



**World Health
Organization**

**Materiais Promocionais e Técnicos
Dia Mundial da Higienização
das Mãos
5 Maio 2022**

**Claire Kilpatrick
Benedetta Allegranzi
OMS: EQUIPA DA DIVISÃO DE IPC DA OMS**



World Health
Organization

5 Maio 2022

- Dia Mundial da Higiene das Mãos

Foco no

Clima de Segurança Institucional

**como elemento-chave para demonstrar a
importância e melhorar a higiene das mãos
nos Cuidados de Saúde**

CONCEITOS-CHAVE E MATERIAIS PROMOCIONAIS

Clima/Cultura de Segurança

Um elemento da Estratégia Multimodal da OMS para Melhoria da Higienização das Mãos (MMIS)



VÍDEO DA MMIS DA OMS

<https://www.youtube.com/watch?v=pckBlttIE3c>

<https://www.who.int/publications/i/item/9789240025882>

CAMPANHA da OMS 2022

(SOCO)

Reconhecer que os profissionais a todos os níveis devem trabalhar em conjunto para influenciar a cultura/clima de Segurança, através do conhecimento e cumprimento da higiene das mãos, de modo a atingirmos o objetivo comum de segurança e qualidade nas Instituições **(a HM é um indicador de qualidade)**

JUNTOS PELA SEGURANÇA: Higienize as suas mãos

Qual a importância?



O tema deste ano para o Dia Mundial da Higiene das Mãos, 5 de Maio de 2022, foca-se em reconhecer que TODOS podemos contribuir para o **clima ou cultura de segurança e qualidade de uma Instituição** através da higiene das nossas mãos, mas também, que uma forte cultura de qualidade e segurança, incentivará as pessoas a higienizar as mãos nos momentos certos e com os produtos certos.

Quando o "clima ou cultura de qualidade e segurança" de uma unidade de saúde valoriza a higiene das mãos e a prevenção e controlo de infeções e resistências aos antimicrobianos (PCI-RAM), **isto contribui para que, tanto os doentes, como os profissionais de saúde se sintam protegidos e cuidados.**

Para que seja priorizada a higiene das mãos nas unidades de saúde, **as pessoas a todos os níveis precisam de acreditar na importância da higiene das mãos e do programa de PCI-RAM que salvam vidas**, devendo atuar como fatores-chave para que se alcancem comportamentos e atitudes apropriadas. Por outras palavras, **os profissionais de saúde a todos os níveis e as pessoas que acedem aos serviços de saúde, devem JUNTAR-SE para garantir os recursos necessários à higiene das mãos.**

Os profissionais de saúde a todos os níveis e as pessoas que acedem aos serviços de saúde devem unir-se à volta do Lema: “Mãos Limpas, Salvam Vidas”.

Unindo-nos, trabalhando juntos na promoção da higiene das mãos, podemos alcançar Cuidados de Saúde com elevada **qualidade e com maior segurança, em qualquer Unidade de Saúde.**

Um clima/cultura de segurança significa:

- A criação de um ambiente organizacional que **promova** a adesão em massa à higiene das mãos para garantir a segurança dos doentes e profissionais de saúde.
 - Ao nível institucional, deve traduzir-se na **alocação de recursos** para promoção de programas de higiene das mãos e criação de **mensagens expressas de apoio** à higiene das mãos por parte dos **líderes** nas Instituições, **estabelecendo pontos de referência ou objetivos**, e promovendo os “**campeões da higiene das mãos**”.
 - Ao nível individual, o objetivo é garantir que os profissionais de saúde **priorizem** a higiene das mãos, refletindo no compromisso de **não causar dano** ao doente.
- **Promover** a higiene das mãos **em parceria com os doentes e as organizações**, pode auxiliar igualmente na promoção de um ambiente de segurança do doente, mas este processo deve ser realizado com cuidado e em estreita articulação com as principais partes interessadas no processo, incluindo os profissionais de saúde, utentes e seus representantes.

Dia Mundial da Higiene das Mãos 2022

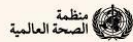
Slogan e Imagem Principal



UNITE
FOR SAFETY
CLEAN
— YOUR —
HANDS

JUNTOS PELA SEGURANÇA

HIGIENIZE
- AS SUAS —
MÃOS



SAVE LIVES
CLEAN YOUR HANDS



لنتحد
من أجل السلامة
نظفوا
أيديكم

#HandHygiene

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世界卫生组织

SAVE LIVES
CLEAN YOUR HANDS



团结一致
为了安全
清洁
— 你的 —
双手

#HandHygiene



Organización
Mundial de la Salud

SAVE LIVES
CLEAN YOUR HANDS



ÚNETE
A LA SEGURIDAD DE LA ATENCIÓN SANITARIA
LÍMPIATE
— LAS —
MANOS

#HandHygiene



Organisation
mondiale de la Santé

SAVE LIVES
CLEAN YOUR HANDS



UNIS
POUR LA SÉCURITÉ
NETTOYEZ
— VOS —
MAINS

#HandHygiene



Всемирная организация
здравоохранения

SAVE LIVES
CLEAN YOUR HANDS



ОБЪЕДИНЯЙТЕСЬ
ЗА БЕЗОПАСНОСТЬ
ОБРАБАТЫВАЙТЕ
— СВОИ —
РУКИ

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CLEAN YOUR HANDS



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HANDS

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CALLS for Action - Chamadas à ação: Fevereiro 2022

Utilize a abordagem de “agradecimento” às pessoas como forma de as envolver positivamente



Profissionais de Saúde: Obrigado, por liderarem pelo exemplo e encorajarem os outros a higienizar as mãos



Profissionais das Estruturas PPCIRA: Obrigado, por envolverem os profissionais de saúde nas novas iniciativas de higienização das mãos

Profissionais de Qualidade e segurança: Obrigado, por trabalharem com os colegas da área da prevenção de infeções, na promoção de ações de melhoria da higiene das mãos

Gestores das Instituições – Obrigado, por promoverem a cultura de qualidade e segurança de modo a assegurar os meios de higienização das mãos

Decisores políticos e legislativos: Obrigado, por priorizarem os recursos, a formação e os programas referentes à higiene das mãos


Utentes do Sistema Nacional de Saúde: Obrigado, por se envolverem nas campanhas e atividades locais de promoção da higiene das mãos

HEALTH WORKERS

THANK YOU

for leading by example and encouraging others to clean their hands

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FACILITY MANAGERS

THANK YOU

for promoting a quality and safety culture to ensure clean hands

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QUALITY AND SAFETY LEADS

THANK YOU

for working with infection prevention colleagues
to support hand hygiene improvement



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CLEAN YOUR HANDS

Líderes de Qualidade e Segurança



IPC PRACTITIONERS

THANK YOU


for engaging health workers to be part of
new hand hygiene initiatives



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Profissionais das Estruturas PPCIRA



POLICY MAKERS

THANK YOU

for prioritizing resources, training and programmes on hand hygiene

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Decisores Políticos e Legisladores



Utentes do Sistema Nacional de Saúde

PEOPLE WHO USE HEALTH CARE

THANK YOU

for getting involved in local hand hygiene campaigns and activities

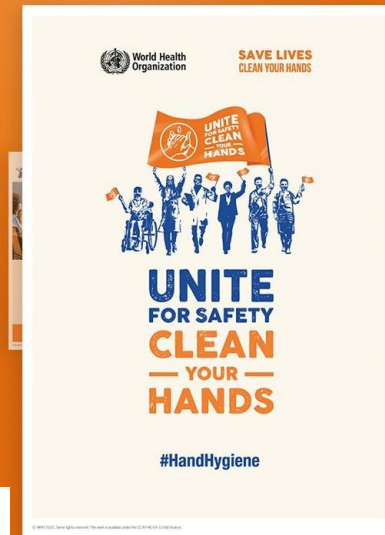
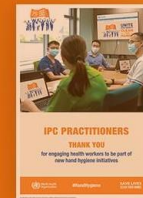
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Uma variedade de materiais promocionais para *download*



English:

6 Items

2022-02-18





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zation



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HANDS**

**JUNTOS PELA
SEGURANÇA**

**HIGIENIZE
- AS SUAS -
MÃOS**

#HandHygiene

5 Maio 2022 – outros materiais



Como adaptar um poster

Pequeno vídeo animado

'Flags'

P&R sobre qualidade, segurança e HH

Newsletter

Vídeo promocional (Prof Pittet)

Lançamento of advocacy slidset

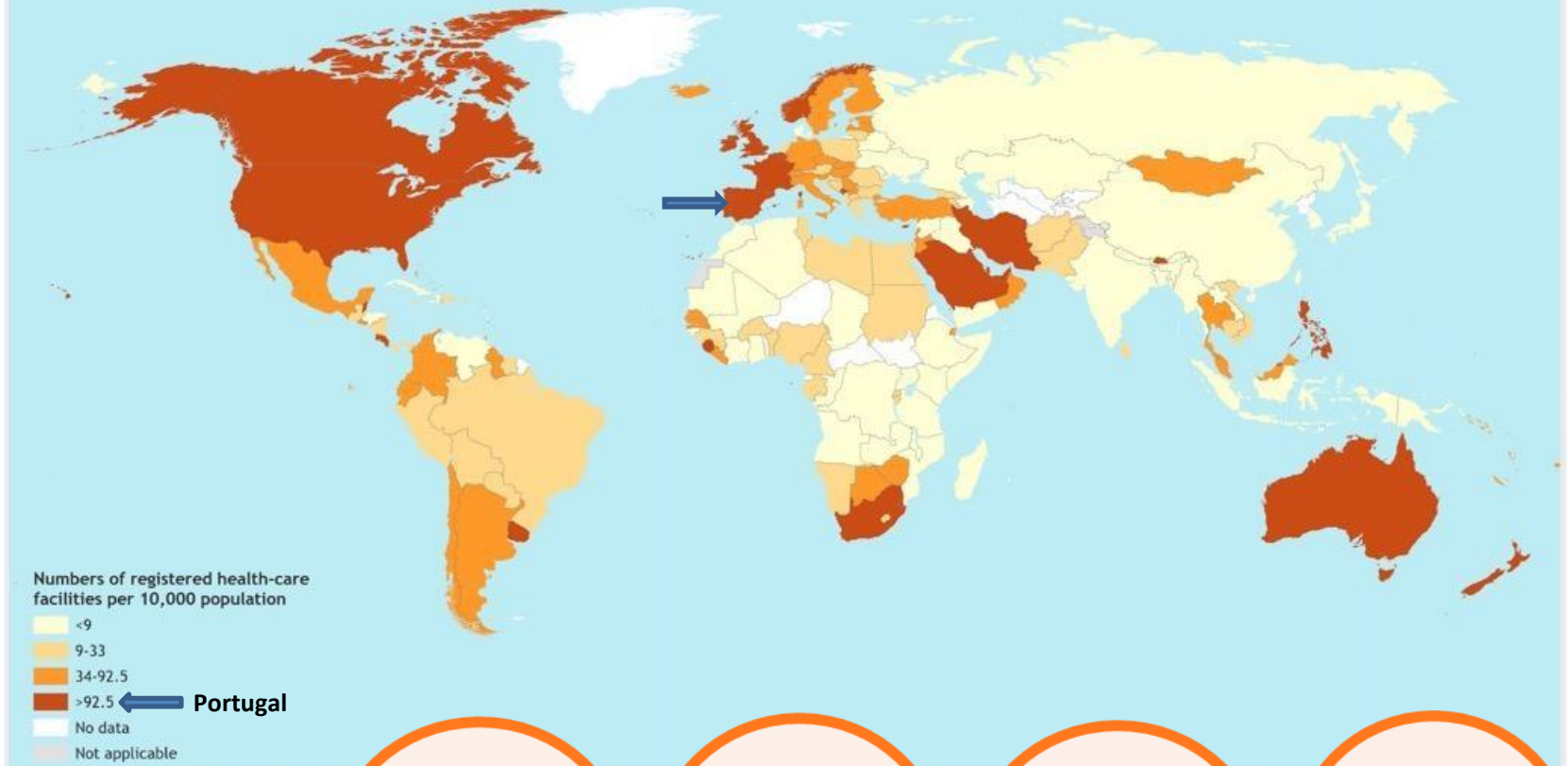
Editoriais de jornais

#HandHygiene

<https://www.who.int/campaigns/world-hand-hygiene-day/2022>

Countries with health-care facilities registered for SAVE LIVES: Clean Your Hands global campaign

Países com Unidades de Saúde registadas na Campanha global da OMS
“SALVE-VIDAS: Higienize as suas mãos”



The designations employed and the presentation of the material do not imply the endorsement of the part of WHO concerning the legal status of countries or territories, or their authorities, or their frontiers or boundaries. Dotted and dashed lines indicate areas of partial recognition.

As of 3 May 2021:

24,815
facilities

184
countries

14
million
staff

5.4
million
beds

MATERIAIS TÉCNICOS

Materiais da HM da OMS que apoiam o clima/cultura de segurança



[Tips for patients to participate in hand hygiene improvement](#)

[Tips for implementing a patient participation programme](#)

[Information for patients and consumers - hand hygiene and antimicrobial resistance](#)

[Template letter to advocate hand hygiene to managers \(revised August 2009\)](#)

[Template letter to communicate hand hygiene initiatives to managers \(revised August 2009\)](#)

[Guidance on engaging patients and patient organizations in hand hygiene initiatives](#)

[Sustaining Improvement – Additional Activities for Consideration by Health-Care Facilities](#)

[HH Self-Assessment Framework](#)

[WHO MMIS SHORT VIDEO](#)

Promoção do vídeo de 2021 sobre liderança do POPS <https://youtu.be/kO-hPrIyan4>

DIVULGUE OS ESTUDOS

Implementação da higiene das mãos nas unidades de saúde: Resultados do estudo de autoavaliação da higiene das mãos-estudo global 2019



Implementation of hand hygiene in health-care facilities: results from the WHO Hand Hygiene Self-Assessment Framework global survey 2019



Marlieke E A de Kraker*, Ermira Tartari*, Sara Tomczyk, Anthony Twyman, Laurent C Francioli, Alessandro Cassini, Benedetta Allegranzi, Didier Pittet



[https://doi.org/10.1016/S1473-3099\(21\)00618-6](https://doi.org/10.1016/S1473-3099(21)00618-6)

Marlieke E A de Kraker*, Ermira Tartari*, Sara Tomczyk, Anthony Twyman, Laurent C Francioli, Alessandro Cassin, Benedetta Allegranzi, Didier Pittet

[https://doi.org/10.1016/S1473-3099\(21\)00618-6](https://doi.org/10.1016/S1473-3099(21)00618-6)

O primeiro estudo de investigação global da OMS sobre prevenção e controlo de infeções nas Unidades de Saúde



The first WHO global survey on infection prevention and control in health-care facilities



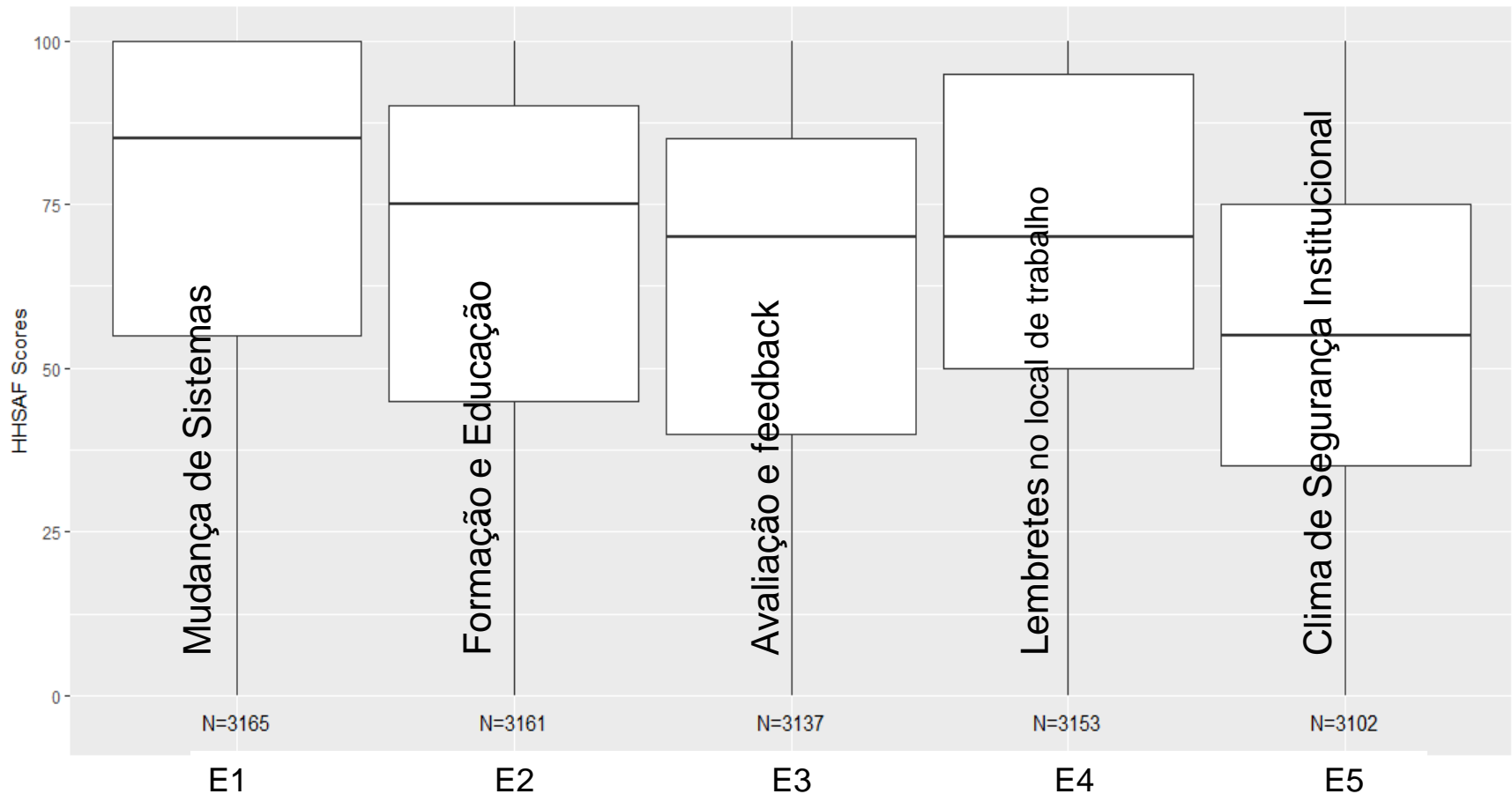
Sara Tomczyk*, Anthony Twyman*, Marlieke E A de Kraker, Ana Paula Coutinho Rehse, Ermira Tartari, João Paulo Toledo, Alessandro Cassini, Didier Pittet, Benedetta Allegranzi



Sara Tomczyk*, Anthony Twyman, Marlieke E A de Kraker*, Ana Paula Coutinho Rehse, Ermira Tartari, João Paulo Toledo, Alessandro Cassin, Didier Pittet, Benedetta Allegranzi

[https://doi.org/10.1016/S1473-3099\(21\)00809-4](https://doi.org/10.1016/S1473-3099(21)00809-4)

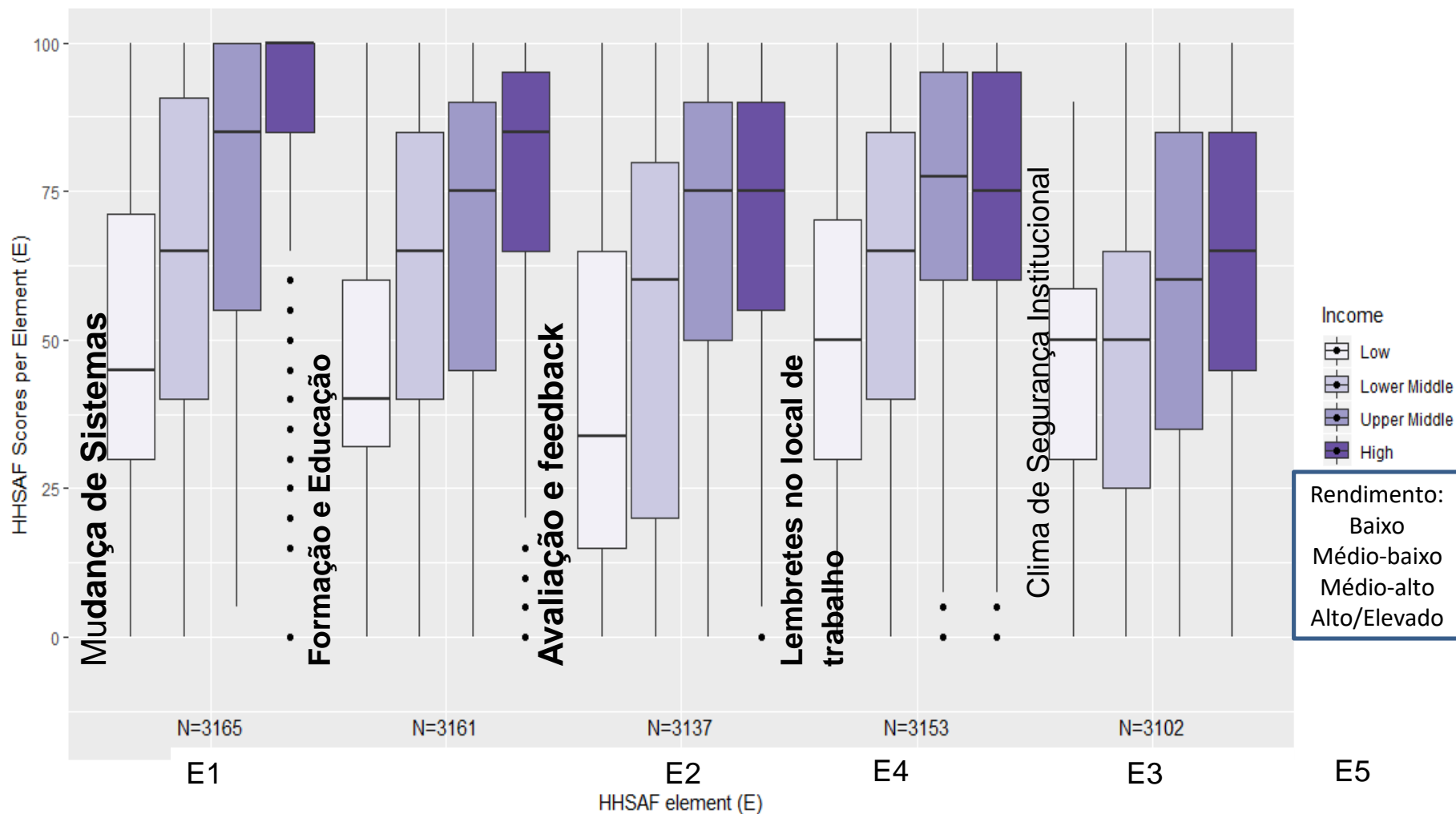
HHSAF 2019: Resultados por Componentes



* Box-whisker plot displays median, interquartile range and range of each score

Pontuação média geral: 350, IQR 248 – 430 (nível intermédio)

Resultados do Clima de Segurança Institucional: 55 (35-75)



* O gráfico *box-whisker* mostra a mediana, intervalo interquartil e intervalo de cada pontuação/score

HHSAF 2019: Resultados por Componente e nível de Rendimento (Banco Mundial)



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Clean Your Hands



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Your Action Plan for Hand Hygiene Improvement

Template Action Plan for WHO Framework

Inadequate/Basic Results

General



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SAVE LIVES

Clean Your Hands

Your Action Plan for Hand Hygiene Improvement

Template Action Plan for WHO Framework

Intermediate Results

System
change

System
change



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SAVE LIVES

Clean Your Hands

Your Action Plan for Hand Hygiene Improvement

Template Action Plan for WHO Framework

Advanced/Leadership Results

Training/
education

System
change

Assessment – assess tolerability and acceptability of the alcohol-based handrubs (ABHR) in use among health-care workers and use this information to motivate them to continue to preferably use ABHRs
Hand hygiene products – make multiple types of dispensers (e.g. pocket bottles, wall dispensers, dispensers available on trolleys and bed rail) available to best meet the needs at the point of care
Management support – engage with experts to make a cost-benefit analysis of system change in your organization and share with executive leaders

Training/
education

Intra-facility education – maintain mandatory education on hand hygiene for new employees and continuous training for all staff by using multiple and innovative educational methods
Integration and alignment – embed hand hygiene in all services, protocols, standard operating procedures, and care bundles, when applicable
Evaluation – regularly assess health-care workers' knowledge on hand hygiene and use the results to further refine educational messages
Extra-facility education – encourage the inclusion of hand hygiene within university curricula – organize an annual course on hand hygiene and infection control to train trainers and observers in your area

Your Action Plan for Hand Hygiene Improvement

Template Action Plan for WHO Framework

Inadequate/Basic Results

General



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change

System
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Advanced/Leadership Results

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Inadequate/Basic Results

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Considerações sobre os Recursos para a Higiene eficaz das Mãos nos pontos de atendimento/prestação de cuidados



Publicado a 5 Maio 2021



RESOURCE CONSIDERATIONS FOR INVESTING IN HAND HYGIENE IMPROVEMENT IN HEALTH CARE FACILITIES



IMPROVING HAND HYGIENE THROUGH A MULTIMODAL STRATEGY

WHO's multimodal hand hygiene improvement strategy

- Effective hand hygiene improvement programmes can prevent up to 50% avoidable infections acquired during health care delivery and generate economic savings on average 16 times the cost of implementation.
- The multimodal improvement strategy is highly effective, leading to significant improvement of key hand hygiene indicators in health care facilities. It comprises five elements.
- Implementing a multimodal strategy leads to a reduction of health care-associated infections and antimicrobial resistance, and substantially helps to stop outbreaks.

Use the five elements to drive improvement

All elements are essential and complementary.

The five critical elements to be implemented as part of an infection prevention and control programme at the health care facility level, in an integrated manner, can be simplified as: Build it; Teach it; Check it; Sell it and Live it (see visual).

Track progress

- Track progress over time through use of the Hand Hygiene Self-Assessment Framework.
- The Framework is a diagnostic tool, identifying strengths and gaps requiring improvement across each of the five elements.

SYSTEM CHANGE (Build it)

- Achievement of continuous availability of the necessary infrastructure, materials and equipment to effectively perform hand hygiene at the point of care.
- This includes the reliable and uninterrupted provision of alcohol-based hand rub at the point of care, continuous supplies of safe, clean water, soap, single-use towels, and an adequate number of functioning sinks.

TRAINING AND EDUCATION (Teach it)

- Tailored education and practical training of clinical staff, patients and visitors about the importance of hand hygiene to better understand when and how it should be performed.
- Education should also address all other health workers, including hospital administrators, cleaning personnel and community health workers.

MONITORING AND FEEDBACK OF HAND HYGIENE INDICATORS (Check it)

- Regular monitoring and evaluation (ideally using standardized tools) of hand hygiene infrastructures (location of facilities at the point of care, consumption of soap and alcohol-based hand rubs), including knowledge of and compliance with best practices.
- Providing regular feedback to health workers and senior management using local data is a very powerful approach to raise awareness and achieve improvement of practices.

REMINDERS IN THE WORKPLACE/ COMMUNICATIONS (Sell it)

- Posters, stickers, visual and vocal prompts, banners, screensavers. They can continually prompt and remind health workers about the importance of hand hygiene and the indications when to perform it.
- They also help to involve patients and their visitors and inform them of the level of care they should expect from health workers with regards to hand hygiene.

SAFETY CLIMATE/CULTURE CHANGE (Live it)

- Creating an organizational environment that prioritizes high compliance with hand hygiene to achieve patient and health worker safety.
- At the institutional level, this should include the allocation of resources for hand hygiene programmes and clear messages of support for hand hygiene from leaders within the institution, setting benchmarks or targets, and having hand hygiene champions.
- At an individual level, the aim is to ensure that health workers identify hand hygiene as a priority that reflects their commitment to do no harm to patients. Partnering with patients and patient organizations to promote hand hygiene may also promote a climate of patient safety, but should be undertaken sensitively and in close consultation with key stakeholders, including health workers and patient representatives.

Annex to "Resource considerations for investing in hand hygiene improvement in health care facilities" (<https://www.who.int/teams/integrated-health-services/infection-prevention-control/core-components>)



Promoção de materiais adicionais disponibilizados mais recentemente

EDITORIAL

'My Five Moments': understanding a user-centred approach to hand hygiene improvement within a broader implementation strategy

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³Infection Control Programme, University of Geneva Hospitals and Faculty of Medicine, Geneva, Switzerland

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Accepted 16 December 2021



► <http://dx.doi.org/10.1136/bmjqs-2020-011911>



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To cite: Allegranzi B, Kilpatrick C, Sax H, et al. *BMJ Qual Saf* 2022; ahead of print: (please include Day Month Year). doi:10.1136/bmjqs-2021-013680

Between 2006 and 2009, WHO elaborated and issued the concept of 'My Five Moments for Hand Hygiene' in healthcare^{1–4} in collaboration with the pioneering infection prevention and control (IPC) research group at the University of Geneva. The primary objective of this approach is to facilitate behavioural change and prioritise hand hygiene action at the exact times needed to prevent the transmission of pathogens and avoid harm to patients and health workers during care delivery. Importantly, the Five Moments approach overcomes some relevant barriers to hand hygiene practices identified before its launch, such as long lists for hand hygiene action without any consideration of the dynamics of patient, health worker and environmental interactions.¹ The originality of the concept was to take both microbial transmission risk and human factors into account, and present an effective way to clean hands at the point of care within busy health workers' schedules and empower them to understand where hand hygiene opportunities occur within their workflow.

In addition to providing a scientific background to the Five Moments,^{2–4} WHO included recommendations ranked according to the United States Centers for Disease Control and Prevention/Healthcare Infection Control Practices Advisory Committee system on indications for hand hygiene within the WHO guidelines on hand hygiene in healthcare.⁵ Based on evidence evaluation and consensus by experts representing key stakeholders (including those in the field of IPC and practising clinicians), these recommendations were reflected in the Five Moments. Importantly, the Five Moments approach

was pilot tested before publication in a wide range of countries and settings with different resources and cultures, as part of the WHO multimodal hand hygiene implementation strategy and toolkit.⁶ This strategy has been shown to contribute to significant hand hygiene compliance and knowledge improvement across different professional categories, as well as a reduction in healthcare-associated infections and the spread of antimicrobial resistance.⁷

Since then, the Five Moments have been included in numerous hand hygiene implementation and monitoring resources by WHO⁸ and others,⁹ and adopted worldwide with adaptations to different settings and interpretations of the concept.¹⁰ However, in this issue, Gould *et al.*¹¹ highlight concerns around the Five Moments, questioning its inclusiveness of stakeholders' views, easiness of implementation and adaptation and other limitations. Furthermore, feedback to WHO has suggested that it would be of added value to develop an approach to understanding where to start with the use of the WHO implementation tools, including those associated with the Five Moments, and how to adapt them to local conditions. Implementation initiatives to date have embraced the following five aspects, which are potentially key elements to help drive forward such an approach¹² and may help overcome some of the concerns expressed by Gould *et al.*¹¹

ADAPTATIONS

Adaptations to local contextual factors and a range of situations are known to contribute significantly to successful

An alcohol-based handrub is listed as a WHO essential medicine

Clean hands protect patients, health workers, other caregivers and everyone from infection. Cleaning your hands is one of the key measures to prevent disease.



Touching a communal bottle of alcohol-based sanitizer will not infect you

Once you've sanitized your hands, you have disinfected them from any germs that may have been on the bottle. If everyone uses sanitizer in a public place such as a supermarket entrance, the risk of germs on communal items will be lower and will help keep everyone safe.



Principais Factos e Elementos para o Dia 5 Maio de 2022



- **A higiene das mãos no local de atendimento ainda é fundamental em todos os ambientes de cuidados de saúde**, para prevenir uma série de infeções e abordar as IACS e RAM* evitáveis. A cultura predominante afeta os resultados do doente (infeção); isso já está bem claro.
- Uma cultura é alterada quando se consegue realizar um trabalho real de acordo com uma (nova) estratégia ou objetivo, incluindo, por exemplo:
- Modelagem de papéis (compromisso visível com) as práticas corretas, exibindo o conhecimento e as atitudes corretas (tanto para a HM quanto para seu impacto na redução de infeções); evidente em todos os ambientes de cuidados de saúde
- Compromisso com o orçamento/recursos necessários, inclusive para as SABA no ponto de atendimento; esta é uma ação demonstrável para a viabilidade da higiene das mãos nos momentos certos
- Codesenvolvimento de esforços de melhoria para capacitação e promoção da responsabilização individual - isso também demonstra liderança (a todos os níveis)
- Alguns grupos de doentes permanecem particularmente vulneráveis - as ações para prevenir a infeção no MCH são fundamentais
- As principais áreas de investigação para melhoria da higiene das mãos permanecem



1. **First WHO Global IPC Report**
2. **Short document/Key messages** including
 - a) **Systematic review on safety climate to improve HH** (Imperial College London/WHO)
 - b) **HH research agenda:** priorities related to safety climate (a Delphi process and on-going TAG meetings)
1. **Package comprising existing safety climate tools** that support hand hygiene improvement
2. **Stories about ABHR production** around the world
3. **Products from WHO quality and safety teams**

Eventos propostos pela OMS para o Dia 5 de maio de 2022



ECHO webinar - 5 maio!

Promoção da Higiene das Mãos no contexto da Qualidade e Segurança – lançamento de um “**heat map**”-“**mapa animado**”, com histórias locais

Como manter o envolvimento: sugestões para os Profissionais de Saúde:

- **Hand hygiene virtual (or face to face) café** (Higiene das mãos - Café virtual (ou presencial)
 - **Hand hygiene ‘word of the day’ activities** (Atividades de higiene das mãos ‘palavra do dia’)

OBRIGADO!!!



WHO 5 May 2022 team

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Deeves

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