

SHORT REPORT

Empowering patients and enhancing hand hygiene: making a video about key strategies for life-saving impact

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Hand hygiene (HH) is crucial for preventing infections in healthcare settings, involving both professionals and patients. This practice significantly reduces the transmission of microorganisms among healthcare workers, patients and visitors (1). Despite its worldwide proven effectiveness, adherence to proper HH techniques by the multidisciplinary team remains suboptimal, particularly regarding the correct technique (2, 3).

Patient empowerment enhances adherence to preventive measures, including HH, as it effectively reduces the transmission of pathogens and healthcare-associated infections (HAIs) (4). Patients play a critical role in infection prevention alongside healthcare staff. Empowering patients through education and involving them in decision-making processes fosters their adherence to recommended HH practices (5). Therefore, our objective is to produce and distribute an informative video that raises awareness about the importance of HH practices and highlights the role of patient empowerment in mitigating HAIs.

Methods

In May 2023, a collaborative effort involving students and professors from the Federal University of Juiz de Fora, Brazil, was initiated to create the awareness video. Weekly meetings were conducted to facilitate the development of this short film, which focused on the core principles of self-care, patient empowerment and the prevention of HAIs. To ensure evidence-based content, a comprehensive literature review was conducted, encompassing studies on behavior change theories, visual communication, instructional design and previous video interventions related to HH (1, 5–7).

Based on the planning stage, a script was developed to outline the video's content, structure and flow. The script incorporates evidence-based information, practical

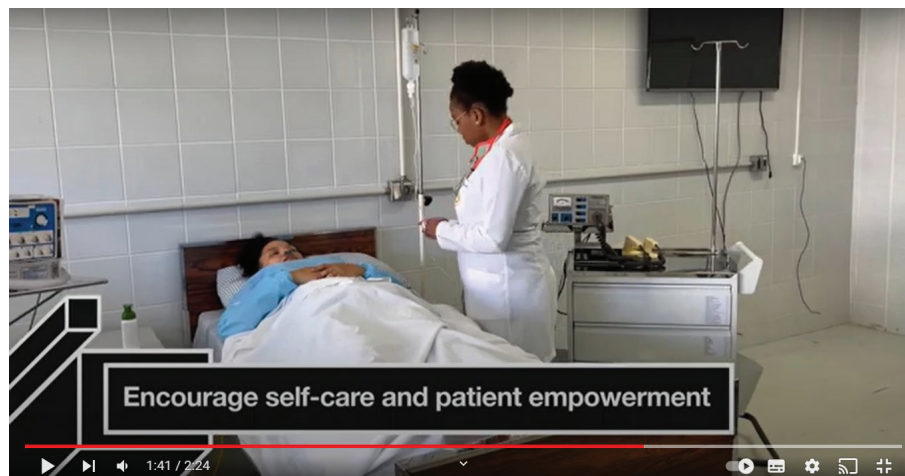
demonstrations of HH techniques and persuasive elements to engage and motivate viewers. Subsequently, the video production stage involved filming with the participation of students, the use of appropriate equipment and the depiction of real-life scenarios. Visual elements were thoughtfully selected to enhance viewers' understanding of HH practices, while audio elements and background music were employed to further enhance engagement.

Results

The video has a duration of 2 min and 24 sec, depicting a nurse during her hospital shift. It illustrates instances of contamination from surfaces such as cellphones, elevator buttons and handshakes. The nurse, initially neglecting HH, interacts with colleagues and inadvertently touches patients without proper HH practices. However, a vigilant patient insists on hands clean before any contact, prompting the nurse's realisation. Subsequently, the nurse performs proper HH, promoting a culture of safe care. This impactful video effectively highlights the risks associated with inadequate HH and emphasises the importance of patient involvement in ensuring safety. The completed video is now available on YouTube for widespread dissemination (Figure 1).

Discussion

Educational videos have gained significant popularity in recent years as a powerful tool for raising awareness about HH. In this context, we explore the significance of hands clean, and the valuable contribution that educational videos make in promoting this essential practice. Videos provide a visually engaging platform for demonstrating proper HH techniques. Viewers can observe step-by-step procedures, including the correct method of lathering hands, scrubbing fingers and nails and thorough rinsing,



Source: <https://www.youtube.com/watch?v=f3k8xrLQr-k>.

Fig. 1. Hand Hygiene Video: Key Strategies for Life-saving Impact, Juiz de Fora, Brazil.

as recommended by the World Health Organization (WHO) (1, 8).

The video emphasises the importance of self-care and patient empowerment in infection prevention through HH (9). By highlighting the role of healthcare professionals in maintaining their own hands clean and involving patients in their care, the video aims to foster a culture of infection prevention. Leveraging the power of educational videos, we aspire to create a society where HH becomes a habit for everyone, leading to healthier communities and a reduction in HAIs.

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Conflicts of interest and funding

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Ethics approval

Ethics approval was not required.

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