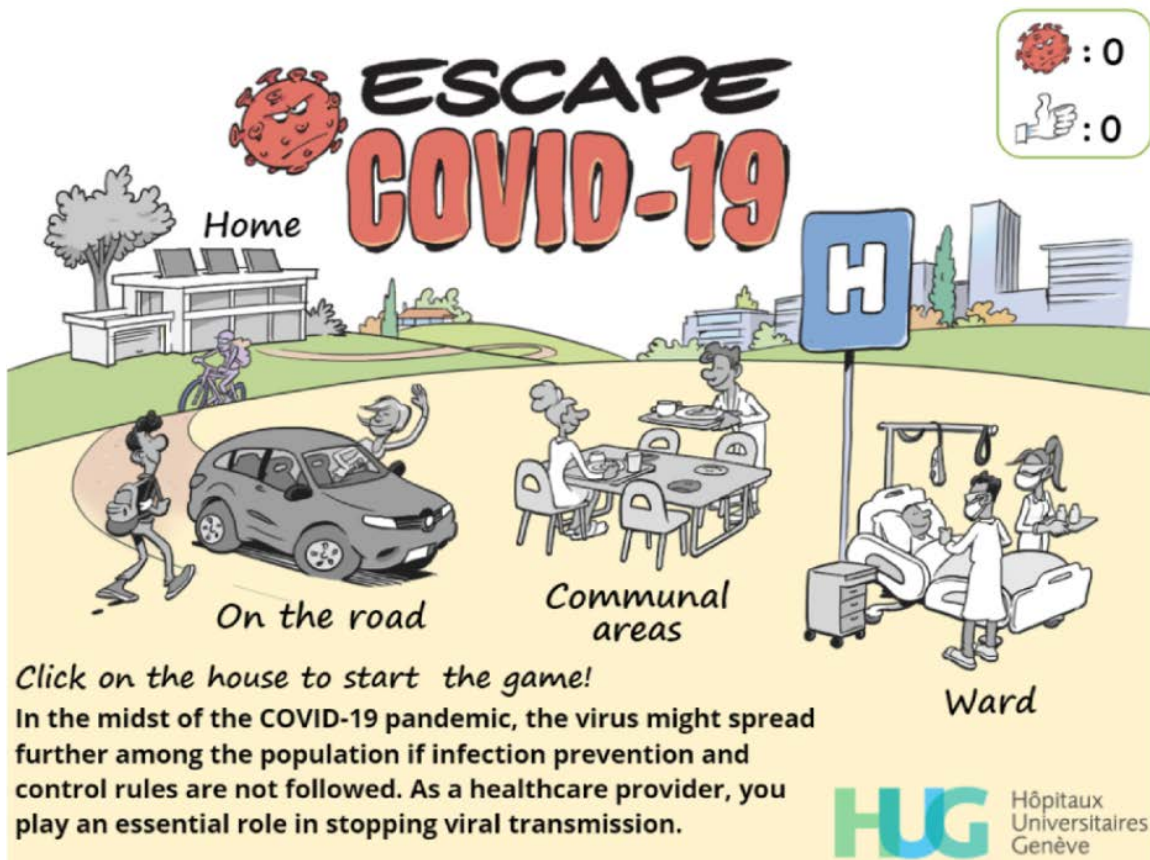
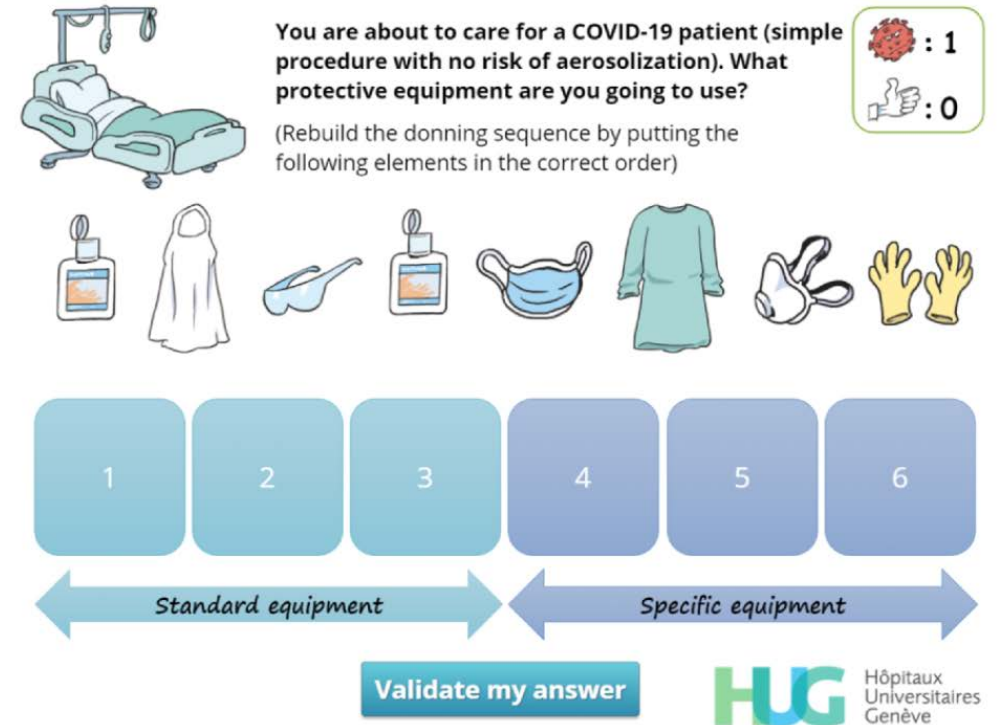


Figure 6. Rebuilding the donning sequence. The player must drag and drop the elements of personal protective equipment in the right order.



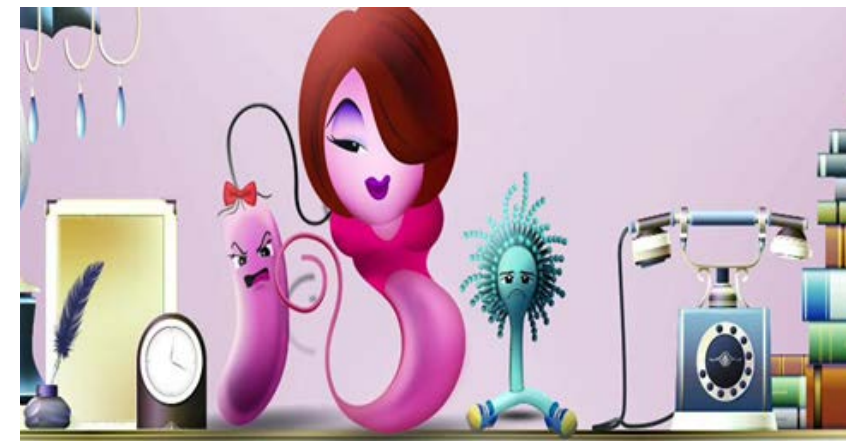
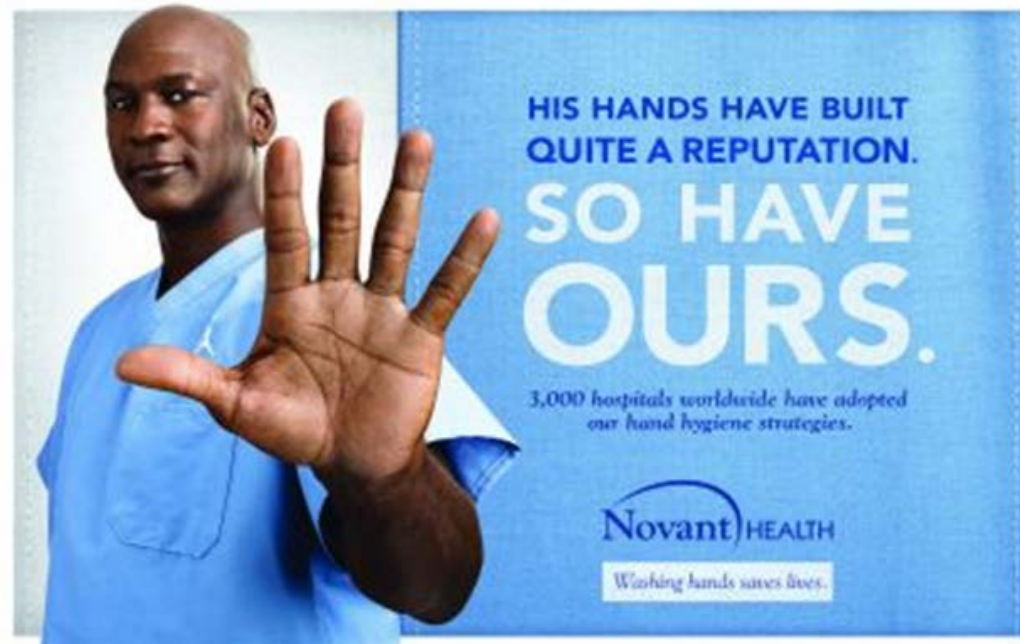
How humor can be used in IPC?

Awareness raising campaigns

- Humorous materials (e.g. posters, reminders, screen savers) may help to capture HCWs attention

Healthcare-associated infections

Kinda like a Monday morning



Soh, Antimicrobial Resistance & Infection Control 2015; 4(Suppl 1):I12



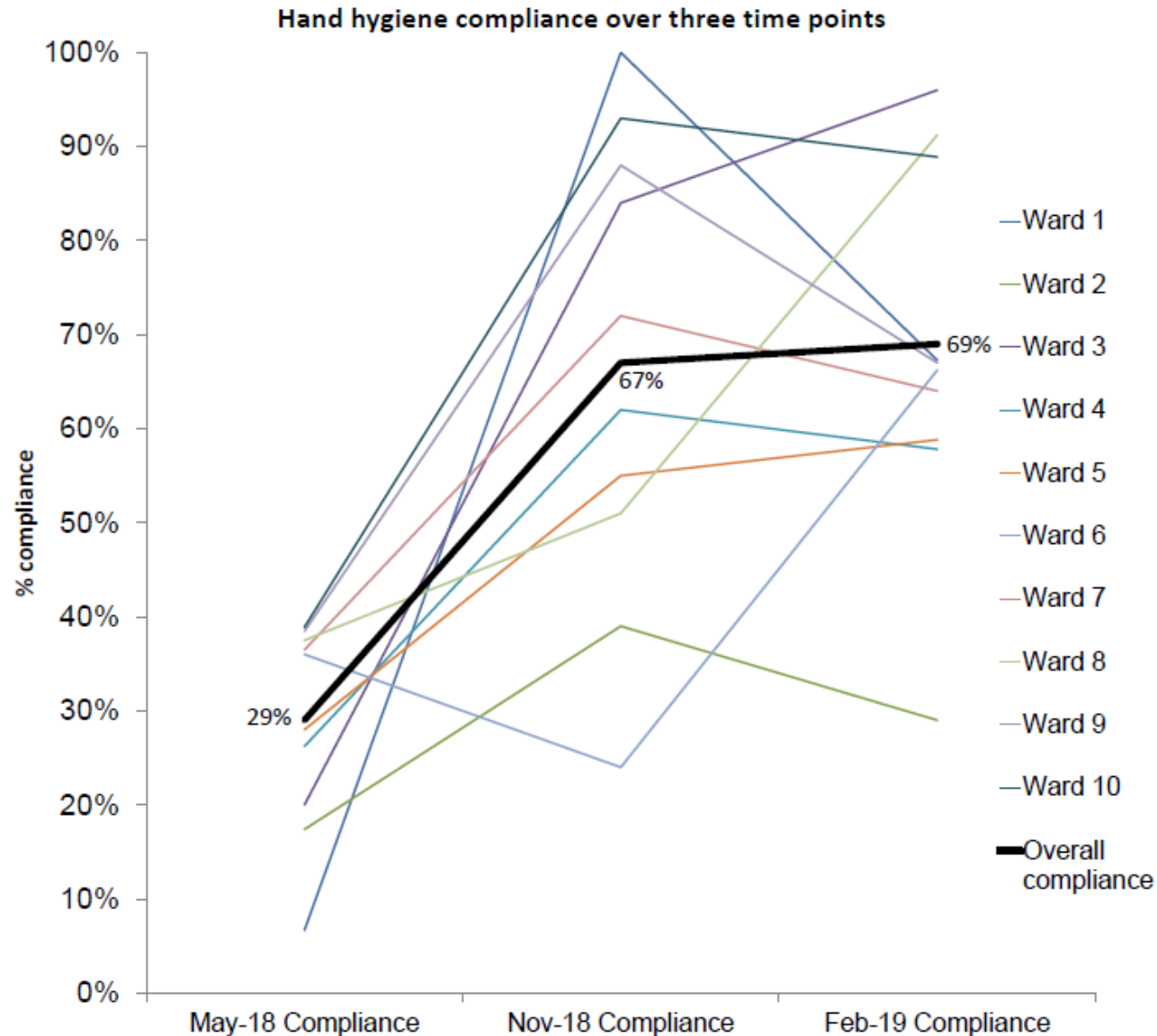
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- ‘Nudge’ reminders based on well-known song lyrics have been developed
- Hand hygiene compliance significantly improved from 31% to 68% in 10 wards with the new reminders and multi-modal hand hygiene promotion strategy

Some examples ...



Some examples ...

- Emojitoons are created by using avatars of employees to remind the key IPC practices to the HCWs
- They are designed to give a brief information at a short time to make easy to remember the topic



Results:

50% increase in compliance detected on key IPC practices

How humor can be used in IPC?

Contests (poster, photo, song, video,..)

- Contests for IPC activities motivate front line staff to show their enthusiasm, creativity, and team spirit

Canadian “Clean Shots” photo contest

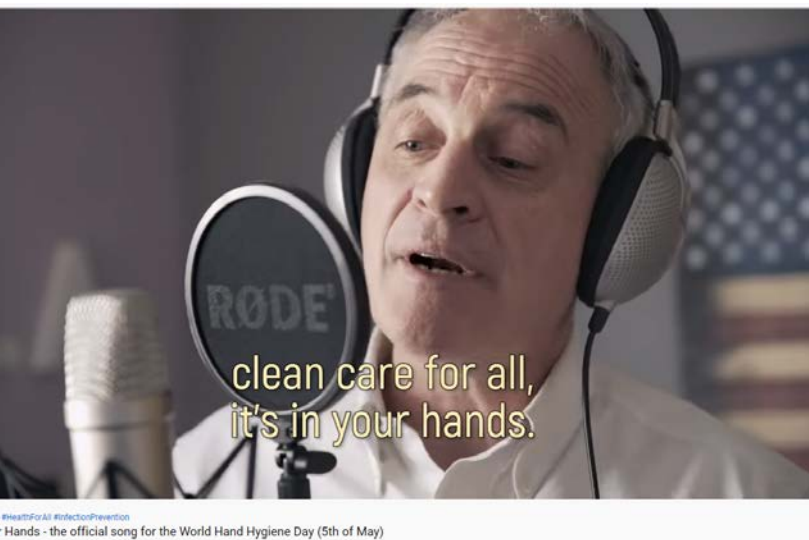


Photo Contest, 5 May 2022, Geneva Hospitals



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Humour in scientific publications



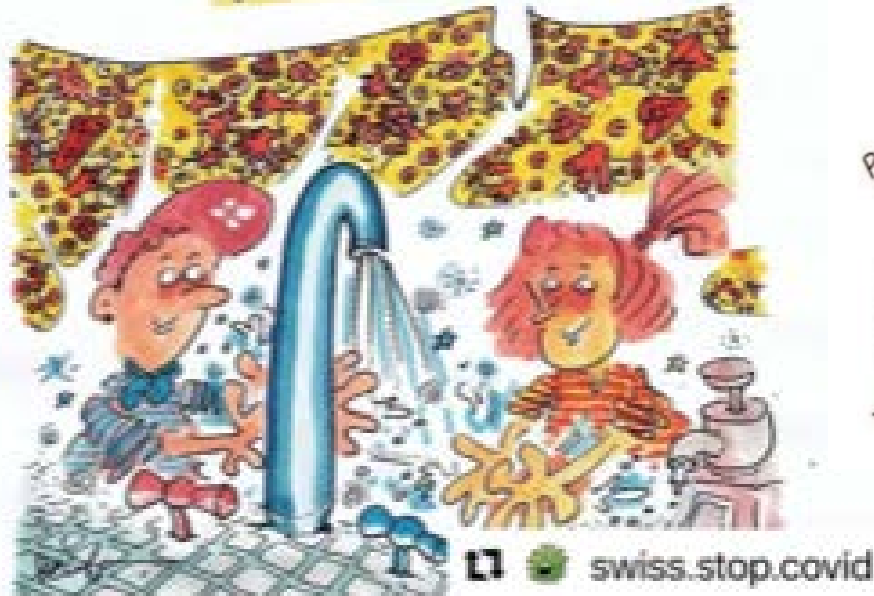
Keeping hospitals clean is a crucial patient safety issue



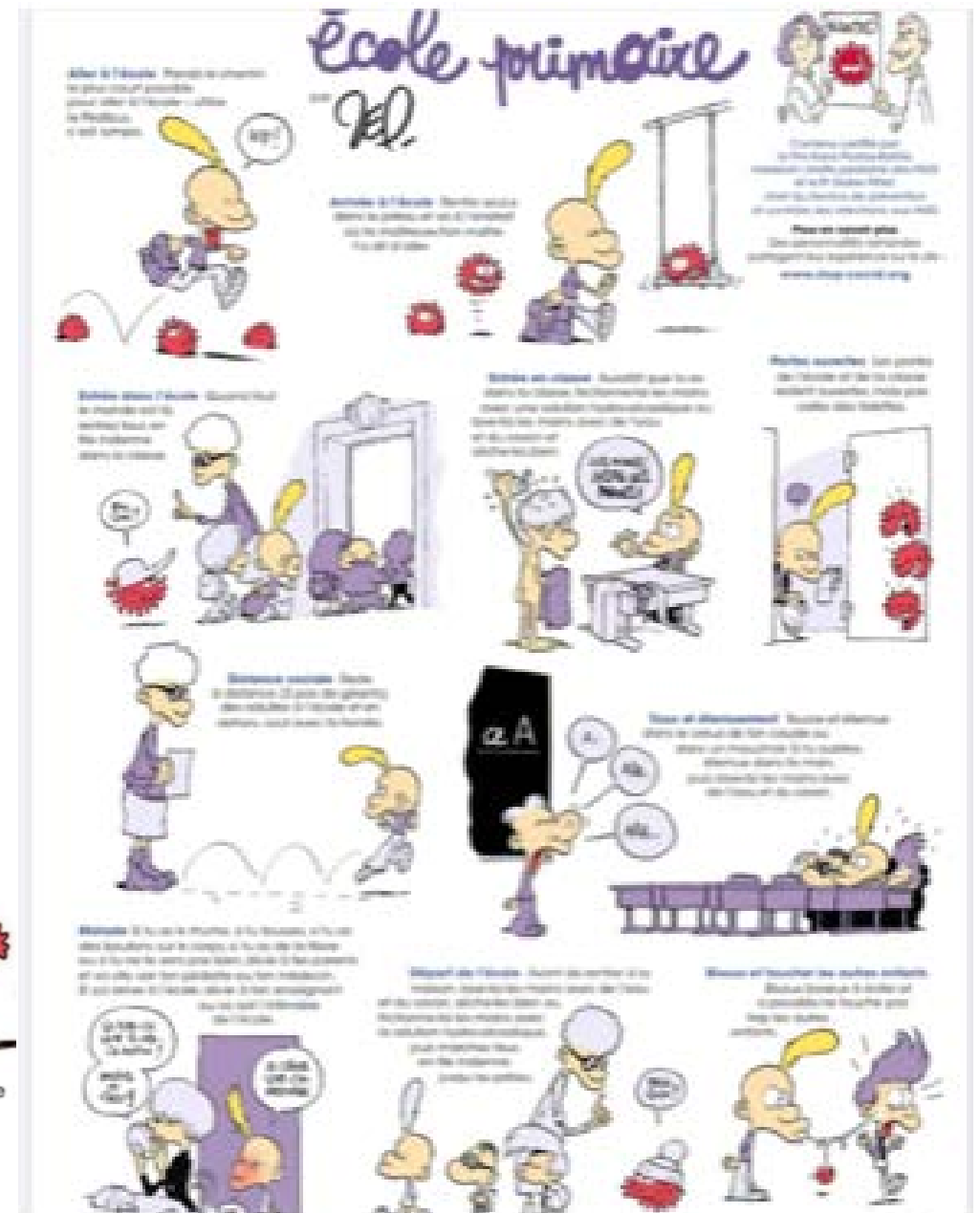
Bad science impacts public health

Humor in media

LES GESTES ANTI-MICROBIENS, ILS SONT EFFICACES ET ILS NE COÛTENT RIEN !



‘Standard precautions are efficacious and cost-effective’



Humor in media



About Covid certificate:

« For sure,
the copy of a Didier Pittet »



" THERE'S CONSEQUENCES IF SOMEONE ON THE FLOOR
DOESN'T WASH THEIR HANDS. "

Environmental hygiene

- Patient area environmental surfaces play an important role in the transmission of all health care–associated pathogens
- Although both hand hygiene and environmental hygiene represent basic horizontal interventions to prevent cross-transmission, there is a need for both interventions to be recognized as interdependent
- Several technologic interventions to augment environmental hygiene have been recently developed but remain to be objectively evaluated in well-designed clinical studies

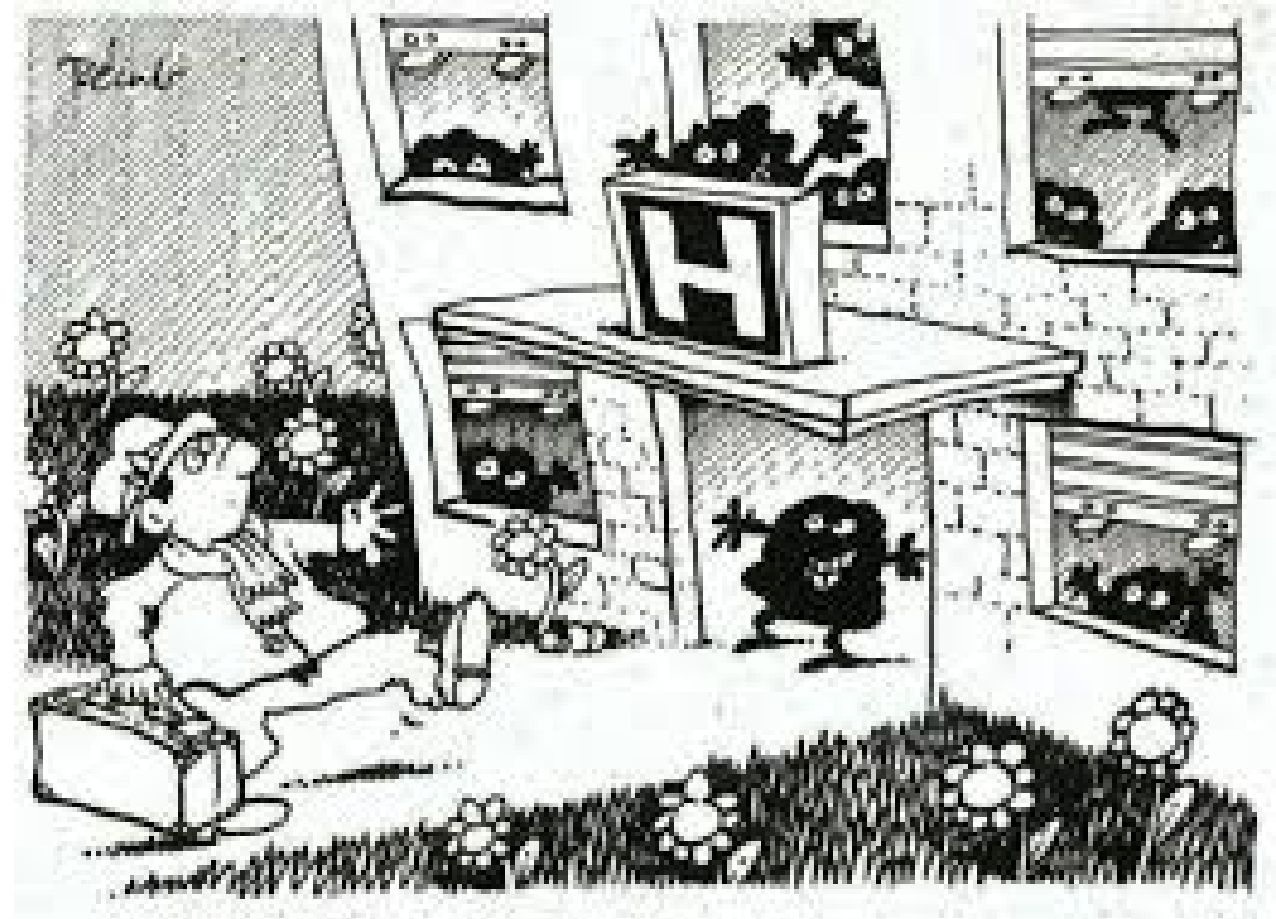


Environmental hygiene

- According to a recent systematic review, improving healthcare environmental hygiene helps keep patients safe
- Most studies demonstrated that interventions in the hospital environment were related with lower HAI and/or patient colonization



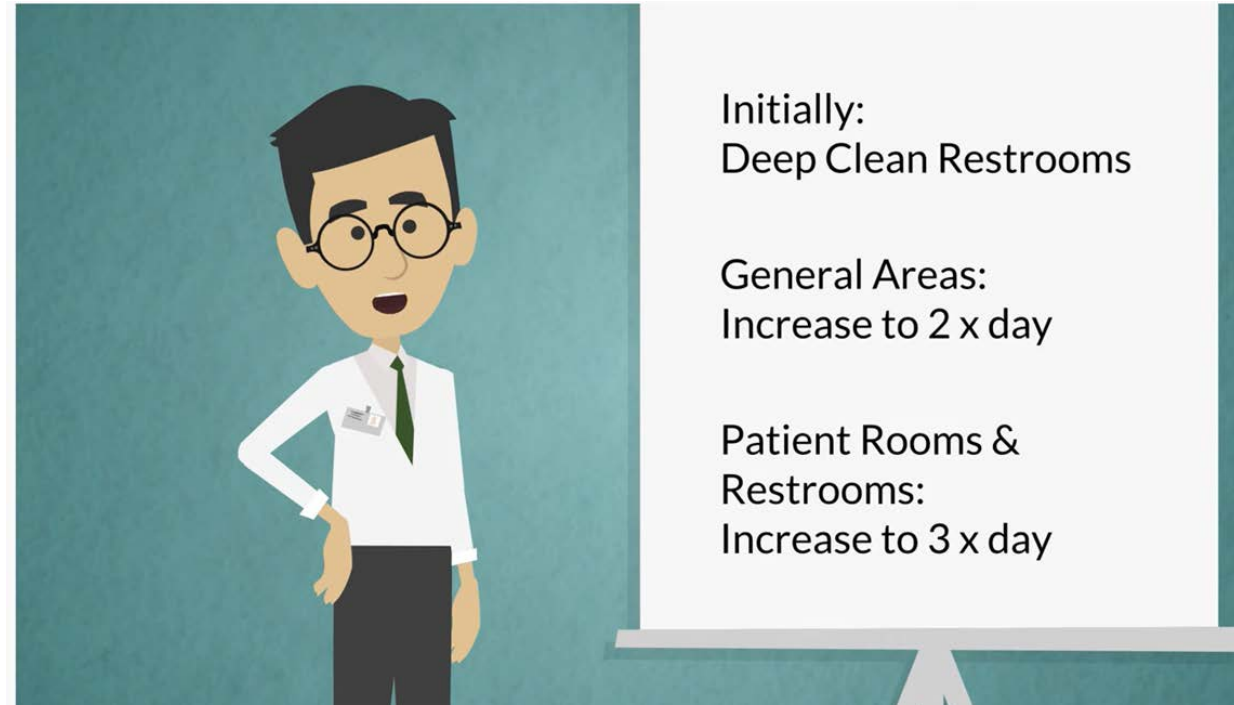
improving environmental hygiene practices



Oregon Patient Safety Commission Training for Environmental Service Staff (EVS)



Environmental Cleaning and Disinfection: Dialysis



Norovirus Training for Environmental Cleaning Staff



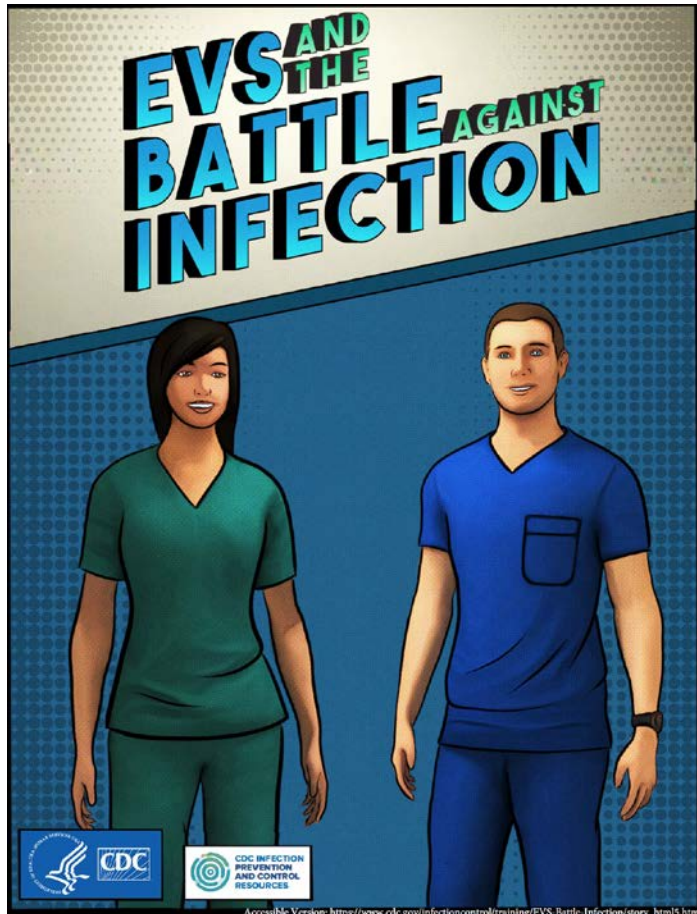
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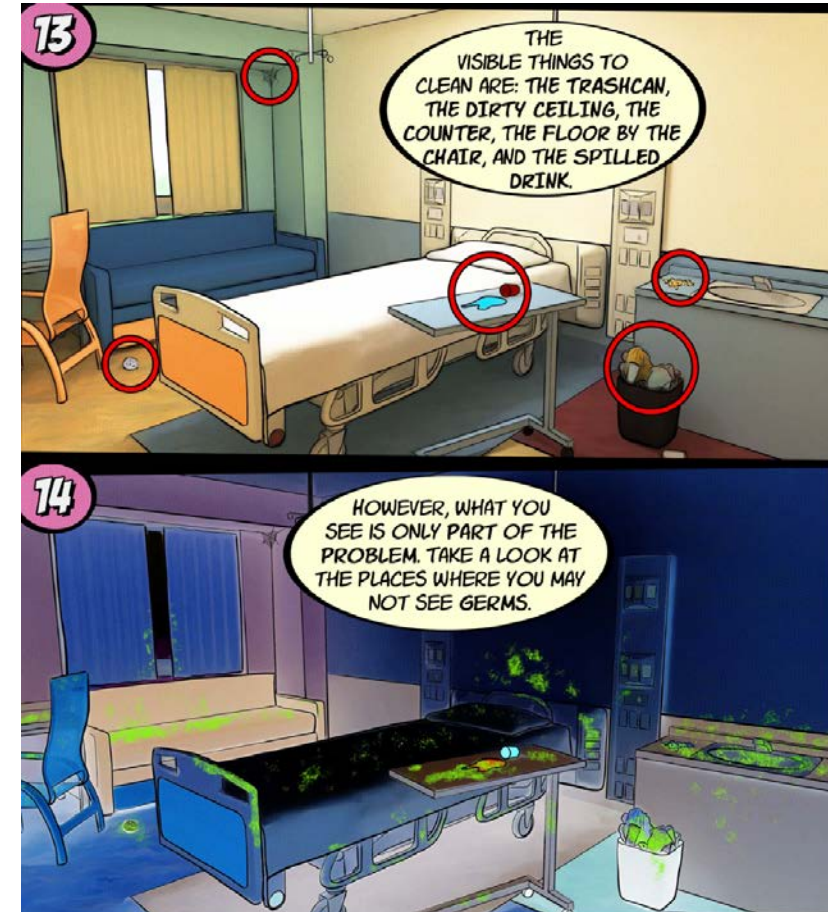
Centre for Diseases Control and Prevention, USA CDC

EVS and the Battle Against Infection Graphic Novel



CDC

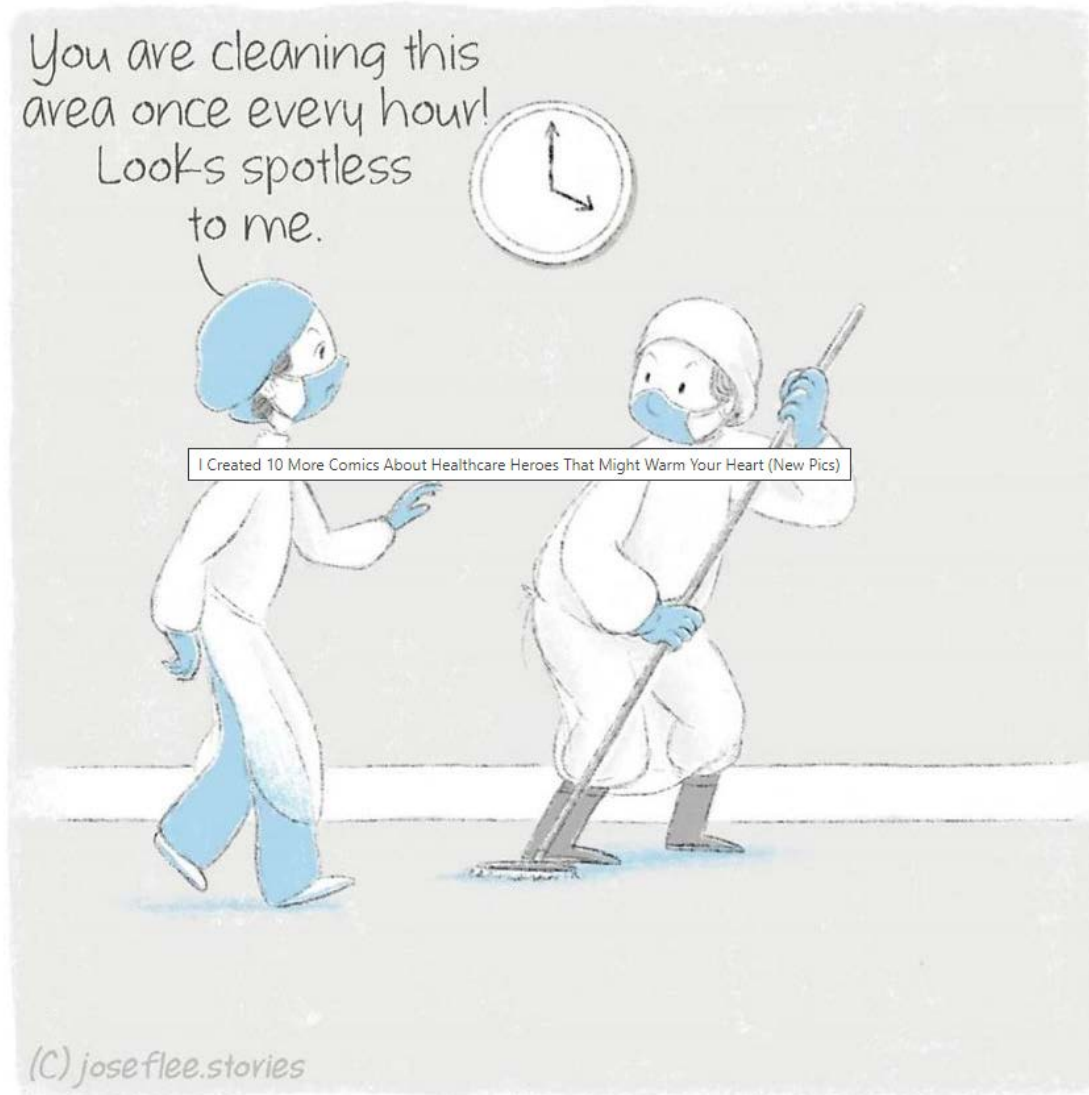
EVS and the Battle Against Infection Graphic Novel



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Environmental cleaning during Covid-19



Conclusions

In advertising, it is demonstrated that:

- Humor is an effective method to attract attention
- Using humorous and positive messages encourage/promote behaviour change and knowledge acquisition
- Humor strength and humor–message relatedness have a positive impact on memorizing the message
- The impact of humor on compliance with optimal IPC practices deserves more research

However,

humor can be used as a powerful tool for delivering key infection control messages in a memorable and engaging way



Clean Hospitals Day: 20th of October, 2022

- Worldwide awareness raising campaign
- In presence 1 Day-International Conference on Healthcare Environmental Hygiene in Geneva, Switzerland
- Paul Webber International Teleclass participants)

Don't miss it !

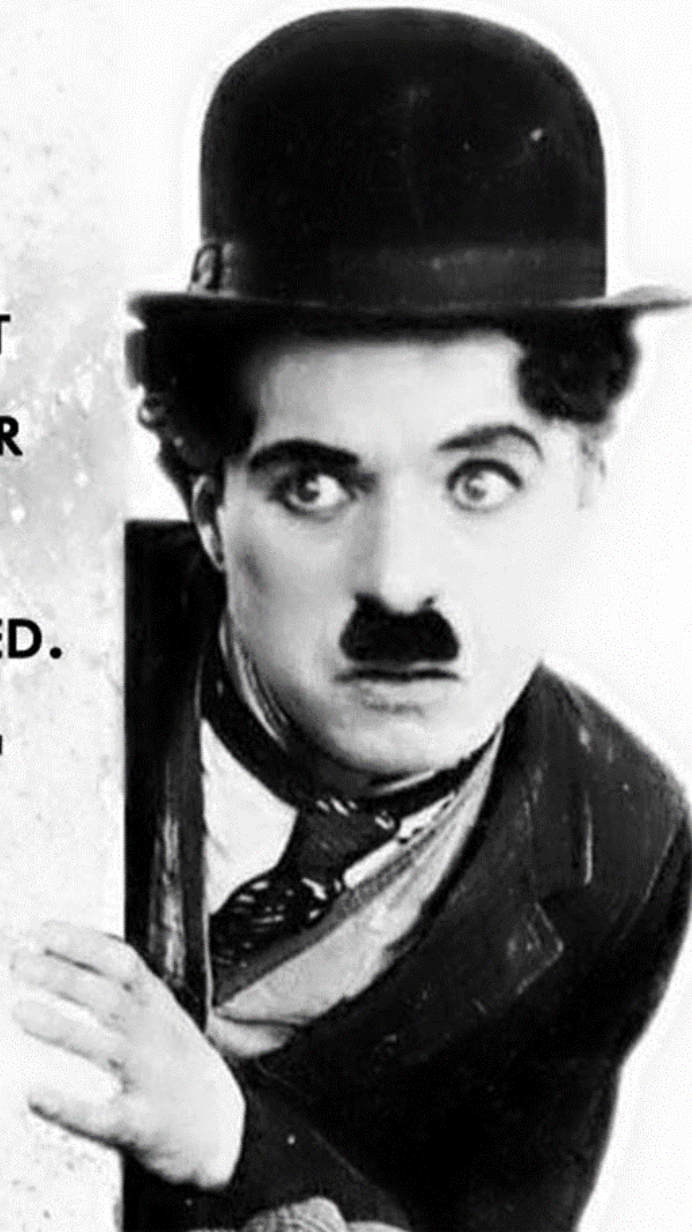


improving environmental hygiene practices

**A DAY
WITHOUT
LAUGHTER
IS A
DAY WASTED.**

CHARLIE CHAPLIN

MEDIAWEBAPPS.COM



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Thank you for your attention!