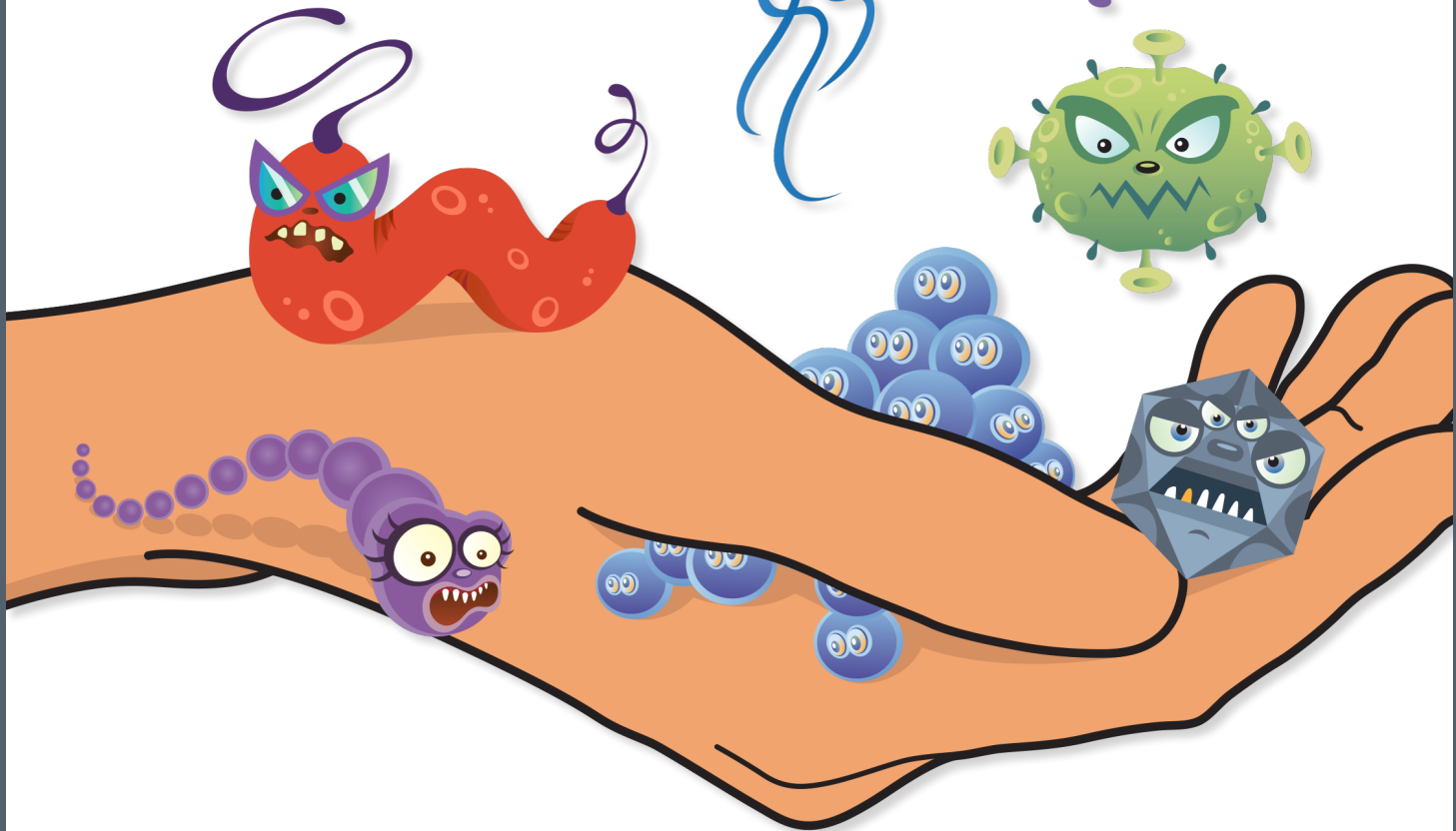


# Evaluation of Patient Safety Week

4-10 November 2018



Prepared: December 2018



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# PART 1: Patient Safety Week 2018

## Introduction

Patient Safety Week was an awareness-raising week held on 4–10 November 2018.

It was coordinated for the fifth time by the Health Quality & Safety Commission (the Commission), with the Accident Compensation Corporation (ACC) and Ministry of Health joining as partners for the week. We also received support from *Choosing Wisely*, and we were supported by an ideas group that included representatives from most areas of the sector including primary health organisations (PHOs), district health boards (DHBs) and consumer representatives.

## Theme

The theme for Patient Safety Week 2018 was infection prevention and control, with a particular focus on hand hygiene.

The focus for the public was ‘hand hygiene’, and for the sector that ‘good hand hygiene helps stop the spread of antibiotic resistant infections’. The week following Patient Safety Week was World Antibiotic Awareness Week, and for that week we continued the focus on minimising antimicrobial resistance (AMR).

The theme of hand hygiene/AMR was chosen because:

- effective hand hygiene is the simplest, most effective way to prevent the spread of healthcare associated infections. There is variability in how well people working in the health sector practice good hand hygiene
- good hand hygiene in the home is important to prevent spread of infection within families and whānau
- reducing infections not only lessens the need for antibiotics but also reduces the opportunity for micro-organisms to develop resistance and share resistance genes.

## Audience

The audience for Patient Safety Week was health consumers, with an emphasis on:

- hospital inpatients
- visitors to hospital
- primary school-aged children
- Māori, Pacific and Asian populations
- community groups (eg, sports teams, churches, community halls)
- support networks of our audiences (eg, parents of young children).

Our secondary audience was health professionals who have direct patient contact, including:

- general practitioners
- hospital staff
- all workers involved in the delivery of health care.

### Engagement with health professionals

An introduction to the week was sent to stakeholders in July 2018. This included the theme and the resources that would be available. The resources were free of charge.

Resource orders opened in September 2018 and providers were given two and a half weeks to place their orders. Distribution began in mid-late October 2018.

DHBs and private providers were encouraged to take up as many activities and order as many resources as they wished.

### Learnings from Patient Safety Week 2017

The Commission learnt valuable lessons from Patient Safety Week 2017 and implemented many of these in planning for 2018.

Recommendations from Patient Safety Week 2017:

- Consider a theme which includes primary care.
- Continue to provide as much advance warning as possible about dates, themes and resources.
- Build on the successful Facebook campaign experience.
- Tweak the resources:
  - continue pharmacy bags (better contrast of colour)
  - rethink lanyards and stickers
  - reconsider pens
  - organise email signature blocks and screensavers
  - communicate that resources are customisable
  - brighter colours?
- Have a longer lead-in time, and approach PHOs with theme and information for staff so they have more time to prepare.
- More communication: media campaign beforehand, and feedback/debrief afterwards.
- Have a consumer engagement representative on the planning group.
- Include a Pacific/Samoan health professional and a patient story on video.
- Try to collect data (about usefulness of campaign) from consumers through website.

### Resources

The Commission, in partnership with ACC and the Ministry of Health, produced a number of resources to support Patient Safety Week 2018 activity.

To engage school-aged children, we created a suite of illustrated and animated germ characters to communicate our messages. Based on feedback from previous years we produced a small set of printed resources.

For visuals of the resources, see [Appendix 1](#).

### Resources for consumers and providers

Providers were able to order resources through the Commission's website. All 20 DHBs placed orders, plus approximately 160 further providers/pharmacies.

The resources for **consumers** included:

- germ stickers in rolls of 30
- *Wash your hands* A5 bathroom stickers, A2 English posters and A3 posters in English and five other languages
- *Are you giving germs a hand?* A2 English posters and A3 posters in English and five other languages
- A4 colouring pads
- animation for digital MediPoster boards
- poster competition for schools
- paid radio advertising on More FM
- posts from social media influencers
- an editorial on parenting website Kidspot New Zealand.

The resources for **health care staff/providers** included:

- *Germ hotspots* A2 English posters and A3 posters in English and five other languages
- screensavers
- an interactive flyer to promote Patient Safety Week.

### Promotion and uptake of activities in the health care community

In addition to the Patient Safety Week resources, we produced materials for health care providers to promote the week:

- a communications toolkit, which included key messages, graphics, animations and suggested social media posts
- an organisation interactive flyer
- a colouring competition, which could be used to promote messages to younger consumers and their families and whānau.

DHBs put considerable effort into promoting Patient Safety Week. Nine providers shared their activities with us, including the following.

## Promotion to staff

- Display stand in café with hand hygiene information – brochures, word search, colouring competition
- Skit competition – ‘What does hand hygiene mean to you?’
- Hand hygiene pamphlets and bookmarks
- Display at hospital information hub
- Infection prevention/hand hygiene-themed grand round
- Infection prevention/hand hygiene-themed display board
- Stories, videos and animated GIFs on the intranet
- All-staff emails and newsletters
- Display and meme competitions
- Daily walk rounds by executive leadership team
- Screensavers
- Graphics in email signatures
- Visual demonstration showing the importance of hand hygiene after glove use
- Education day for health professional with infection prevention/hand hygiene focus
- Prizes for staff practising good hand hygiene
- Online quiz for staff

## Promotion to patients

- Hand hygiene information on meal trays
- Colouring competition and word search
- Videos for social media
- Patient information and feedback form
- Posters and stickers
- Display stands with hand hygiene and glow gel demonstrations
- Public health nurses taking Commission resources out to schools
- Patient information screens in hospital
- Key rings and magnets

## Media

- Press releases, website and newsletter updates
- Social media posts
- Radio advertising

## Communications

### Media coverage

Media coverage of the week (four online articles, five media releases and a radio advert) featured work from DHB staff and highlighted hand hygiene, infection prevention and antibiotic resistance.

A paid editorial on parenting website Kidspot was viewed by almost 10,000 people.

See [Appendix 2](#) for more media coverage.

## Commission website

There was a significant increase in visits to the Patient Safety Week section of the Commission website. From September to November, Patient Safety Week-related pages were consistently in the top-five most viewed programmes on the website.

## Social media

The Commission promoted the animated germs and Patient Safety Week posters extensively on social media throughout the week.

There were two posts per day on Twitter and Facebook – a ‘germ of the day’ and another post, either one of the posters or something else connected to the key messages.

The ‘top tweet’ for November from the Commission was of the Patient Safety Week germs. This earned 4,289 impressions. On Facebook, the top-performing post reached 4,196 people, with several other posts also reaching into the thousands. The Commission shared social media posts from various DHBs during the week.

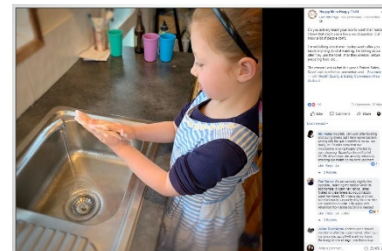
The colouring competition, which was open to the public via the Commission’s Facebook page, received over 100 entries. Promotion of the competition using paid advertising delivered 979 clicks to the webpage to download the competition form.

**Top Tweet** earned 4,289 impressions

It's Patient Safety Week! This year we've teamed up with @ACCNZ and @minhealthnz to take on germs. Over the next few days we'll introduce you to some of these bothersome bugs and show you the best way to fight them – with clean hands. #PSWNZ pic.twitter.com/rlduhZ3SY6



Almost 4,000 people engaged with our social media influencer posts.



## Radio advertising

Nearly 30,000 people heard our radio advertisements which ran across three shows on More FM. Copies of the advertisements can be heard in [Appendix 2](#).

## Digital MediPoster

An animated Patient Safety Week poster was broadcast on 43 digital MediPoster boards in the North Island in November. A copy of the poster is supplied in [Appendix 1](#).

	November 2018
<b>Daily total</b>	30 seconds played 7,330 times per day
<b>Impressions</b> (number of plays per hour + multiplied by the total time that the screens are on) ie – opening hours for the week x the days in the month.	146,600 impressions  1/11/2018 to 30/11/2018
<b>Locations</b>	43 screens across Auckland (33), Hamilton (2), Tauranga (2) and Wellington (6)
<b>Minutes/hours</b>	73,300 minutes and 1,222 hours

## Poster competition in schools

School children in years 5–8 were encouraged to create a poster highlighting either antibiotic resistance or hand washing as part of a national poster competition. The idea was to help them learn about simple hand hygiene and antibiotics, and how they only kill bacteria – not viruses, which cause colds and the flu.

With strong links to the science curriculum, the poster competition was modelled on a project run by Wellington South Intermediate School head science teacher, Matt Boucher.

An information pack was advertised via the *Education Gazette*, on social media and through science teacher networks across New Zealand. Over 250 individual entries were received from 15 schools.

There were four regional winners and an overall national winner. The overall winner, Libby Thompson, won a trip to Wellington to visit the laboratory at Wellington Regional Hospital. The visit took place on 14 November and was attended by Libby and her family as well as Hon Dr David Clark, Minister of Health.



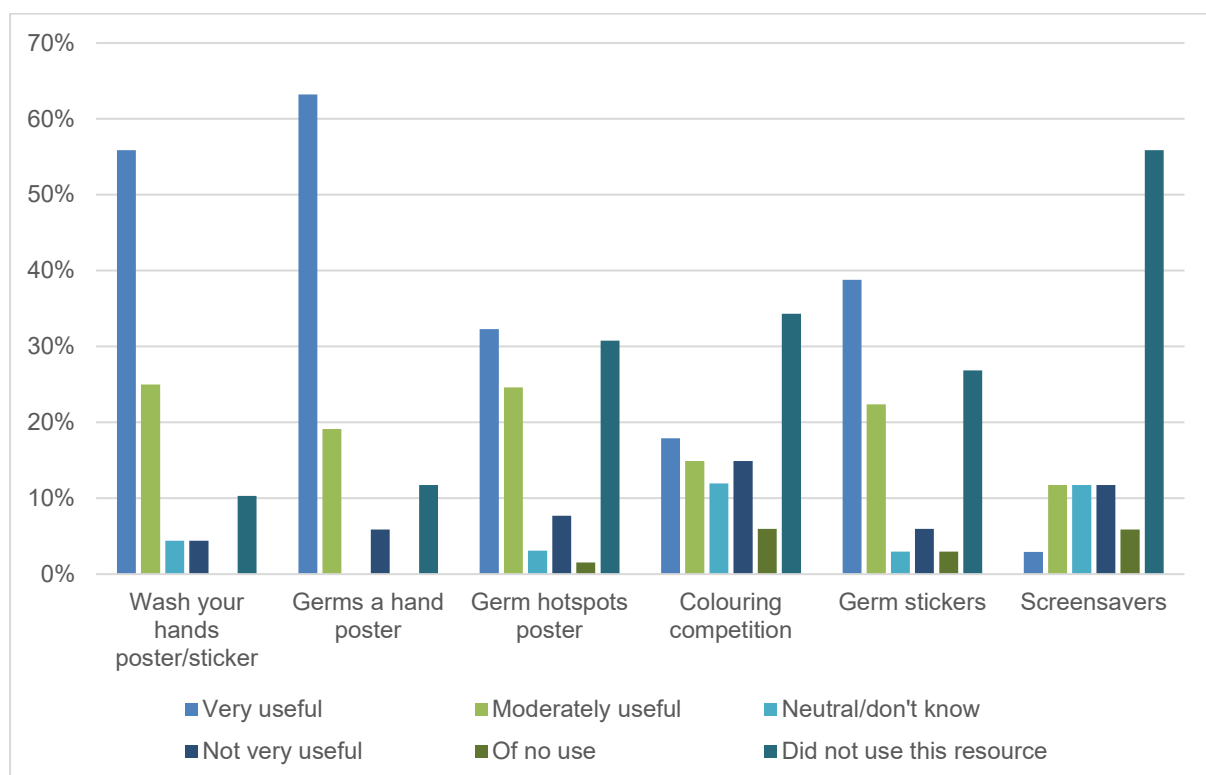
## PART 2: Survey results and feedback

### Survey: feedback from providers

A SurveyMonkey questionnaire about Patient Safety Week was conducted and emailed to communications managers, quality and risk managers and anyone who placed an order for resources.

Sixty-eight responses were received, mostly from people in hospital settings (35 percent), 'other' (26 percent), community settings (17 percent) and non-governmental organisations (10 percent). High-level feedback from respondents is included below.

#### Q1: How useful did you find the 2018 Patient Safety Week resources?



- The *Are you giving germs a hand?* poster and *Wash your hands* poster and sticker were considered the most useful resources.

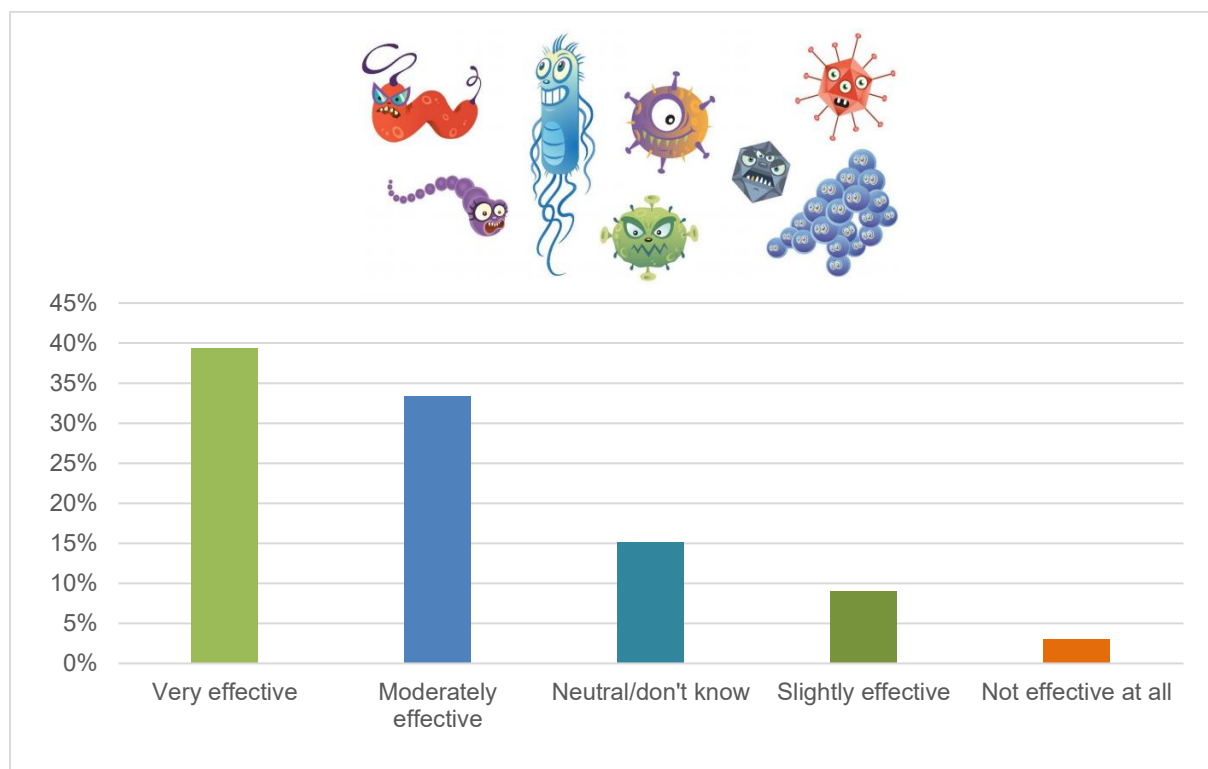
#### Q2: Do you have any specific comments about any of the resources?

For a full unedited list of answers, see [Appendix 3](#). In summary, feedback included:

- The illustrations weren't considered appropriate for all care settings but overall were engaging, innovative and fun.
- The colouring competition had mixed feedback – it hit the mark with the intended target audience, but it was suggested it should have been applicable to adult and aged care services too. Feedback suggested the entry period wasn't long enough and discouraged people from entering.

- The use of colour and visuals were considered very engaging.
- There was the right number and quantity of resources.
- Perhaps not enough resources targeted at health care workers.

**Q3: How effective did you think the illustrated germ characters were at conveying hand washing messages to consumers and health care workers?**

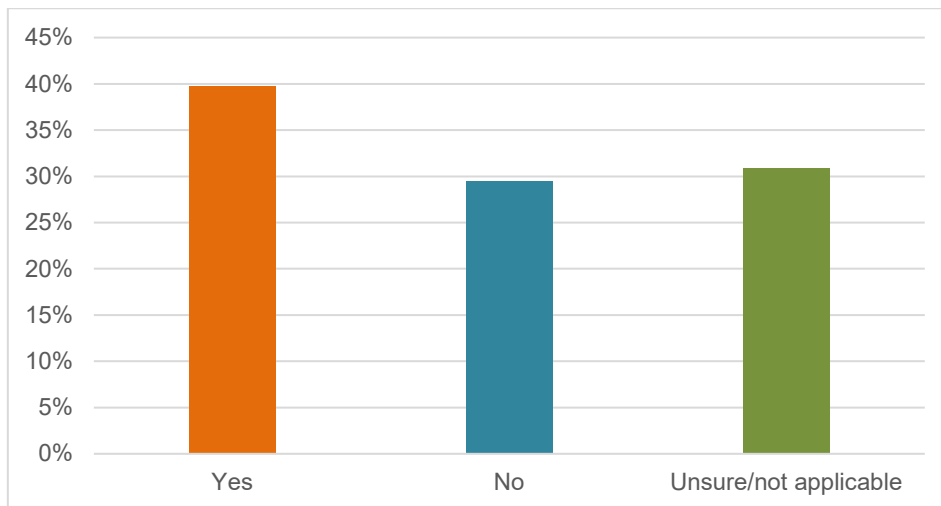


- About 70 percent of respondents thought the illustrated germ characters were very or moderately effective, while 12 percent thought they were not (18 percent were neutral).

**Q4: Did you see evidence that Patient Safety Week's messages positively impacted on patient behaviour (ie, consumers actively asked staff about hand washing)?**

For a full unedited list of answers, see [Appendix 3](#). In summary, feedback included the following.

- About 40 percent of respondents thought the Patient Safety Week's messages positively impacted on patient behaviour, while 29 percent thought they did not (31 percent were neutral).
- People commented that the posters created a lot of consumer discussion and were a helpful reminder about the need to wash your hands regularly.



### Q5: What could be improved for Patient Safety Week next year?

For full unedited list of answers, see [Appendix 3](#). In summary, feedback included the following.

#### Overall campaign, theme and resources

- The posters were excellent and staff, families and whānau responded positively to them.
- Being able to specifically 'target' children was great.
- More pens and key rings as giveaways as these sell messages better than anything.
- A wider range of resources, eg, small cards to hand out to consumers and staff.
- Offer competitions at a national level, eg, an online quiz.

#### Preparing health care providers

- The releasing time of the theme was too late in the year. Providers need as much time as possible to work out resourcing.
- Tools/resources that open channels of communication between health care workers and patients, around whatever topic is chosen.

#### Advertising

- Several respondents suggested a bigger focus on media, particularly TV and social media advertising.

### Conclusion

The Commission, ACC and the Ministry of Health are pleased with participation in our fifth annual Patient Safety Week.

Giving advance notice of the dates and opening resource orders early was well received by providers as they appreciated the extra time to plan their approach. The theme could have been communicated earlier, however providers only had positive feedback about the infection prevention and control theme.

Providers were pleased to have resources in a range of languages.

While we received some feedback from providers about their activities, there wasn't as much as last year. This needs greater focus in 2019, so we can make sure all the great work being done in the sector is profiled on our website.

### The positives/what worked well

- The animated germs and other Patient Safety Week resources appeared to be popular on social media, with several posts gaining significantly higher than average reach/impressions.
- There was high demand for the resources produced by the Commission for Patient Safety Week.
- Pharmacies and general practices ordered a large number of resources along with DHBs.
- The Patient Safety Week survey found:
  - 55 percent of respondents thought the *Wash your hands* poster and sticker were useful; *Are you giving germs a hand?* Poster, 63 percent; *Germ hotspots* poster, 32 percent; colouring competition, 18 percent
  - 38 percent thought the illustrated germ characters were effective; 3 percent thought they were not effective
  - 40 percent thought the hand washing messages positively impacted on staff and patient behaviour; 29 percent did not agree (31 percent were unsure)
  - there were roughly the same number of positive and negative comments, possibly due to the differing needs of a wide variety of providers and community groups.
- DHBs and providers shared a lot of ideas and promotions with us.

### The negatives/what could work better

- Some respondents asked for more ideas and lead-in time for promoting the week.
- Communicate better that the characters can be downloaded and resources can be customised.
- Rethink and tweak resources for 2019 after feedback that the germ characters weren't appropriate in all care settings and particularly for young children, and the small stickers weren't particularly sticky and can only be used once (some requested smaller ones to put on children's hands, or permanent badges instead).

### Recommendations

- Continue to have a long lead-in time, and approach DHBs and PHOs with information about the theme so they have plenty of time to prepare.
- Continue to use bright colours and engaging content to make the resources stand out.
- Communicate that the resources are customisable.
- Encourage providers to let us know what they're doing throughout the week and tag us in social media posts, so we can promote this activity on our website.
- Consider the use of video and patient stories on social media.

## Appendix 1: Patient Safety Week resources

Germ stickers in rolls of 30



Wash your hands bathroom stickers



New Zealand Government



Wash your hands posters in English and five other languages



**WASH YOUR HANDS**  
for 20 seconds and dry your hands thoroughly

**OR**

**USE HAND SANITISER**  
and rub hands together until dry



HEALTHY HANDS 2024




**FANOFANO HO ONGO NIMÁ**  
i ha sekoni 'e 20 pea holo ke mātū'u lelei ho ongo nimá

**PE**

**NGĀVE'AKI 'A E HUHUA FUFULU NIMÁ**  
pea fanofano i 'a e ongo nimá kae 'oua kuo mātū'u



HEALTHY HANDS 2024




**FUFULU OU LIMA**  
mo le 20 sekone ma faamatu lelei ou lima

**Poo**

**FAAOGA MEA FUFULU LIMA**  
e mīli faatasi ai lima seia matu



HEALTHY HANDS 2024




**अपने हाथ धोएं**  
20 सेकंड तक अपने हाथ अच्छी तरह सुबाएं

**या**

**हैंड सैनिटाइजर का उपयोग करें**  
और हाथ सूख जाने तक आपस में मलें (रगड़ें)



HEALTHY HANDS 2024




**清洗您的手**  
20秒并擦干

**或**

**使用洗手消毒液**  
搓手至手干



HEALTHY HANDS 2024




**HOROIA Ō RINGA**  
mō te 20 hēkona ka āta whakamaroke i ō ringa

**TĒRĀ RĀNEI**

**WHAKAMAHI TE POKEKORE**  
ka mukumuku i ō ringa kia maroke



HEALTHY HANDS 2024



Are you giving germs a hand? posters in English and five other languages

ARE YOU GIVING  
**GERMS**  
A HAND?

WASH YOUR HANDS OR USE HAND SANITISER

Logos: WHO, UNICEF, UNFPA, UN Women, UNDP, UNFPA, UN Women, UNDP, UNFPA, UN Women, UNDP

您是否让  
**细菌**  
有机可乘

清洗您的手 或使用 洗手消毒液

Logos: WHO, UNICEF, UNFPA, UN Women, UNDP, UNFPA, UN Women, UNDP

OKŪ KE  
**TOKONI'I 'A E SIEMU?**

FANO FANO HO ONGO HOA NGAVE'AKI PE A E HURUVA FUFULU NĀMA

Logos: WHO, UNICEF, UNFPA, UN Women, UNDP, UNFPA, UN Women, UNDP

KEI TE  
**ĀWHINA KOE I NGĀ IRORIKI?**

HOROA Ō BINGA KĀ HĀHOA WĀHĀHĀHĀ TE POKEKORE

Logos: WHO, UNICEF, UNFPA, UN Women, UNDP, UNFPA, UN Women, UNDP

क्या आप  
**"रोगाणु"**  
को पनपने दे रहे हैं

अपने हाथ धोएं या हैंडिसैनिजर का उपयोग करें

Logos: WHO, UNICEF, UNFPA, UN Women, UNDP, UNFPA, UN Women, UNDP

PŌO E  
**FEPASIANA SIAMA?**

FUFULU ŌU LĪMA PŌO MEA PUPULU LĪMA

Logos: WHO, UNICEF, UNFPA, UN Women, UNDP, UNFPA, UN Women, UNDP



Germ hotspots posters in English and five other languages

**ARE YOU GIVING GERMS A HAND?**

**FAVOURITE GERM HOTSPOTS**  
 Germ hotspots where you can be exposed to germs (and they're bad!)

Logos: NHS.uk, NHS, NHS.uk, NHS.uk

**KEI TE ĀWHINA KOE I NGĀ IRORIKI?**

**NGĀ TINO WĀHI IRORIKI**  
 He ngā wāhi e taea ai te whiwhi i ngā iroriki.

Logos: NHS.uk, NHS, NHS.uk, NHS.uk

**क्या आप "रोगाणु" को पनपने दे रहे हैं**

**कीटाणुओं के पसंदीदा स्थान**  
 रोगाणु पनपने के लिए ये स्थानों के रोगाणु के प्रसारण के लिए अच्छे स्थान हैं।

Logos: NHS.uk, NHS, NHS.uk, NHS.uk

**您是否让细菌有机可乘**

**最常沾染细菌地点**  
 细菌无处不在，一旦它们找到有机可乘的地点，它们就会繁殖。

Logos: NHS.uk, NHS, NHS.uk, NHS.uk

**OKŪ KE TOKONI'I 'A E SIEMU?**

**NGAAHI FEITU'U LATA'ANGA 'O E SIEMU**  
 Kei te tino whiwhi i ngā iroriki i ngā wāhi e taea ai te whiwhi i ngā iroriki.

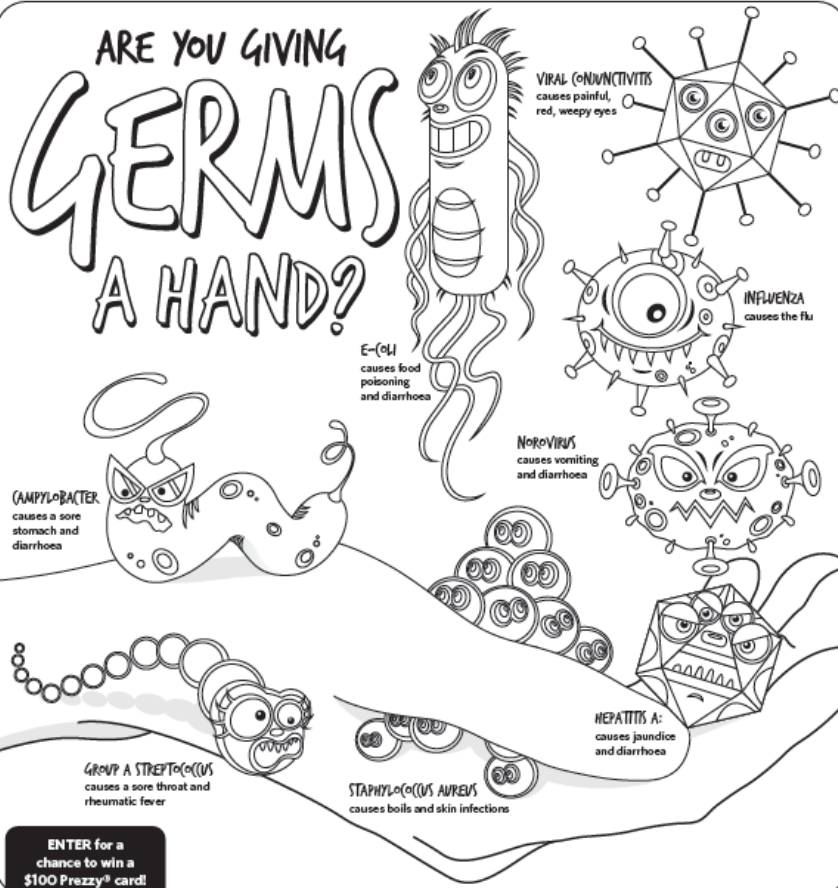
Logos: NHS.uk, NHS, NHS.uk, NHS.uk

**PŌO E FEPASIAINA SIAMA?**

**VAEGA SILI ONA TELE AI SIAMA**  
 Kei te tino whiwhi i ngā iroriki i ngā wāhi e taea ai te whiwhi i ngā iroriki.

Logos: NHS.uk, NHS, NHS.uk, NHS.uk

# PATIENT SAFETY WEEK COLOURING COMPETITION



ENTER for a chance to win a \$100 Prezzy® card!

**HOW TO ENTER**  
DOWNLOAD and print the colouring page and colour it in however you like. Photograph or scan your entry and upload it to the Health Quality & Safety Commission New Zealand Facebook page, using the hashtag #PSSWColouringComp. Please do not upload any contact information with your entry.

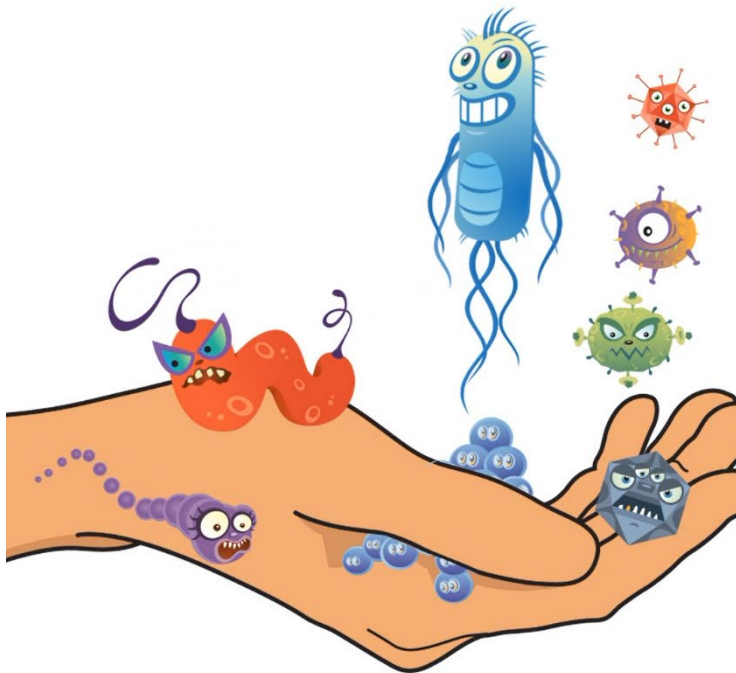
**TERMS AND CONDITIONS:** The competition is open to children ages 15 and under who are resident in New Zealand. One entry per person. The competition closes on 10 November 2018. A winner will be drawn by 16 November 2018 and will be notified by direct Facebook message. Entries may be used after the competition closes for Commission-related publicity. The competition is not open to employees or family and whānau members of the Health Quality & Safety Commission, ACC and the Ministry of Health.

HQS18-010-07-028



ARE YOU GIVING  
**GERMS**  
A HAND?

KEI TE AWHINA KOE I NGA IRORIKI?



**WASH  
YOUR  
HANDS**  
for 20 seconds  
HOROIA O RINGA

OR



**USE  
HAND  
SANITISER**  
WHAKAMAHI TE POKEKORE

A vertical poster board with a light blue background. The top section shows an illustration of hands being washed with soap and water. Below this is the text 'WASH YOUR HANDS for 20 seconds HOROIA O RINGA'. A blue circle with the word 'OR' is in the center. The bottom section shows an illustration of hands using a hand sanitizer bottle. Below this is the text 'USE HAND SANITISER WHAKAMAHI TE POKEKORE'.

**DRY**  
YOUR HANDS  
THOROUGHLY

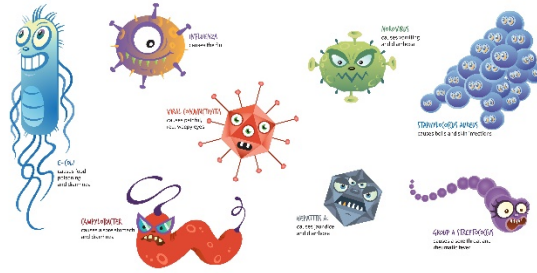
OR

**FOR HAND SANITISER  
RUB THEM  
TOGETHER UNTIL DRY**

A vertical poster board with a light blue background. The top section has the text 'DRY YOUR HANDS THOROUGHLY'. A blue circle with the word 'OR' is in the center. The bottom section has the text 'FOR HAND SANITISER RUB THEM TOGETHER UNTIL DRY'. At the very bottom, there is a row of various colorful, cartoonish germs.

## Screensavers

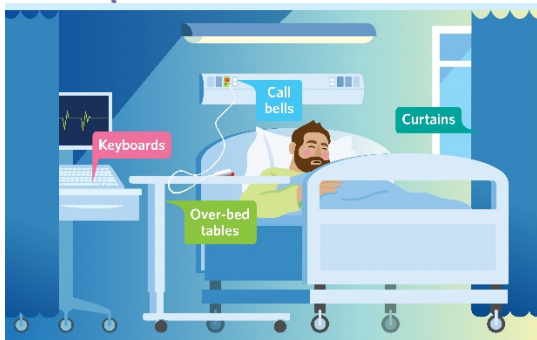
ARE YOU GIVING  
**GERMS**  
A HAND?



New Zealand Government



ARE YOU GIVING **GERMS** A HAND?



**FAVOURITE  
GERM  
HOTSPOTS**

Germs are everywhere -  
follow the 5 moments  
for hand hygiene!

New Zealand Government



**WASH  
YOUR  
HANDS**  
for 20 seconds and dry  
your hands thoroughly

OR

**USE  
HAND  
SANITISER**  
and rub hands together  
until dry



New Zealand Government



## What is Patient Safety Week?

Patient safety is always a priority. Patient Safety Week gives us a chance to highlight a particular topic or issue related to patient safety.

### Hand hygiene focus

This year's theme is about the importance of good hand hygiene, to stop the spread of antibiotic resistant infections. Hand hygiene is the simplest, most effective way to prevent germs that cause infections.

### Messages

There is variability in how well people working in the health sector practise good hand hygiene, and how well people practise good hand hygiene at home, at school and in the community.

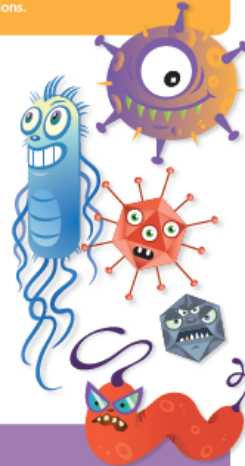
The aim of the promotion is to encourage consumers to understand why hand hygiene is important for their health and the health of others, and to encourage health professionals to practise good hand hygiene for consumers.

The main national message to consumers, families and whānau is to wash your hands often and in the correct way, to prevent the spread of germs.

We want consumers and health professionals to know:

- good hand hygiene in the home and community is important to prevent spread of infection within families and whānau
- reducing infections through good hand hygiene not only lessens the need for antibiotics to treat infections, but also reduces the opportunity for the bugs that cause infections to develop resistance to the antibiotics.

**Fight germs,  
wash your hands!**



### Is it just about one week?

Patient Safety Week is about introducing a focus on a topic. Promotions can last well beyond a week if our organisation wishes. It may be as simple as focusing on one aspect of hand hygiene to begin with. Some organisations partner with others in their community to promote key messages (for example, general practice, pharmacy, schools and community groups).

### What is my organisation doing for Patient Safety Week?

Our contact person is



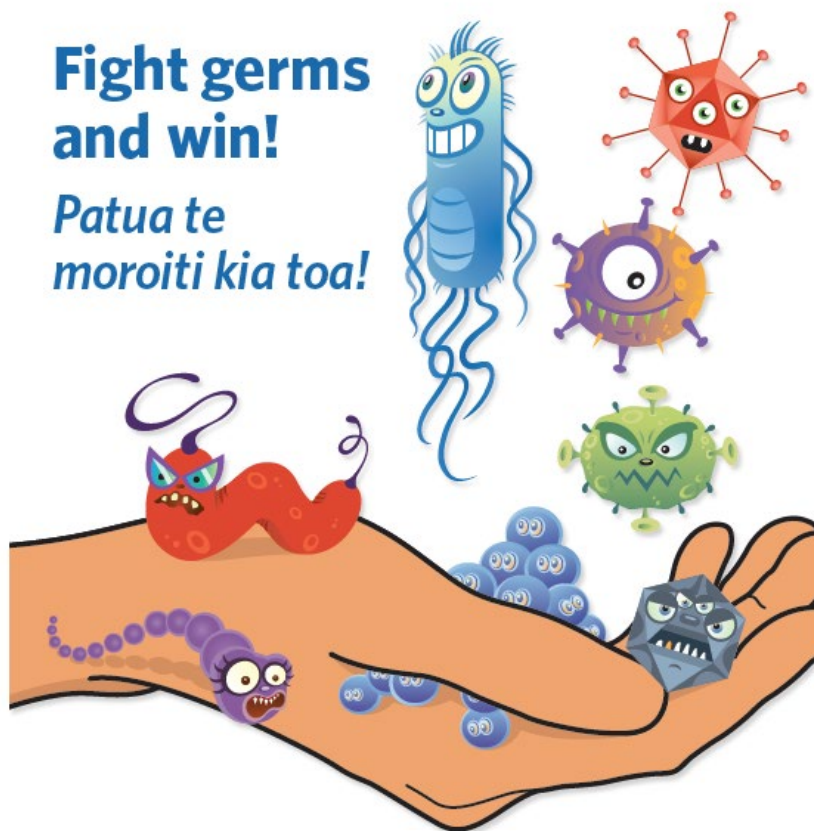
### #PSWNZ

Patient Safety Week is brought to you by the Health Quality & Safety Commission, together with the Ministry of Health and ACC.

Poster competition for schools

**Fight germs  
and win!**

*Patua te  
moroiti kia toa!*



**2018**

**Antibiotic awareness poster  
competition information pack**

*Mōkī mōhiohio whakataetae pānui  
whakatairanga mō ngā rongoā paturopi*

## Appendix 2: Patient Safety Week media coverage

### Media articles and releases

Double-click the embedded PDF below for all links to published articles.

#### Patient Safety Week

##### News briefs from Northland: Fireworks may have caused house fire; burglary arrests

From Northern Advocate  
Published 08:06 08/11/2018

The Health Quality & Safety Commission partnered with ACC and the Ministry of Health for **Patient Safety Week** to raise awareness about infection prevention and control, and the importance of good hand hygiene. ... As part of **Patient Safety Week** a poster competition was run in schools nationwide last term for pupils in Years 5 to 8. The aim was to increase awareness about antibiotic resistance, and the importance of frequent hand washing to prevent minor illnesses.

##### Up, close and personal with germs

From Hawke's Bay Today  
Published 15:02 07/11/2018

The initiative is part of Hawke's Bay District Health Board's **patient safety week**, and is aimed at encouraging hospital staff, patients and visitors to wash their hands.

##### Spread the message not the germs - Canterbury DHB

From Alex Taylor, Canterbury DHB  
Published 10:50 07/11/2018

Canterbury DHB is getting behind this year's **Patient Safety Week** (PSW 2018) topic of infection prevention and control, with the focus on good hand hygiene. ... Not just during **patient safety week**, but throughout the year the Canterbury DHB Infection, Prevention & Control Team works alongside our staff to help prevent healthcare-acquired infections and in doing so, reduces antibiotic use. ... Each year **Patient Safety Week** is promoted by the Health Quality & Safety Commission and they have produced some colourful and engaging graphics to help get this year's message across.

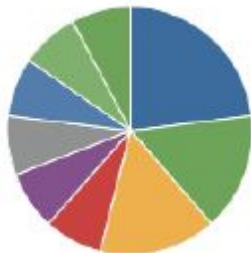
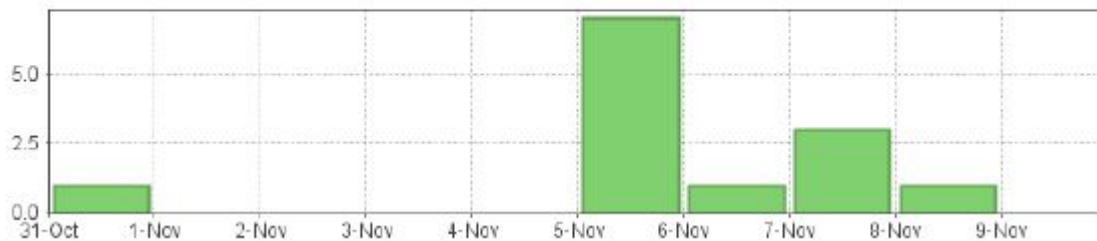
##### Northland news in brief

From Northern Advocate  
Published 07:48 07/11/2018

The Health Quality & Safety Commission partnered with ACC and the Ministry Health for **Patient Safety Week** to raise awareness about infection prevention and control, and the importance of good hand hygiene. ... As part of **Patient Safety Week** activity, a national poster competition was run in schools last term for children in Years 5 to 8. The aim was to increase awareness about antibiotic resistance, and the importance of hand washing frequently to prevent minor illnesses.

## Patient Safety Week

### Volume



■ Northern Advocate: 3  
■ Newsie: 2  
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■ Whanganui Chronicle: 1

■ NZ Doctor: 2  
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■ School News: 1  
■ Hawke's Bay Today: 1

## Radio advertisement adlibs

Jay-Jay and Jase (More FM):



MOR\_HQSC\_Drive\_JAYJAY\_JASE.mp3

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Lana and Gary (More FM):



MOR\_HQSC\_Breakfast\_LANA\_GARY.mp3

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Polly and Grant (More FM):



MOR\_HQSC\_Breakfast\_POLLY\_GRANT.mp3

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## Appendix 3: SurveyMonkey answers to open-ended questions

### Q2: Do you have any specific comments about any of the resources?

- Wonderful resources available from commission much appreciated, thank you
- Comment from our communications team – thought the germ characters were awesome. The GIFs were a bit pointless – would have preferred if they supplied with short 10–20 second animations sized to standard video size. I found the GIFs were all odd size and wouldn't display well when uploaded. Other than that, the graphics were really good.
- From consumer engagement – how on earth did the word POO get okayed on the Samoan translation? Even if it was the correct word (as per Google translate), it was inappropriate to use. We had an interpreter look at this, and the version he came up with was quite different. Our Māori health team also looked at the posters and while they okayed them for display, advised they could have been done better.
- They were very useful; the posters were colourful and attractive.
- Our residents enjoyed the colouring in sheets and posters were very easy to follow!
- The posters are colourful that can easily catch someone's attention. However, the colouring materials were small, so we needed to enlarge it for the residents to see. (I am working under the aged care sector). Overall, it was fun.
- Everything was useful. Lots of colour, which drew attention and a very good refresher and reminder for staff and patients.
- Stickers can be useful depending on the size they come.
- Was good having posters in Hindi. For our workforce, to have in own language encourages buy in.
- Good resources but not as suited to our workplace.
- What I got was really useful.
- Did not receive many of the above resources.
- Wrong patient demographic for resources.
- Visuals were very engaging.
- We only received the "Wash your hands" resource, no others.
- Highlighted need to hand wash.
- Military environment stickers weren't that accepted.
- I did not feel that the resources were particularly useful in a hospital setting. The graphics were childish and unprofessional.
- The germ characters seemed geared up for children. I don't think they are suitable for portraying the message to adults.
- I preferred the posters.
- The World Health Organisation recommends that hand washing with soap and water should take 40–60 seconds, which is contradicted by the *Wash your hands* poster.
- Colouring in competition was successful with us and creating awareness both with children and parents. Just recommend a slightly longer time before the competition closes.
- Posters were very good colourful and to the point without too many words.
- More stickers and smaller in size for wee hands.
- All resources are very useful. Unfortunately, they become wall paper after a while and need to be changed.
- We don't have posters such as *Are you giving germs a hand* but I think it would be very useful to have it around to educate staff, residents and family members coming in.

- Colouring and stickers did not work with the workforce.
- The stickers weren't sticky enough – kept finding them on the floor or stuck to people's shoes. We thought about having decals instead (more permanent than stickers).
- The resources were excellent for staff, residents and visitors. The germ hotspots poster was a talking point as everyone did not even consider that their phone holds so many bugs.
- There was no supporting information. Just posters or stickers or colouring in. But nothing else. It would have been more useful to have a documented and specific focus and ideas.
- Stickers: not very useful.
- *Are you giving germs a hand*: this was very clever and different to what we have seen before. Well done!
- The colouring competition was for children, most services are adult services and although clients may have children, something that clients could do would be better than something for their kids.
- The stickers were fine and enjoyed by the children.
- Colouring competition should have lasted for longer period.
- Great resources and speedy delivery of same.
- Posters were fantastic.
- Thank you for this resource. Colourful and eye catching.
- Perhaps the posters in Filipino would have been good as this is the language of majority of our staff.
- I found it engaging!
- To use your example, the stickers certainly didn't stick to all fabrics, but people really liked them.
- The child development unit and ICAFS, didn't use any of the germ characters or related promotions as they thought that the characters were too scary/confronting for their clientele.

**Q4: Did you see evidence that Patient Safety Week's messages positively impacted on patient behaviour (ie, consumers actively asked staff about hand washing)?**

- Overheard consumers discussing hand hygiene and the importance of cleaning your hands.
- We had a 'black light' display going for an hour each day at several locations. Highlighted how important it was to have proper washing technique, especially engaging for kids.
- There has been an active reminder for everyone in our community about this.
- The residents were all keen to know and have more knowledge and the staff were keen to impart it.
- Good reminder to get people used to washing hands.
- This is a dementia unit and it was not something residents understood as well but is a practice that we encourage.
- The demands and workload is tremendous, meeting legislative standards as well as day to day running a service – we are time poor.
- Created lots of discussion.
- We are already ensuring residents wash hands before meals.
- The resources didn't fit with our patient demographics.

- It raised questions from patients but, as has been fed back, patients believe that every day should be patient safety focused. Maybe different terminology needs to be considered eg, patient information week.
- Work colleagues spoke about seeing them on the walls.
- I am based in a non-clinical role so unfortunately no sight of impact. Individual representatives from each of our locations will provide feedback on this.
- The staff were keen to participate in group hand washing activities, the residents had laminated posters on their walking frames asking if staff had clean hands.
- I have seen hand sanitiser companies' badges promoting the patients' right to ask health care workers to wash/sanitise their hands; this tool would be a useful prompt to open a dialogue between staff and patients.
- The posters drew attention but unsure outside of our staff what visitors actually took on board and implemented.
- A good reminder.
- Most residents have dementia.
- Consumers did not seem interested with the poster.
- Consumers did actively ask staff to wash their hands – although it wasn't always well received unfortunately. Empowering patients does require a culture that is receptive to hearing the consumer voice, and we aren't quite there yet unfortunately!
- Noticed consumers making an effort to wash their hands more often or ask for the alcohol to be replaced when nearly empty.
- It was a bit of a useless campaign.
- It could have been more advertised in the general media, newspapers, Facebook etc. We need to be using technology to spread the word more.
- Multiple signs in multiple areas.
- Staff were talking about hand washing to other staff and residents.
- A glow bug exercise (using glow gel to highlight the importance of hand washing) was great as it reinforced the message.
- Competing needs.
- Unfortunately there were a number of activities coinciding with patient safety week and the message I feel got a bit lost in the noise!

#### Q5: What could be improved for Patient Safety Week next year?

- The individual germs available to utilise for specific messaging would be useful.
- The releasing time of the theme was way too late. Whichever department gets 'landed' with Patient Safety Week each year needs as much time as possible to work out resourcing etc.
- Being able to specifically 'target' kids was great, however my boys school knew nothing about the week, and imagine they would have needed more lead in time to accommodate exercises as outlined in the school pack.
- More publicity in public media for patients.
- Better co-ordination at local level.
- A longer period of time. Maybe do it for a month.
- For this facility, maybe information directed at staff to commit to online training on the subject, reminder posters, sometimes people become task focused.
- Run a competition eg, online quiz with a great prize, for service, care workers to answer correctly to go in the draw. Maybe many smaller prizes so more people get something)

eg, If hand washing quiz: name five situations in the workplace when you wash your hands. Each facility would download a small resource that staff and or customers can read, then participate in. If Patient Safety Week had a different focus, eg falls, or consumer rights: develop a brochure (or a laminated card) to be handed out with a small reward attached to it. People like something for nothing and novelties. As we're handing them out we could be preaching the message ie, dressed up as a germ.

- Perhaps posters with more statistics or real time 'what might be on your hands' type information that is quite factual. People seem to be ok with germs but will likely take more notice if we were to say *E.Coli* etc.
- Unsure. More resources would be great.
- A brief video explaining to staff how to make the best use of conversations and resources.
- Highlight each year.
- TV advertising?
- Not have it so close to infection control week (was the previous week). It was a bit of over-kill for staff.
- Fine as it was.
- Advertise more as information was not received.
- Make resources available sooner.
- Free access to stickers, we did a photo board with staff participation and photos of staff cleaning their hands, which was very well received.
- Tools/resources which open channels of communication between health care workers and patients, around whatever topic is chosen.
- Just a longer date for the colouring comp.
- Perhaps a pen with the bug logo as something to show staff are valued for doing the right thing.
- More creative ideas to promote patient safety and infection control.
- Dementia specific tools.
- An education for consumers in rest home setting.
- Please consider moving Patient Safety Week to a quieter time of year eg, Feb–July. This would also allow DHBs to support WHO's international medication safety week which falls at the same time. 'Pyjama Paralysis' would be an awesome and inexpensive theme to get behind for 2019 – and several DHBs I've spoken with, plus Health Roundtable would love this to be a national patient safety initiative.
- I don't know if there is any need for improvement as the posters were excellent and staff, residents and visitors responded positively to the display.
- More teaching ideas, suggested ideas etc.
- It would be helpful if the resources and themes were out earlier in the year. Patient Safety Week is quite resource intensive so the earlier planning can start the better from my point of view.
- Different posters like the *Are you giving germs a hand* one.
- Wider media focus.
- Competitions for organisations.
- Variety of Facebook posts (ready-made) would be great.
- Great to have resources come through in a timely manner; much appreciated. Cheers.
- More pens and key rings as giveaways as these sold our messages better than anything.
- Needs us to be more vigilant and larger uptake of resources.
- More education material.

- Having signs in Filipino.
- More structured programmes.
- Graphics are great so work on those.