

WORLD HAND HYGIENE DAY – JOINT EWMA & ICN CAMPAIGN PROGRAMME



The International Council of Nurses (ICN) and the European Wound Management Association (EWMA) have joined their forces to relay the World Health Organization's (WHO) campaign aimed at raising awareness among healthcare professionals and of the critical importance of hand hygiene in improving patient outcomes and strengthening healthcare systems.

WHY FOCUS ON HAND HYGIENE

Annually, hundreds of millions of individuals globally are affected by health care-associated infections (HCAIs). Systematic reviews of the literature from both developed and developing countries indicate that HCAI is the most frequent adverse event in healthcare. HCAI leads to prolonged hospital stays, long-term disability, increased resistance to antimicrobial medicines, high costs for patients and families, a high financial burden for health systems, and avoidable deaths.

Most health care-associated infections are preventable through good hand hygiene – cleaning hands at the right times and in the right way. The WHO's global campaign SAVE LIVES: Clean Your Hands campaign and its May 5th World Hand Hygiene Day (WHHD) aim to galvanize action at the point of care to demonstrate that hand hygiene is entrance for reducing HCAI and increasing patient safety.

ICN – EWMA JOINT CAMPAIGN

Nurses are in a strong position to influence and enhance a culture that supports and enhances patient safety and infection prevention and control. ICN and the EWMA will be launching a campaign at their respective congresses to populate the WHO call for action. This campaign will raise awareness about the importance of hand hygiene and will support nurses to lead the way in this critical intervention.

The campaign will be headed by Dr Frances Hughes, CEO of ICN and Dr. Severin Läubli, President of EWMA. The campaign will include a workshop on hand hygiene during the EWMA 2017 Conference in Amsterdam, held 3-5 May, and the ICN 2017 Conference in Barcelona, held 27 May – 2 June.

CAMPAIGN ACTIVITIES DURING THE EWMA 2017 CONFERENCE

- Hand Hygiene workshop at the EWMA 2017 Conference: Friday 5 May 10.15 - 11.15
- Visit the Hand Hygiene booth in the EWMA 2017 Exhibition area. Booking no. 3D 10