

One & Only Campaign Partner States Overview

Executive Summary

Background:

The Safe Injection Practices Coalition (SIPC), a Centers for Disease Control-led partnership of healthcare-related organizations, patient advocacy organizations, industry partners, and other public health partners, developed the One & Only Campaign. The One & Only Campaign is an effort to eliminate unsafe medical injections. The Centers for Disease Control is currently funding seven state health departments (California, Colorado, Minnesota, New Jersey, New York, North Carolina, and Wisconsin) to strategically disseminate One & Only Campaign materials and educational messages. The seven State Public Health Department Partners conduct educational outreach, create state-based activities and further promote the Campaign's goal is to raise awareness among patients and healthcare providers about safe injection practices.

During the May 2015 meeting the California Healthcare Associated Infections Advisory Committee was requested to:

- Form a Safe Injection Practices Subcommittee in order to
 - Provide recommendations to the California Department of Public Health on implementing a statewide injection safety campaign and activities
 - Identify, evaluate and determine how best to target settings at increased risk for unsafe injection practices.
- Key organizations for subcommittee membership might include California medical and nursing boards, insurance providers, liability carriers and health care provider professional associations, such as the California Ambulatory Surgery Association.

My role is to assist the newly formed Safe Injection Practices Subcommittee accomplish these goals. In order to prepare an overview for consideration by the subcommittee, I reviewed the websites of five states: Colorado, Minnesota, New Jersey, New York and North Carolina, and interviewed their lead contact persons. Wisconsin has no website and the interview is pending. Best practice ideas are summarized below.

Building a Safe Injection Practice Subcommittee:

- Engage well-known and trusted professionals from a variety of fields as "champions for injection safety".
- Contact professional organizations that cover the spectrum of care targeted by the subcommittee goals. Health fairs, professional conferences and professional meetings are another source for finding members. Present "Road Show" to

familiar organizations and ask what other organizations would benefit. Ask for contact information of potential champions from these groups.

- Start with a small work group then expand to reach additional target populations based on goals. Important participants in Partner States include:
 - a member from HonoReform (Hepatitis Outbreaks' National Organization for Reform) which began as a response to cancer patients becoming infected with hepatitis when healthcare providers failed to follow injection safety practices when providing treatment.
 - an affected consumer
 - assisted living associations
 - colleges
 - dental hygienist
 - gastroenterology nurses
 - health educator
 - hospital care associations
 - interventional radiology nurses
 - long term care associations
 - major hospital groups
 - medical malpractice carrier
 - nurse anesthetists
 - pharmacist
 - physicians
 - regulatory surveyor
 - State Medical and Nursing Boards
 - universities
 - urgent care
 - ambulatory surgery nurses.
- Some states chose to focus on facilities regulated by the state thus and working with familiar professional organizations and state surveyors and simplifying identification of potential champions.
- Involve the Medical Association and malpractice insurance carriers to help reach unregulated facilities and their staff. Newspaper ads and phone directories are a source for identifying these facilities.

Subcommittee Goal:

- The primary goal is to provide education to front line healthcare workers and consumers.

The Partner State Public Health Safe Injection Programs have engaged in a variety of activities, which varies depending upon the resources allocated for their particular program. While considering these possibilities keep in mind the question “How can we best utilize the 1 FTE in our California Department of Public Health Safe Injection Program?”

Getting Started/Selecting the Focus of the Safe Injection Practices Subcommittee:

- To be effective in promoting safe injection practices the role must be consultative and not punitive.
- Review state data on outbreaks associated with unsafe injection practices in order to select the initial target groups.
- Conduct a confidential needs assessment of safe injection practices and techniques. Ask for buy-in from the targeted groups. Each group needs to send a letter to its own members with a link to the survey. Select target groups based on the results. Share the results and involve the targeted groups in selecting the priorities for the initial focus.

Additional Sources of Information:

- Review health facility survey findings and drug diversions reports related to targeted groups.
- The One & Only Campaign State/Local Health Department Toolkit provides background information and lessons learned.

Education Provided:

- Distribute One & Only Campaign materials. Many organizations will provide a free booth for Public Health at meetings and conferences.
- Use photos demonstrating concerns found during infection prevention rounds or investigations to dispel the myth “those issues do not happen in our state”.
- Educate consumers about the safe use of finger stick devices, and blood glucose monitors at screening events.
- Have malpractice insurance companies sponsor free educational dinners with CEUs, and also provide a safe injection webinar. Provide One & Only Campaign materials to be distributed to those to whom they provide coverage.
- Free train-the-trainer courses with CEUS such as the Safe Injection Ambassador Program to train professional groups, and an Academic Ambassador Program to train instructors. Ambassadors must pass a qualifying exam in order to train others, agree to provide two presentations annually and report attendance data.
- Provide State Licensing surveyor training.
- Arrange for free online education through a location university and provide CEUs.

- Present poster summarizing state outbreaks related to unsafe injection practices at state-wide infection control training courses, various professional meetings and conferences.
- Have affected consumers present their personal stories at subcommittee meetings, professional meetings and conferences. Ask them to share their personal story on blogs.

Educational Tools:

- Develop educational tools based on issues identified during infection prevention rounds or surveys. Brand the educational materials with the state logo.
- Develop drug diversion prevention and response materials utilizing materials developed by state partners. Include a road map of infrastructure, a tool kit of best practices for hospitals and providers, policies and procedures, and a flowchart of reporting guidelines and requirements.
- Provide drug diversion training utilizing materials developed by state partners.
- Provide qualified Safe Injection Ambassadors with locked PowerPoint slides to use during train-the-trainer sessions for consistency.
- Develop YouTube videos encouraging patients to ask their provider questions regarding injection safety.
- Contact local TV stations and radio stations to set up interviews with safe injection champions urging patients to ask questions before receiving injections.

Educational Materials Emailed to Those Signed Up for Updates on the State One & Only Campaign Website:

- The Safe Injection Practices Coalition Weekly Digest is distributed by the Centers for Disease Control. The Weekly Digest provides links to safety related topics, and broader information about healthcare -associated infections, quality improvement and other patient safety news.

Evaluating Progress and Success:

- Conduct a baseline needs assessment, repeat survey to evaluate improvement.
- Pre and post-test for train-the-trainer programs.

Marketing:

- Distribute educational materials during health fairs, professional meetings, conferences and during International Infection Control Week in October.
- Used social media, Facebook, Twitter, YouTube.
- Sent newsletters to professional organizations, school nurses and those conducting vaccination programs.
- Contact local TV and radio stations to arrange for free safe sharps injection spots.

- Write letters to the editor of the local newspaper regarding safe injections.
- Sent copies of “Guide to Infection Prevention for Outpatient Settings: Minimum Expectations for Safe Care” to physician offices and ambulatory care. Include contact information for the state Safe Injection lead.

The California Department of Public Health Healthcare-Associated Infections Program proposes:

- the focus be directed to at-risk outpatient facilities, including
 - ambulatory surgery centers
 - cosmetic surgery practices
 - dialysis centers
 - infusions practices and clinics
 - medical spas where vitamins and other supplements are injected
 - pain clinics
 - vein centers
 - endoscopy centers
- inviting members, including
 - American Med Spa Association
 - California Association of Health Care Faculties (for long-term care)
 - California Board of Registered Nursing
 - California Board of Vocational Nursing and Psychiatric Technicians
 - California Dental Board
 - California Hospital Association
 - CDPH Licensure and Certification
 - Health Advisory Group of California (a quality improvement organization)
 - Healthcare provider professional organizations including the California Ambulatory Surgery Association
 - Insurance providers
 - Liability carriers
 - Medical Board of California

Respectfully submitted,
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