

BEST DIGITAL INTERNAL COMMUNICATIONS

UCLA's Global Handwashing Day campaign boosts medical staff compliance by 30%

PROBLEM

Proper hand hygiene is essential for preventing infections in healthcare settings. Reaching 100% compliance is always the goal to keep health care workers and patients safe.

Yet the Centers for Disease Control (CDC) says that on average, health care providers clean their hands less than half the time they should. To be compliant at UCLA Health, staff needed to take a 10-minute training and be seen scrubbing their hands with soap and water for at least 20 seconds. But were they?

INSIGHT

In late 2021, UCLA Health dispersed secret observers (akin to “secret shoppers”) throughout its buildings to discreetly monitor hand hygiene practices. They watched to see whether medical staff washed their hands for the required time and took the short training. The number of those in compliance was low.

Members of the Leadership and Internal Communications team saw an opportunity, especially with Global Handwashing Day approaching on October 15. It was the perfect time to roll out an internal hand hygiene campaign for the medical staff, with the goal of improving compliance rates.

BETTER HEALTH IS IN YOUR HANDS.

All it takes for proper hand hygiene is 20 seconds.

UCLA Health

For assistance from UCLA Health IT, call Customer Care at 310-267-CARE. Specialists are available 24/7 to provide support.



SOLUTION

UCLA Health turned to its central digital gathering space — an intranet called Mednet — to spread awareness of handwashing training. Using Mednet, California's top-rated health system rolled out its own Global Handwashing Campaign within two weeks.

THE CAMPAIGN INCLUDED:

- An article on proper hand-washing techniques
- A visual banner for Global Handwashing Day on Mednet
- An internal email blast about Global Handwashing Day
- Screensavers dedicated to handwashing on all computers

What made this campaign different (and highly effective) was both the speed with which it was executed and its unique style. Most internal emails at UCLA Health don't contain any visuals. But this time, there were bold, eye-catching graphics that stood out, capturing the staff's attention and promoting hand hygiene compliance.

METRICS

Within two weeks, there was a **30% increase** in hand hygiene training compliance among UCLA Health medical professionals.

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