

Public Reporting and Education Subcommittee (PRES)

**HAI-Advisory Committee Meeting
August 7, 2014**

2014 HAI Public Education Campaign

Goals

The intent of the public education campaign collaborative between the PRES and the HAI Program is to:

1. Develop, simplify and standardize educational resources
2. Inform members of the public of ways to prevent healthcare associated infections
3. Easily and rapidly share current discussions and resources with minimal support and expense
4. Maximize technology and connect users to CDPH resources, including L&C services for the public

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Goal 1 - Develop, simplify and standardize educational resources for the public

In collaboration with CDPH, the PRES highly recommends the development of Public Service Announcements (PSA) on HAI prevention educational materials for the general public. This will include referrals to HAI Program resources:

- Approved [“Me and My Family”](#) educational webpage
- Approved [HAI educational videos](#), including CDPH Facebook, YouTube currently on CDPH portals

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Goal 2 - Inform members of the public of ways to prevent healthcare-associated infections

In addition to the HAI Program "[Me and My Family](#)" educational webpage and PSAs, the PRES highly recommends the utilization of social media outlets as a critical way to outreach to new users.

- CDPH/Office of Public Affairs
 - Processes/Approves requests for dissemination of announcements via



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Goal 2 cont'd

Social Media Topics the PRES highly recommends for upcoming PSAs for non-clinical audiences:

1. CDPH – where you can find educational resources to keep patients and families safer in hospitals
2. Navigating the CDPH map – “Which CA hospitals have shown significant improvements in preventing infections in their hospitals and dangers/consequences of HAIs?”
3. Hand hygiene – clean hands, clean environment, clean patient; work together to prevent infections
4. CDI and SSI – ways patients can be exposed to and potentially contract preventable infections
5. Safe use of antibiotics – “Don’t take them if you don’t need them.”

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Goal 3 - Easily and rapidly share current discussions and resources with minimal support and expense

To more easily convey HAI Program current events in a timely manner, the PRES highly recommends the utilization of technology to build awareness of CDPH resources.



will enable users to

facilitate public discussion and awareness regarding resources and ongoing infection prevention activities in California hospitals.



2014 HAI

Public Education Campaign

Goal 4 – Maximize technology and connect users to CDPH resources, including L&C services for the public

The PRES highly recommends that users are aware of other infection prevention-related resources:

- Breach of Confidential Patient Medical Information
- Health Facilities Consumer Information System
- Hospital Administrative Penalties
- Hospital Compare
- Centers for Health Care quality Licensing and Certification website

Subcommittee Members

- Enid Eck, Chair
- Karen Anderson
- Alicia Cole
- Salah Fouad
- Rae Gruelich
- Cheryl Richardson
- CDPH: Lanette Corona and Jorge Palacios

Thanks also to expert consultation from
Carole Moss