

00416 **One Size Does NOT Fit All: Qualitative Findings From Focus Group Discussions on Hand Hygiene Interventions in a Tertiary Hospital**

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Aims: To determine health care worker perceptions of our hospital infection prevention program we conducted a hospital wide survey followed by focus group discussions to investigate user impact, perceptions, and areas for improvement for our hand hygiene program.

Methodology: During February 2015, a survey was administered to 1,700 randomly selected staff. A total of 1,100 nurses, 300 physicians and 300 allied health staff (radiographers, physiotherapists, speech and respiratory therapists) responded. The survey was divided into three: single-use receptacle management, environmental cleaning and hand hygiene interventions. Surveys were hand delivered and collected by dedicated project team members. Following survey data analysis, a subset of participants (n=80) who indicated willingness to be involved in further studies, participated in focus groups to discuss hand hygiene interventions. Discussions were conducted between June - July 2016.

Result: Results showed hand hygiene is a crucial part of the infection prevention program; however acceptance and impact of messages vary between different health care workers groups. Examination of the transcripts for themes revealed the unifying concept was the need for profession-specific tailored hand hygiene messages. Discussions focused on the seriousness of the message and how it is communicated and the need to involve each profession separately to harness input on appropriateness of message and delivery style. Two minor themes were identified and linked directly to this core theme; the importance of an influential role model to promote hand hygiene and a sense of belonging to a supportive workplace environment to facilitate reminding and encouraging performing hand hygiene.

Conclusion: Our results provide a deeper insight into the unique personality differences among HCWs and how this affects the acceptance and uptake of hand hygiene interventions. Socio-economic, cultural and educational differences should be considered when designing messages tailored to specific professions to improve infection prevention – related – change uptake among health care professional groups.