

WHO Hand Hygiene Campaign: “SAVE LIVES: Clean Your Hands”

5 May 2020

WAYS TO PROMOTE THE CAMPAIGN - INSTRUCTIONS FOR PARTICIPANTS

1. **Certificate of recognition** – We encourage local health authorities/senior managers at national, regional or health care facility level to reward and thank nurses and/or midwives (individuals, teams or professional associations, or others according to the local context) for their dedication to and excellence in hand hygiene and IPC best practices, also (but not limited to) in the context of the COVID-19 response, by using this template certificate, available [here](#).



Suggested criteria for selecting nurses and/or midwives (individuals, teams or others) to be given the certificate of recognition:

- actions that increased adherence to hand hygiene practices and/or other IPC practices and/or reduced health care-associated infections
 - implementation of hand hygiene and/or IPC training programmes
 - developing and implementing hand hygiene/IPC guidelines adapted from WHO guidelines
 - hand hygiene/IPC research with successful practical implications
2. **Expressed government commitments to WHO’s recommendations on hand hygiene and to the campaign**
 - On 1 April, 2020 the Director-General of WHO announced [recommendations](#) for Member States to improve access to hand hygiene stations in the context of the COVID-19 virus. Member States are encouraged to promptly implement these recommendations by 1) providing universal access to public hand hygiene stations and highly encouraging their use before entering any public or private commercial building and any public transport facility; 2) improving access to hand hygiene facilities and practices in health care facilities.
 - **Proposal:** ask governments, either ministers of health and/or other senior figureheads, to show their commitment to the recommendations and campaign by making a short video or posting a statement on their social media channels. DG will start this by making a tweet encouraging them to participate. These videos can be used locally, through media and be shared with WHO at savelives@who.int. Here below is an example of the message that Ministers could use.

Minister’s example message:

Thank you Tedros, for the WHO recommendations put forth to Member States to improve hand hygiene practices to help prevent the transmission of COVID-19. I fully agree on the importance of hand hygiene in fighting the COVID-19 virus. Therefore, I pledge my support by committing to promote universal access to public hand hygiene stations and to improve hand hygiene facilities access and practices in healthcare facilities through the WHO hand hygiene campaign. This will ensure protection for our people and our health care workers and patients.

3. Health care workers #SafeHands challenge video

- **Proposal:** WHO expands the [#SafeHands challenge](#) to health care settings by specifically calling on health leaders and all health care workers to follow the DG in practicing hand hygiene.

A similar idea exists for [#ThanksHealthHeroes](#).

4. 5 May clap initiative to thank nurses and midwives

- **Proposal:** all health care facilities and the public to stop for a few minutes at noon (local time) on 5 May 2020 and make a clap for nurses and midwives to thank them and recognize their critical role in delivering clean care through IPC and hand hygiene best practices.

Message:

On 5 May join us in clapping at noon in support for the invaluable work that nurses and midwives do to ensure clean care for patients, mothers and babies, including in responding to the COVID-19 pandemic.

- Take a video or picture and share on your social media channels with the tags
#SupportNursesandMidwives #HandHygiene #InfectionPrevention
and send to savelives@who.int and/or <https://www.CleanHandsSaveLives.org>

5. Song

- **Proposal:** The WHO Collaborating Center led by Professor Pittet at the University Hospitals of Geneva proposes a short song thanking Nurses and Midwives for delivering clean care through IPC and hand hygiene best practices. The text of the song and the lyric can be downloaded from the [campaign web site](#). Professor Pittet will share the video of one of his IPC team members singing the song through social media. Others can send short video clips of themselves while singing the song to www.cleanhandssaveslives.org. These will be collated in a video to be launched on 5 May.

6. WHO & UNICEF webinar series on WASH & COVID-19: <https://who.zoom.us/j/414362052>

7. WHO webinar series on IPC & COVID-19: every Tuesday at 2 pm CET, from 21 April until 12 May 2020. Find more information and the link to register [here](#).