

Infection Prevention & Control Update

Health Scrutiny Panel
Thursday 29th May 2008

Tricia Hart – Director of Nursing / Infection Prevention & Control
Alison Peevor – Head of Infection Prevention and Control

Key Areas

- Targets 2007/08
 - MRSA
 - *Clostridium difficile*
- Cleaning
- Hand Hygiene
- Funded projects
- ‘Scrub up well’ campaign

MRSA

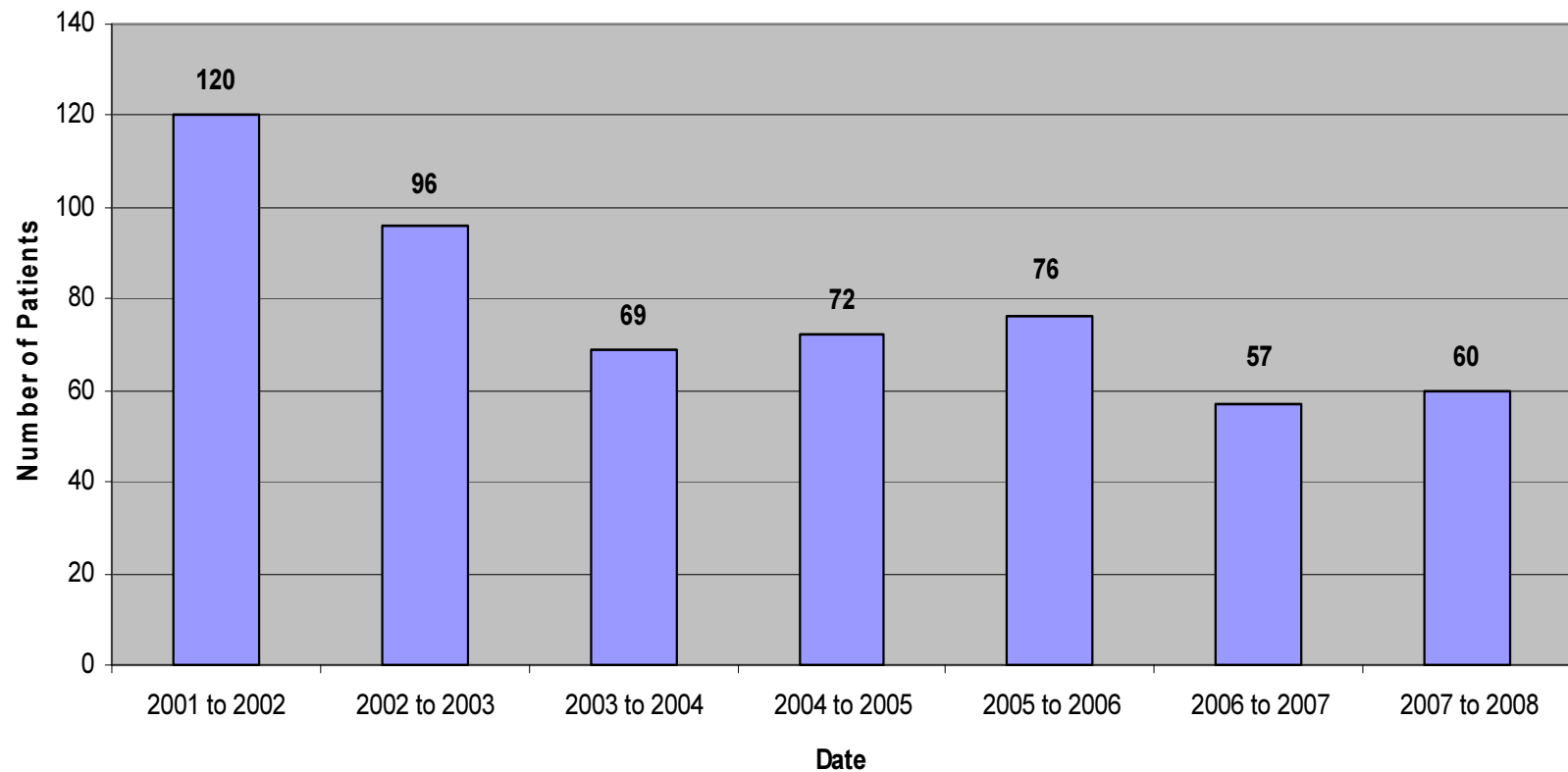
- MRSA bacteraemia target was 27 (based on 2003/04 figures, which required a 60% reduction over three years)
- Final number for 2007/08 = 60

MRSA bacteraemia 2001-2008

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Infection Prevention and Control

MRSA Bacteraemia Graph 2001 - 2008



- **Clostridium difficile** target was 534 (based on 2006/07 figures, which required a 10% reduction for the year)
- Final numbers 2007/08 = 442 (26% reduction achieved)
- Target has not been set for 2008/09, but there is to be an overall 30% reduction by 2011

Cleaning

- Tripartite workshop with trust, Carillion and Endeavour
- Developed PEAT assessments
- HCAI DoH Funded projects includes additional cleaning and terminal cleaning
- Project monitoring daily Actichlor plus use
- Agreed daily use of Actichlor plus on wards closed during outbreaks
- Deep Cleaning Programme completed by March 2008 – using hydrogen peroxide, steam cleaning and Actichlor plus with further work around ongoing annual programme

Hand Hygiene

- Year three of the cleanyourhands campaign
- Trust wide monthly audits and further developments of database for easier access to results and more detailed compliance data for Divisions including staff groupings including partnership organisations
- Development of a patient focused hand hygiene assessment
- Correct hand hygiene technique and use of products developments
- 'Bare below the elbow' directive and dress code compliance review
- DoH audit team supported hand hygiene data collection
- Intensive hand hygiene training programme May-July 08 with plan to continue

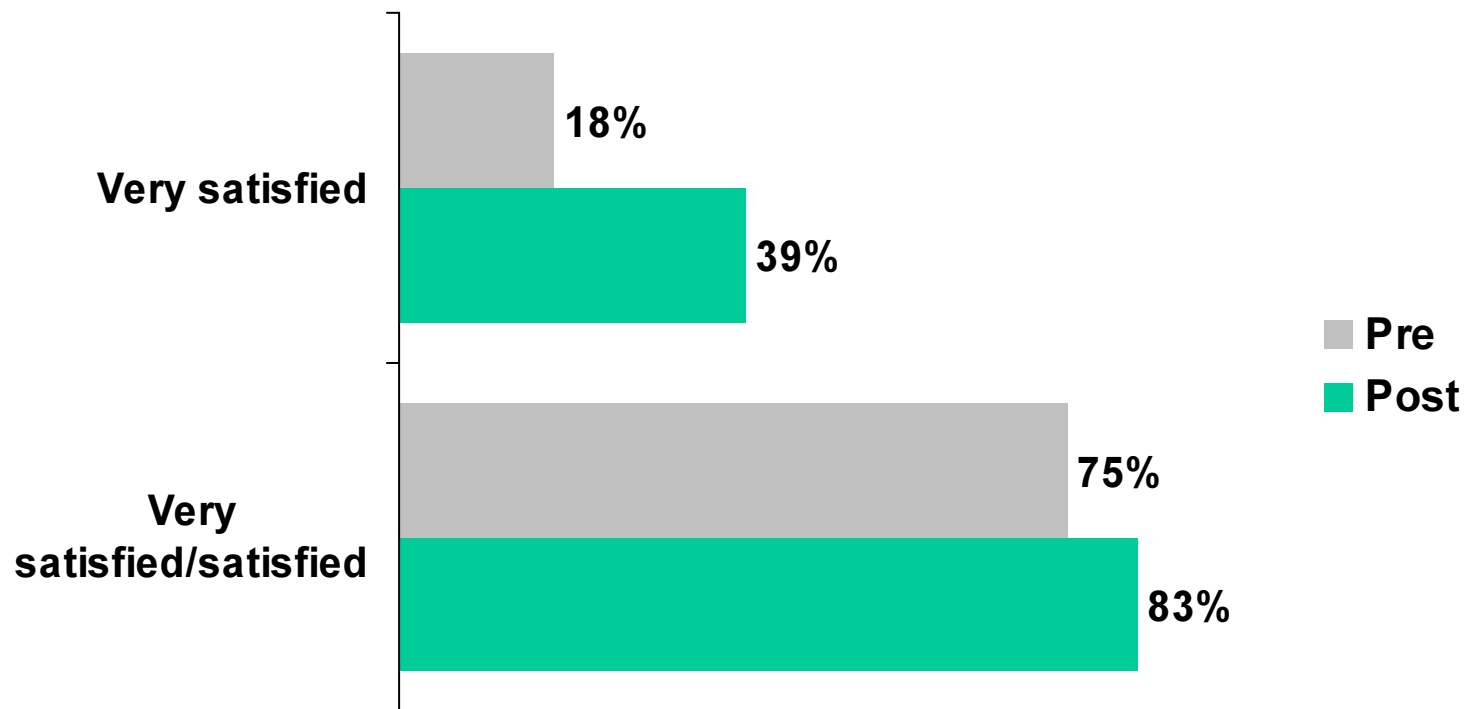
- IV Cannula Management Specialist Posts / IV pack development
- Urinary Catheter Management Specialist Post/ Silver Alloy coated urinary catheter implementation
- Antibiotic pharmacist
- Mattress /commode / pillow replacement programme
- Targeted cleaning programme
- Faecal collector programme
- Junior doctors uniform to be piloted

'Scrub up well' campaign

- To create and implement an integrated communications campaign to tackle healthcare associated infections
- To increase public confidence in the North East NHS's efforts to tackle infections
- To ensure patients / visitors realise fully their own responsibilities
- To engender support from all healthcare professionals in the North East NHS.
- To create a campaign with a strong, effective theme that is sustainable over a reasonable period going forward.

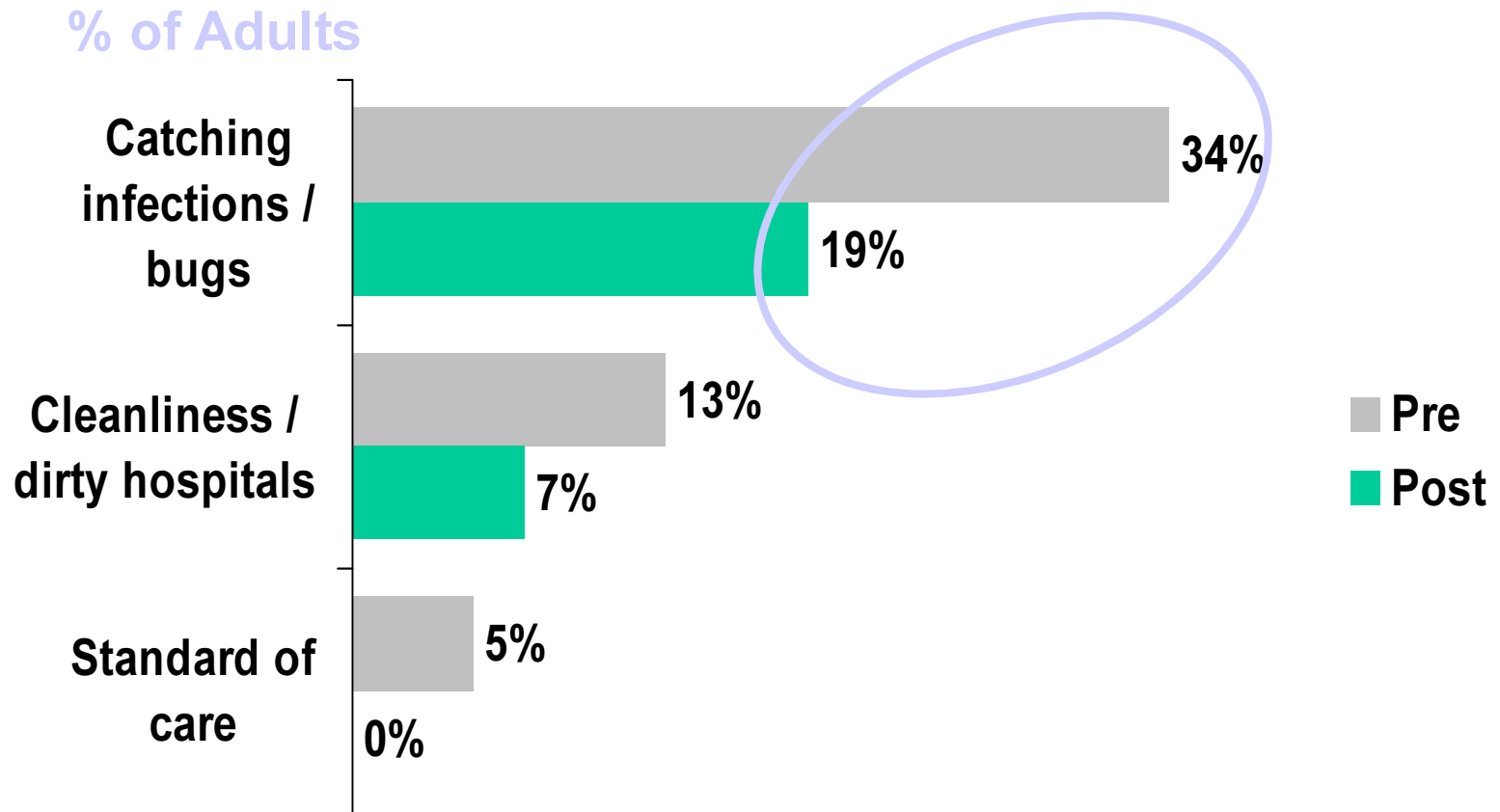
Satisfaction with health services in the North East

% of Adults



Source: MTM, Jan&Feb'08 Base = Adults, 400 Pre and 403 Post (Q.1)

Concerns / Worries regarding attending hospital for a procedure



Comment: Concerns & worries concerning catching bugs have almost halved during the campaign period

Source: MTM, Jan&Feb'08 Base = Adults, 400 Pre and 400 Post (Q.2)

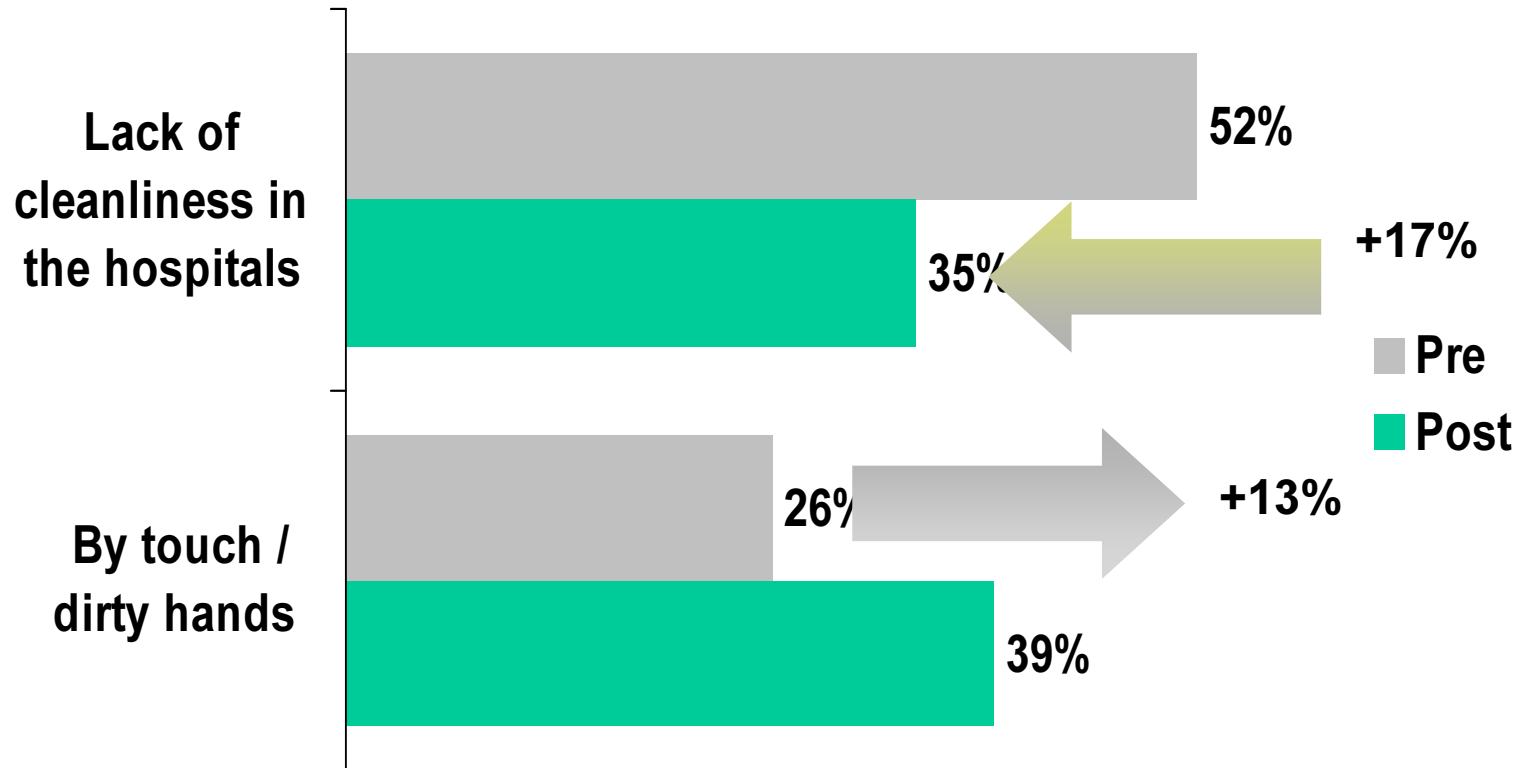
How do you think infections such as MRSA and C.Diff are spread?

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% of Adults



Comment: Positive shift in thought aligned with campaign message

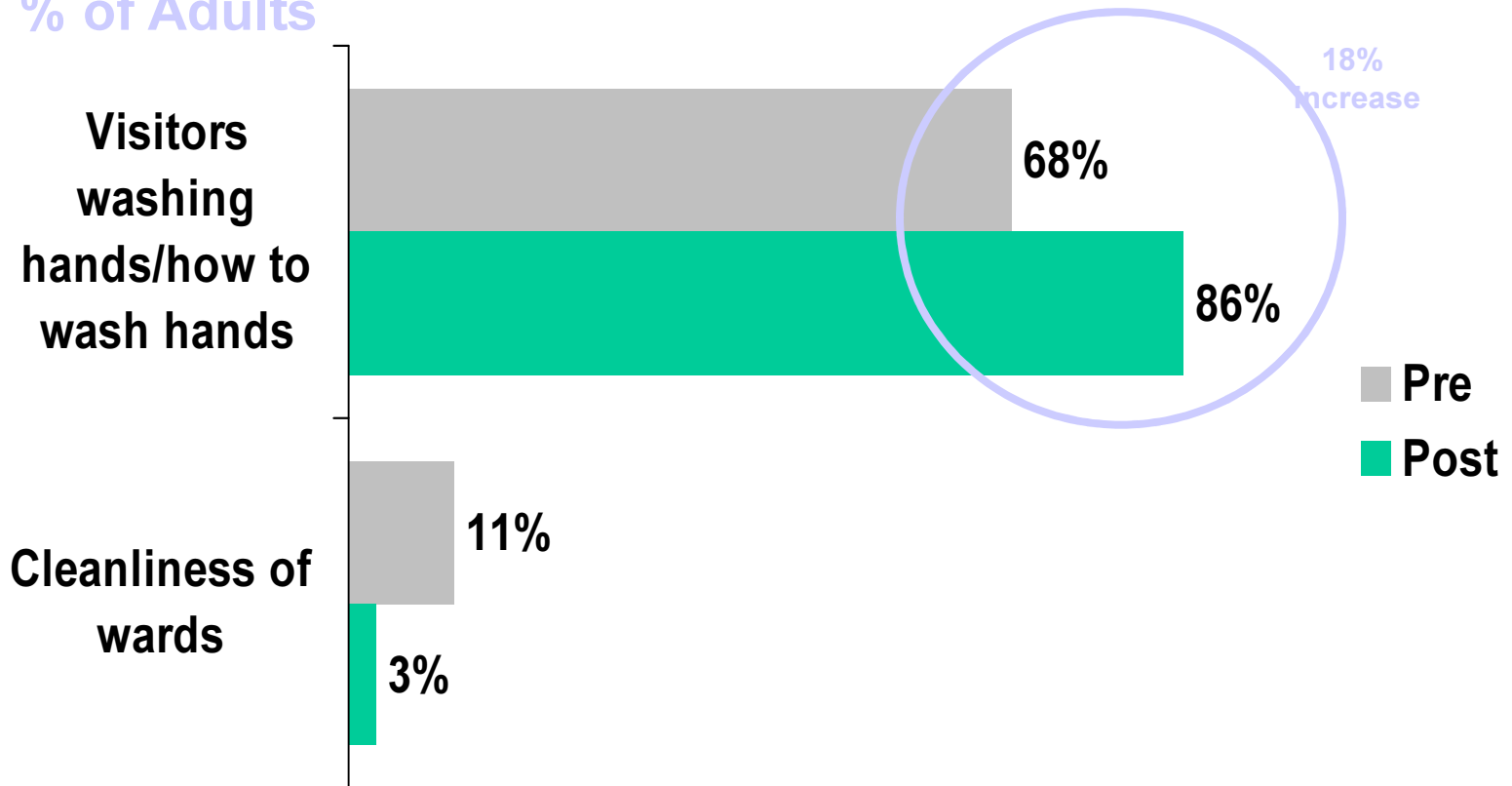
What do you remember about what you saw or heard

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% of Adults



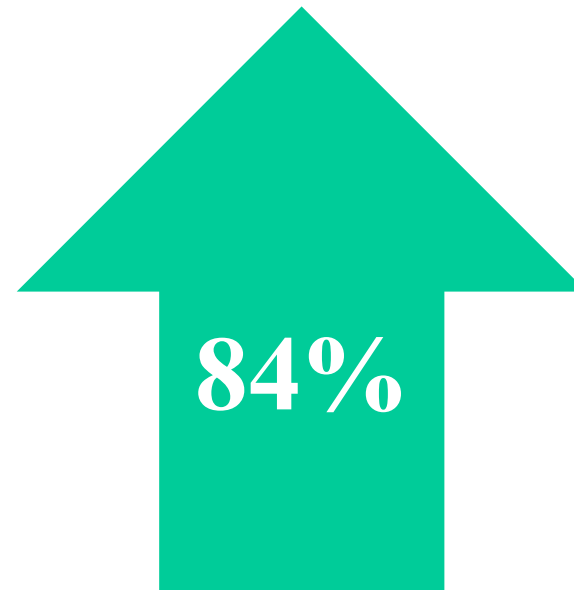
Comment: Spontaneous recall clearly focused on key message. No confusion amongst respondents

Source: MTM, Jan&Feb'08 Base = Adults, 194 Pre and 242 Post Those who had seen/heard about reducing infections (Q.8)

Key Message recalled
from the Advertising

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Always wash your hands



Comment: Single minded creative approach has achieved 'cut-through' during the campaign

Source: MTM, Feb'08 Base = 403 Post (Q.14)

Next Steps

- HCAI reduction to continue to be the highest priority in the trust
- Development of additional 20 Clinical/Assistant Matron posts
- Raise the profile at every opportunity
- Work closely with community, SHA, DoH and partnership organisations