

HAND HYGIENE IN HEALTH CARE: SAMPLE MESSAGES



Hand Hygiene in Health Facilities Messages

The Global Handwashing Partnership and other advocates aim to build demand and amplify the message on the importance of hand hygiene in healthcare settings. Social media is a great way to start a discussion and promote messages or calls to actions for hand hygiene in healthcare facilities. This toolkit includes messages that advocates can share on Twitter, Facebook, and other platforms.

We encourage you to tailor these messages to suit your audience and context. You may adapt, translate, or reword these sample messages to meet your needs. Encourage others, especially those who work in health care, to share these messages as well. For more information on planning and conducting advocacy activities, visit www.globalhandwashing.org.

Twitter

These tweets can be promoted on your organizational or personal account. Makes these tweets your own by linking to your website, using the provided graphics, or tagging your policy makers. Additionally, they can be adapted for text messages, WhatsApp groups, and so on. Follow @HandwashingSoap on Twitter for updates on hand hygiene in healthcare facilities.

Sample Messages

Calling all healthcare leaders! It is our duty to keep our patients safe and free of preventable infections. Proper hand hygiene reduces the spread of infection in a healthcare setting. Commit to providing safe care for all patients by practicing proper hand hygiene.

To reduce infections, hand hygiene must be practiced at critical times in all healthcare settings. [@Policymaker handle], will you commit to investing in #WASH infrastructure in health facilities?

Support the pledge to quality care! Hand hygiene is an essential part of ensuring the safety of both patients and health workers. Raise your voice for clean hands in healthcare settings.

#DYK hands are a main way in which germs are spread during health care? Dirty hands can increase the risk of healthcare-associated infections. Hold your healthcare provider accountable and remind them to wash their hands!

#DYK 35% of health facilities in developing countries lack access to soap and water? Raise your voice for hand hygiene infrastructure at your health facility to ensure quality care for all.

Proper hand hygiene is a proven way to prevent the spread of infections. Yet, only 41% of healthcare workers actually practice proper hand hygiene. Hold your healthcare provider accountable for proper hand hygiene!

Facebook

These posts can be used to promote hand hygiene in healthcare facilities from your personal or organizational page. Be sure to adapt these to your context and audience. These can also be used on LinkedIn or web sites.

#DYK Proper hand hygiene can protect both health workers and patients in healthcare settings? The simple, yet vital act of washing your hands with soap or using an antiseptic handrub can reduce healthcare-associated infections and other diseases caused by dirty hands. Raise your voice for hand hygiene in healthcare settings; it's an essential part of quality and safe care!

Which tools can help health workers improve quality of care, reduce risk of infections, and prevent disease? Soap and water! Everyone deserves access to clean and safe care, but 66% of healthcare facilities in low- and middle-income countries lack soap and piped water for handwashing. Learn how you can advocate for proper hand hygiene at www.globalhandwashing.org

Calling all healthcare leaders! Take the pledge to ensure quality care. It is our duty to keep our patients safe and free of preventable infections. By practicing proper hand hygiene, we can do just that. Our clean hands help reduce the spread of infections in healthcare settings. Commit to providing safe care for all of your patients by prioritizing hand hygiene in policies and holding others accountable for proper hand hygiene.

How can we make sure everyone benefits from proper hand hygiene in healthcare facilities? Ensuring access to hygiene infrastructure, such as handwashing stations with soap and water, is only the first step. Behavior change is also essential for making hand hygiene a habit at critical times. Learn more about the importance of hand hygiene access and knowledge in healthcare settings at www.globalhandwashing.org