

# **Public Reporting and Education Subcommittee (PRES)**

**HAI-Advisory Committee Meeting Update  
May 8, 2014**



# 2014 HAI Public Education Campaign

## Clarification to the discussion (December 2013 HAI-AC meeting)

- PRES collaborating with CDPH on HAI Prevention Public Education Campaign would like to request a change to the direction of the campaign.
  - Originally the intent was to recruit IPs to provide in person HAI educational trainings to the public at various locations over the course of the year. Due to the positive response the department has received on the educational resources provided including the interactive map, we believe that the use of free digital technology would be the direction to continue to expand upon. The PRES would like to focus on creating free public educational videos on HAI Prevention that can be viewed at anytime, from any location and that can be freely used, re-used, and distributed by anyone
  - The PRES will develop HAI Prevention educational materials for the general public.
    - Videos to be approved by HAI Program, HAI-AC and CDPH's OPA will include:
      - Introduction to HAI Program resources specifically for the public
      - Specific HAI Prevention Information
      - Utilization of the Interactive Map (My Hospital 411 Infections)
      - Presentations may be supported by IPs to volunteer to teach in their communities
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# 2014 HAI

## Public Education Campaign, cont.

### Next Steps:

- **Content/Slide Set:** CDPH staff to collaborate with PRES to help complete building video script content.
- ~~**Soliciting IP Educators:** Logical place to recruit is CA APIC Coordinating Council (CACC) and approach the California Hospital Association and American Association of Retired Persons (AARP).~~
- **Soliciting Video/Editing Technical Support Educators:** Creative arts graduate students are able to create the short videos as part of their graduation thesis. Professional quality videos will be developed in conjunction with the clinical content provided by the oversight of the PRES, CDPH and the HAI-AC.
- ~~**Train the Trainer:** Deferred until further discussion with IPs is finalized.~~
- ~~**Scheduling and Logistics:** Include social clubs, churches, synagogues, mosque, community groups, Lyons Club, and others. The PRES will contact their community health partners to help disseminate information.~~
- **Additional Suggestions:** PRES patient advocate members to organize small focus groups comprised of general public to evaluate content to determine materials are easily understood by non-clinical people. YouTube comments to be used to assess members of the public's recommendations for improvements.

# 2014 HAI Public Education Campaign, cont.

## Hand Hygiene Why Should I Wash My Hands At the Hospital?

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## Central-line Associated Bloodstream Infection (CLABSI)

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## Hand Hygiene Products

- **SOAP:** Lifts germs so they can be rinsed off under running water.
- **Antimicrobial Soap:** Kills and lifts germs.
- **Alcohol-based waterless hand rub**
  - Kills germs (without water)
  - Does not work well when hands are visibly dirty.
- **Antiseptic Towelette:** Provides physical removal of dirt in absence of water.

## What Is A Central-line Associated Bloodstream Infection? (CLABSI)

Medication and fluids are often given to patients, through tubes or "lines" that are inserted into a vein. There are different types of lines.

A "central line" or "central catheter" is a long, thin, soft, hollow tube that is placed into a patient's large vein, usually in the neck, chest, arm, or groin. The tube will stay in as long as it is needed and the catheter is not blocked or infected. This may be days or months.

- A CLABSI can occur when bacteria or other germs travel down the central line and enter the blood. You may become ill with fever and chills or the skin around the catheter may become sore or red.

❖ **A CLABSI can be serious and life threatening!**



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Video's clinical content is being composed to ensure all aspects are included at a level the general public is able to understand and identify with for Hand Hygiene, CLABSI, CDI, MRSA, and Influenza.

Once clinical content is finalized, the video script will be drafted by the PRES and input from media art students.

Lastly, the video production will occur and upon completion will be uploaded to HAI website, YouTube and to IPs.

# HAI Website Enhancements

- The HAI Program's website enhancements were published on March 31, 2014.
- Members reviewed the HAI Program's *Me and My Family* page and website enhancements, specifically providing continued guidance and support regarding public accessibility, interpretation of information and functionality.
- Resources made available for the public include an education prevention library (videos and educational materials.) This new design is created to help maximize user time spent on specific resources.
- CDPH to support the PRES to create a website tutorial video for the public to increase awareness on HAIs, educational resources available, including My HospitalInfections411 map and intention of the HAI prevention reports.

# Subcommittee Members

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