

WHO Launches HKU-Verified Hand Hygiene Programme Globally

Hong Kong Breaks World Record on
“Hand Sanitizing Relay”



WHO Collaborating Centre

- HKU School of Public Health has been designated as a WHO Collaborating Centre in Infectious Disease Epidemiology and Control
- Primary objectives of the new centre:
 - Further the work of Infection Prevention and Control
 - Strengthen capacity for surveillance of Antimicrobial Resistance (AMR)
 - Emergency Response to Outbreaks of Novel Pathogens
- This is the first WHO Collaborating Centre in HKU

First Global Patient Safety Challenge, 2005

The goal of “Clean Care is Safer Care” is to ensure that infection control is acknowledged universally as a solid and essential basis towards patient safety and supports the reduction of health care-associated infections and their consequences.



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Hong Kong connected with Geneva

4

World Alliance for Patient Safety

World Health Organization | Patient Safety
A Health Alliance for Safer Health Care

WHO Guidelines on Hand Hygiene in Health Care

First Global Patient Safety Challenge
Clean Care is Safer Care

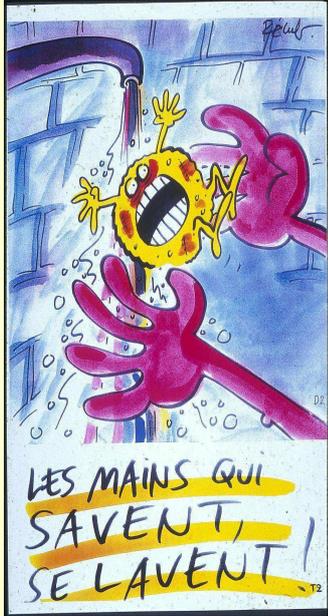
Hand Hygiene

- Single most important practice to prevent the transmission of infection
- Single most effective way to prevent Healthcare Associated Infections (HAI)



5

Health-care workers' compliance with hand hygiene practices is less than 40% on average.



LES MAINS QUI SAVENT, SE LAVENT!

6

Time constraint = major obstacle for hand hygiene



handwashing
soap + water

1 to 1.5 min

alcohol-based
hand rub

15 to 20 sec

7



2014 GWR new Challenge Category “Most participants in a Hand Sanitising Relay”

EVIDENCE REQUIRED

1. Cover letter - this should summarise the details of your record attempt (who, what, where, when) including its precise measurements and list of evidence you are submitting
 2. Two independent witness statements or one signed affidavit by a Civil Law Notary confirming the measurements and details of your claim - in the USA, a Notary Public does not qualify under the Civil Law Notary option and therefore cannot act as sole witness for a record attempt
 3. Video footage of your whole record attempt on DVD or Video-CD
 4. High-quality colour photographs of your record attempt, printed or as digital files
 5. Specific evidence as outlined in the Record Guidelines for your specific record. These can include:
 6. Signed Release
 7. Signed Failure to
- Failure to submit it may result in your record attempt being rejected. You can re-submit it at a later date (such as in 2015) etc.) but it will not be considered for the current year.

1. CC

This letter submitting to Guinness World Records should be signed by the person attempting the record. Please provide the following information:

★ Evidence



Within **80mins**, a total of **277** health care workers completed the **“7 steps hand hygiene”** in turn and then poured the alcohol hand rub for the next person.



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 香港浸信會醫院
 Hong Kong Baptist Hospital

千百醫護齊潔手
成功創健力士世界紀錄
 The most participants in a hand sanitising relay



CERTIFICATE
 The most participants
 in a hand sanitising relay
 is 277 people
 and was achieved by
 Hong Kong Baptist Hospital,
 in Kowloon, Hong Kong,
 on 5 May 2014.
 OFFICIALLY AWARDED




WHY?

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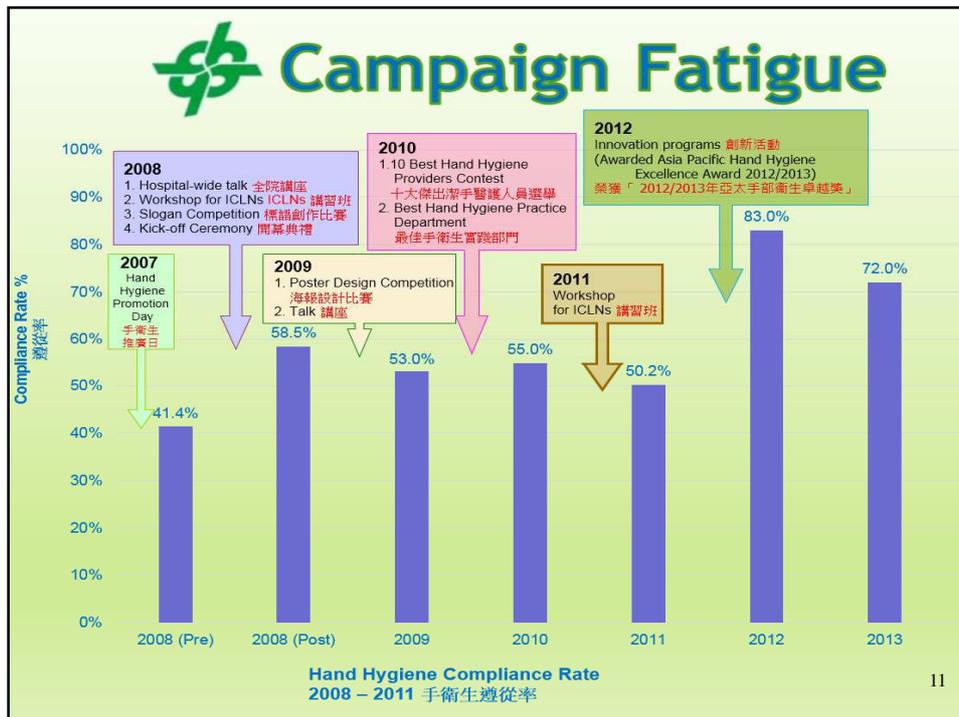


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Unfailing faith in Hand
Hygiene, and
Perseverance despite ...

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Advertisement fatigue: where a user tires of an advertisement as it is seen more often.

Zöe Abrams and Erik Vee

Campaign fatigue: when there is evidence that promotional activities are being ignored.

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WHY ?



From	To	Impact
Casual Rubbing Show	Serious Video "Audition"	No non-sense
Passive Learning	Active Participation	Practice makes Perfect
Personal DIY Habit	Collective DIT Duty	Shared Ownership

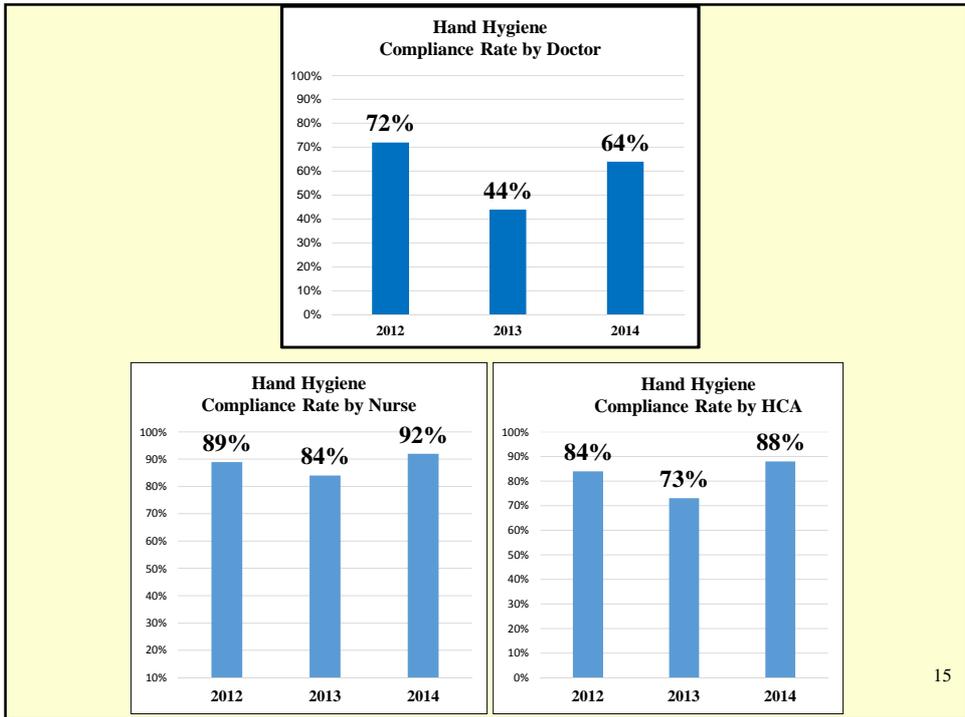
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2008 - 2014 Hand Hygiene Compliance Rate



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GWR Certificate

GUINNESS WORLD RECORDS
CERTIFICATE

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OFFICIALLY AMAZING

“It should be emphasized that breaking a world record is not the most important issue. Rather it is the ability of this exercise to enhancing HH compliance and to improve the HH concept of the staff that is the most vital.”



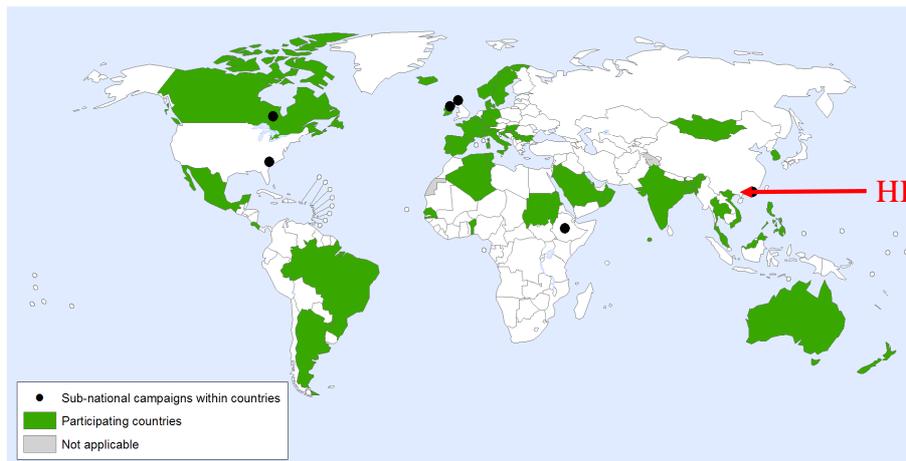
WHO Member States and autonomous areas Pledges to combat health care-associated infections



134 WHO Member States have made formal statements pledging their support to implement actions to reduce health care-associated infection in their countries

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Participants of WHO CleanHandsNet



The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

Data Source: World Health Organization
Map Production: Public Health Information and Geographic Information Systems (GIS)
World Health Organization



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