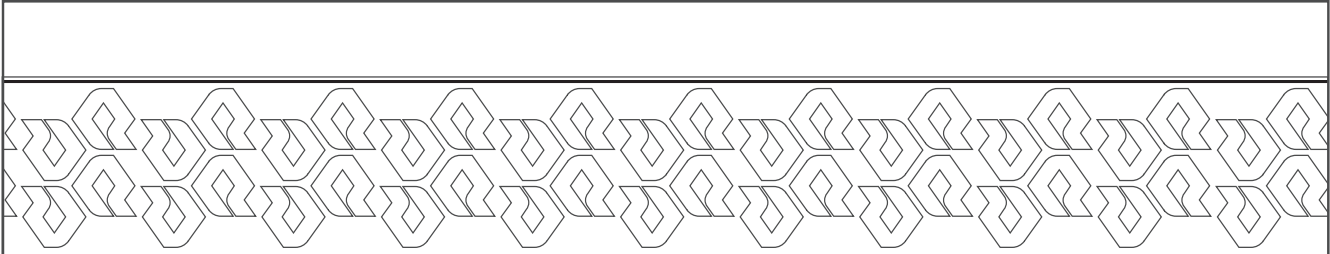


## Chapter 6: Promotion

- 6.1 Aim
- 6.2 Educational promotion
  - 6.2.1 *'Talking Walls'* campaign



## 6. Promotion

### 6.1 Aim

To promote, first in the pilot wards and then across the organisation, a successful campaign to raise awareness of the Hand Hygiene Project, its objectives, staff involvement and requirements.

### 6.2 Educational promotion

#### 6.2.1 'Talking Walls' campaign

To assist with staff ownership of the project, it is recommended that Pittet's *'Talking Walls'* campaign be used. The *'Talking Walls'* campaign involves pilot ward staff members meeting with an artist, infection control staff and the project officer to discuss ideas for posters depicting a 'campaign' message.

The poster should depict activities or practices reflective of their ward environment. The principle of *'Talking Walls'* is to use art and humour to reinforce the principles of infection prevention through improved hand hygiene among staff. Staff from each pilot ward can be invited to help design a poster featuring their own hand hygiene message, which should be captured by the artist. The resulting posters can then be placed throughout the hospital acknowledging the ward's creativity.

Benefits of this approach are two-fold in that it:

- promotes 'project ownership' to reinforce culture change by directly involving the local HCWs; and
- reinforces the rational 'left brain' messages with pictorial 'right brain' emotional messages.

For further details go to: <http://www.hopisafe.ch>.

Health Care Worker involvement in the process should include:

- selecting *'Talking Walls'* sites throughout the hospital to be background painted for poster display;
- determining the winning poster from the various drafts developed; and
- assisting with rotation of all pilot ward posters as new posters became available.

The Hand Hygiene Project team/steering committee should judge the suitability of the final poster drafts. The printed poster should include identification of the ward that helped in its design. If suitable, posters can also be used as promotional material, such as on wine bottle labels, display boards and Christmas cards. Posters are also useful in any Hand Hygiene Project presentations and launch activities.

