



Georgia-Pacific

# SAFEHAVEN® INFOGRAPHIC INSIGHTS RESEARCH RESULTS

November 2021 | NCT-21-5430

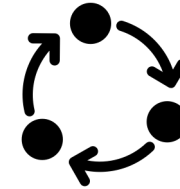
# OBJECTIVES, AND METHODOLOGY



## Objectives

The goal of the research is to:

- **Determine** a clear list of hand hygiene disrupters ranked in order of incidence.
- **Gauge** how often barriers to proper hand hygiene happen.



## Methodology

An online survey was administered to healthcare workers using the Dynata panel of business professionals.

- A total of 100 respondents completed the survey.
- The survey was fielded between November 4<sup>th</sup> – November 9<sup>th</sup>, 2021.
- Due to rounding, proportions may not sum to 100%.

*Additional details on the sample  
can be found in the appendix.*

# EXECUTIVE SUMMARY

Healthcare workers are aware of their facility's hand hygiene policy; however, for many reasons they find it difficult to follow all the time. Most are familiar with the method that is used in their facility to monitor their hand hygiene compliance; though few find it to be very accurate and most believe the process needs improvement.

## Hand Hygiene Policy

- **82%** of healthcare workers are very aware of their facility's hand hygiene policy.
- However, only **39%** follow their facility's hand hygiene policy appropriately all the time.

## Hand Hygiene Monitoring

- **80%** of healthcare workers are aware of their facility's method for monitoring hand hygiene compliance.
- Only **12%** of healthcare workers believe in the accuracy of the method used to monitor required hand hygiene compliance in their facility.
- **98%** of healthcare workers believe the process for collecting hand hygiene compliance data needs to be improved.

## Top Reasons The Hand Hygiene Policy Is Not Followed Appropriately All The Time

### Among the top 5 choices...

1. 66% say 'emergencies requiring immediate attention' and 'busy schedule/ full workload'
2. 51% say 'malfunctioning, broken or empty dispensers'
3. 50% say 'hands full, unable to access dispenser' and 'difficulty in sanitizing hands during glove-on/glove-off process'

## Portable Hand Hygiene Device

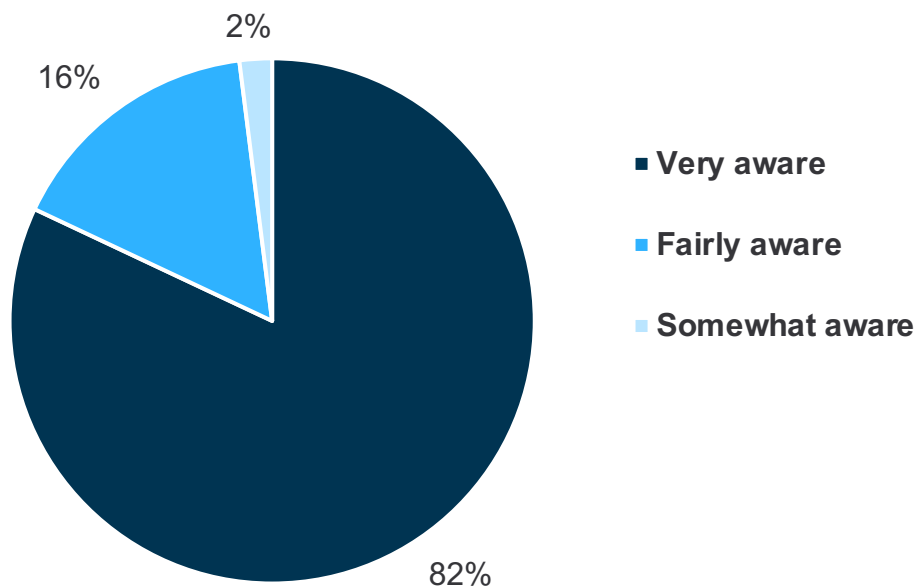
**56%** of healthcare workers believe a wearable, wireless, alcohol-based hand rub device attached to the waistband would be effective at increasing hand hygiene opportunities.



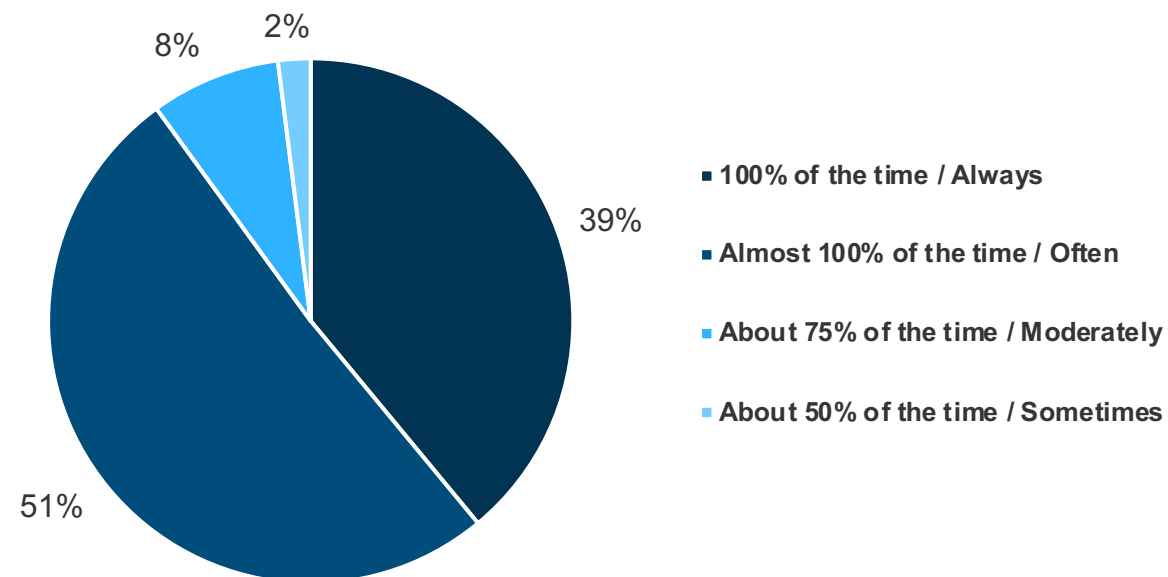
# FACILITY HAND HYGIENE POLICY AWARENESS AND FOLLOWING IT APPROPRIATELY

- 82% of healthcare workers are very aware of their facility's hand hygiene policy.
- However, only 39% follow their facility's hand hygiene policy appropriately all the time.

**Awareness of  
Facility Hand Hygiene Policy**



**Ability to Follow Hand Hygiene  
Policy Appropriately**



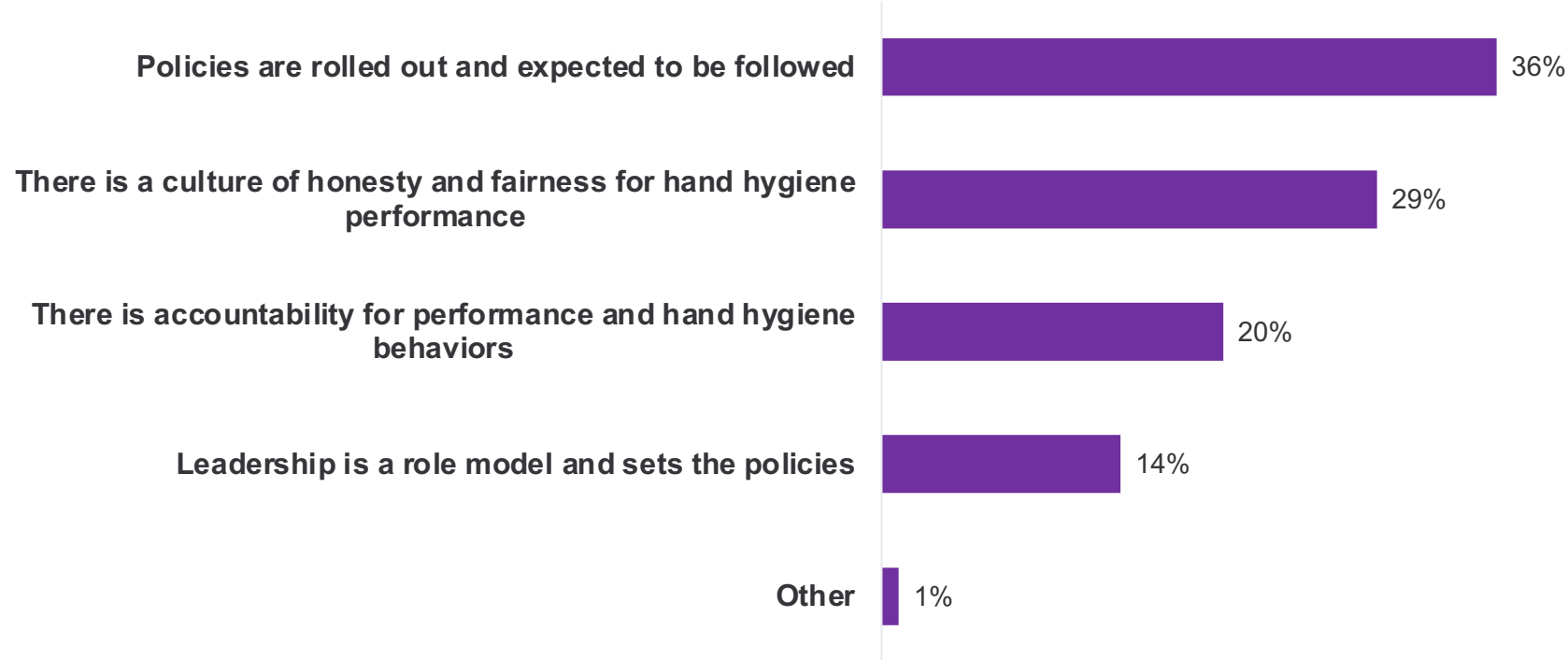
Base: 100n

Q1. As a healthcare worker, how aware are you of your facility's hand hygiene policy?

Q2. What percentage of the time during a typical shift do you find that **you're able to follow your facility's hand hygiene policy appropriately?**

# HAND HYGIENE CULTURE

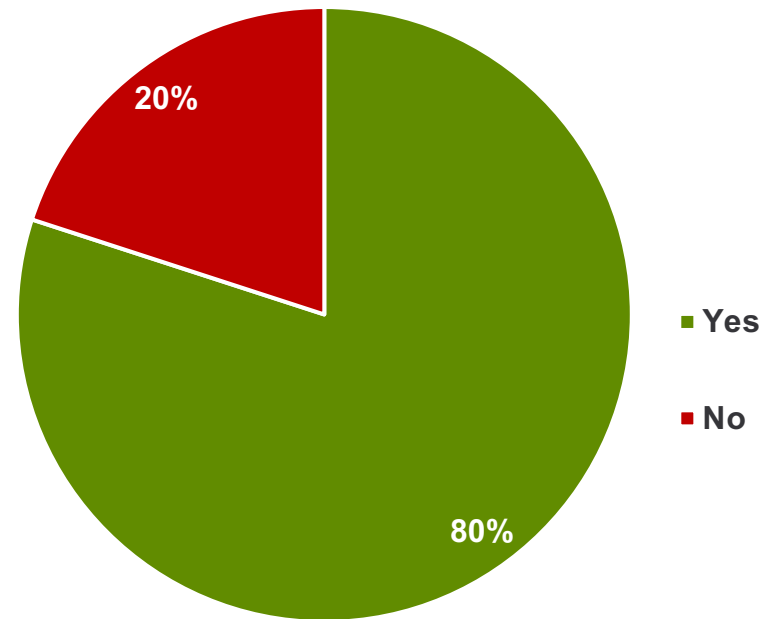
There are very different types of cultures in the healthcare industry when it comes to hand hygiene compliance. Some take the approach of honesty and fairness; others take a top-down approach with leadership setting the policies, and still others prefer to implement accountability measures for performance.



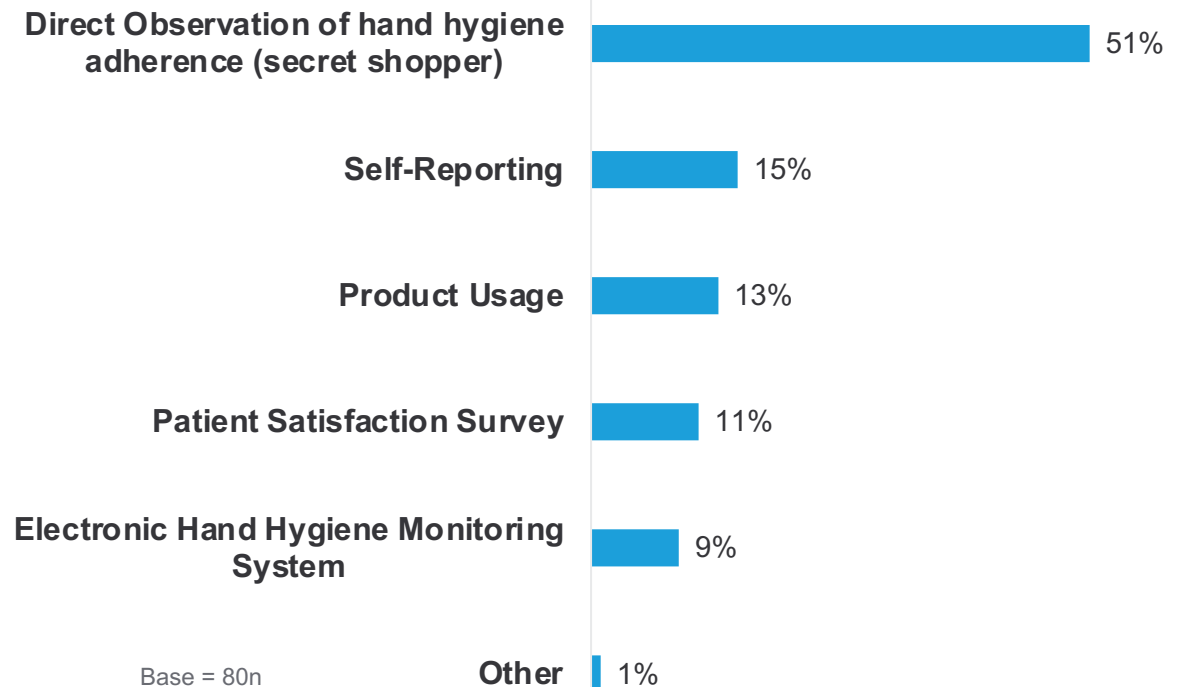
Base: 100n  
Q12. How would you describe your facility's culture when it comes to hand hygiene compliance?

# HAND HYGIENE MONITORING AWARENESS AND METHOD USED

- 80% of healthcare workers are aware of their facility's method for monitoring hand hygiene compliance.
- Of those that are aware of their facility's method, 51% believe Direct Observation is their primary method.



Base = 100n

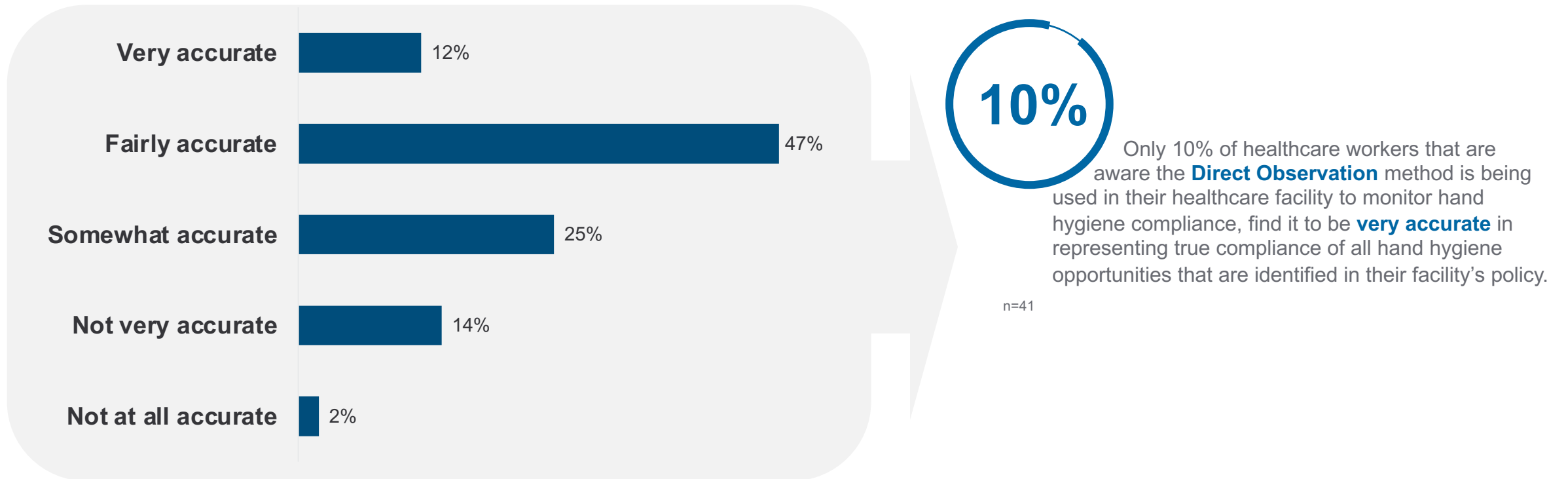


Base = 80n

Q7. Are you aware of your healthcare facility's method for monitoring hand hygiene compliance?  
Q8. What is the primary method used in your healthcare facility to monitor hand hygiene compliance/rates?

# PERCEIVED HAND HYGIENE MONITORING ACCURACY

Only 12% of healthcare workers believe in the accuracy of the method used to monitor required hand hygiene compliance in their facility.



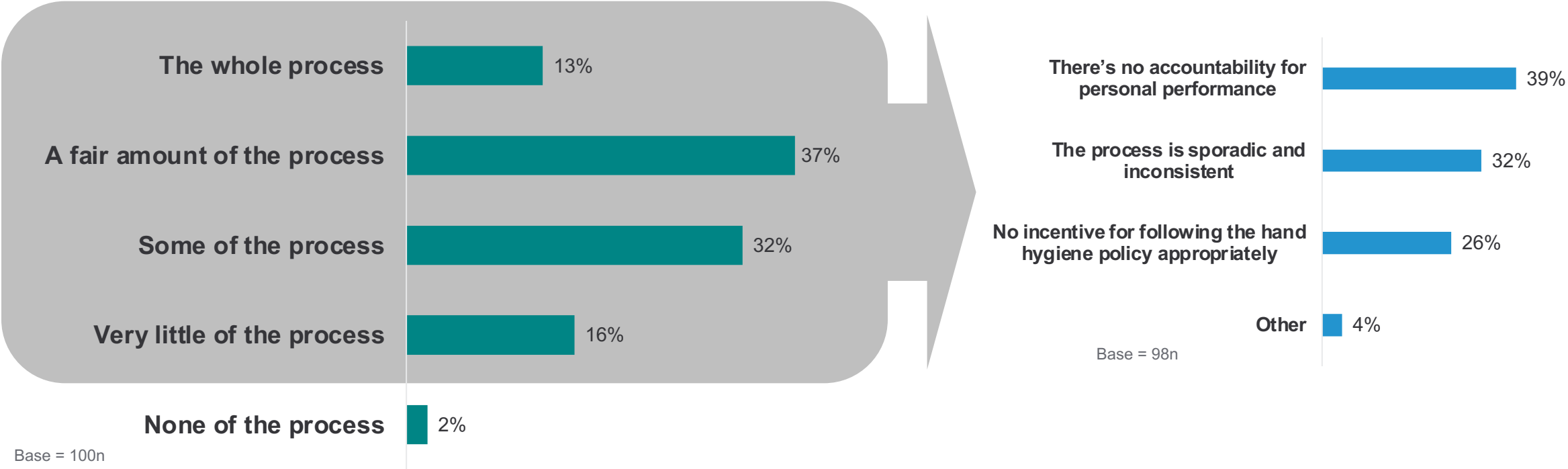
Base: 100n

Q9. How accurate do you believe the method that is used in your facility to monitor hand hygiene represents true compliance of all hand hygiene opportunities that are identified in your facility's policy as being required?

# IMPROVE HAND HYGIENE COMPLIANCE DATA

98% of healthcare workers believe the process for collecting hand hygiene compliance data needs to be improved at least a little bit.

- The reasons for the improvements are no accountability (39%), the process is sporadic and inconsistent (32%), and there are no incentives for following the policy appropriately (26%).

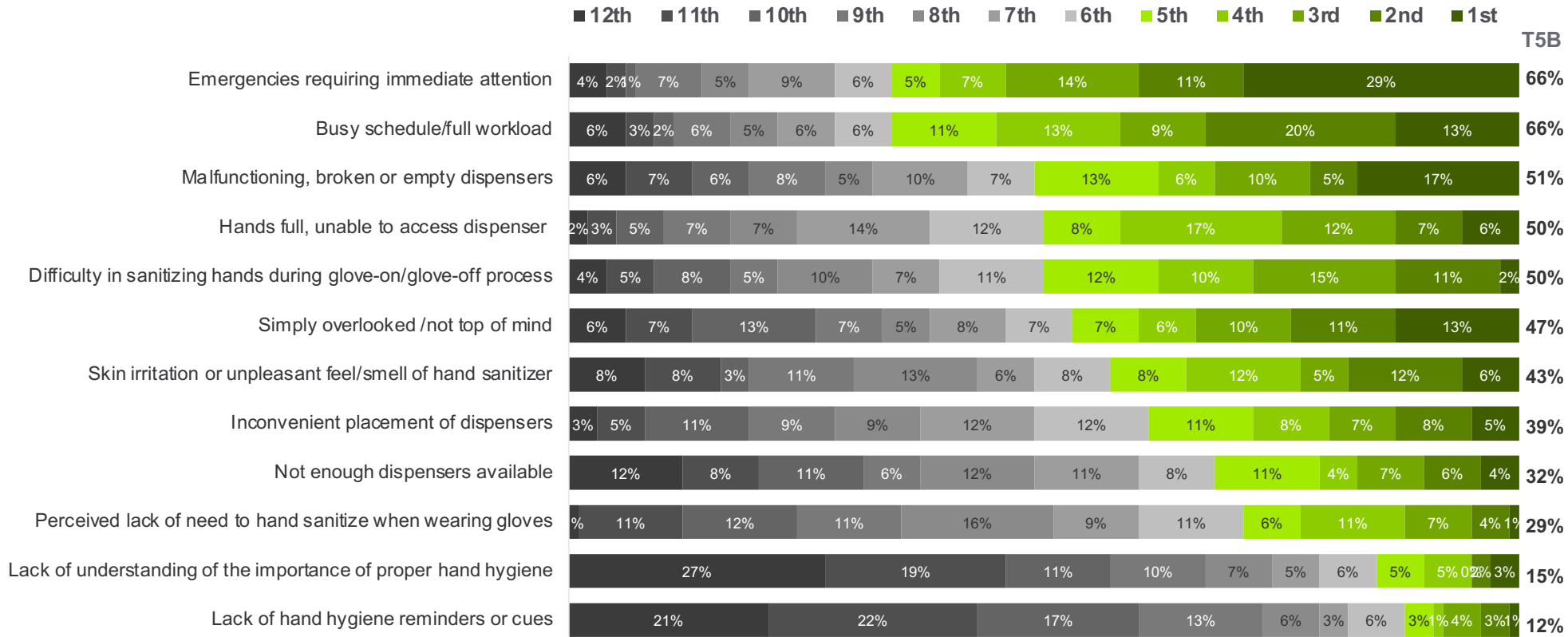


Q10. How much of the process for collecting hand hygiene compliance data do you believe needs improving at your facility?  
Q11. What is the reason you think the process for collecting hand hygiene compliance data needs improving?



# REASONS IT'S DIFFICULT TO FOLLOW HAND HYGIENE POLICY APPROPRIATELY 100% OF THE TIME

The top reasons for not following their hand hygiene policy appropriately is due to emergency situations requiring immediate attention and a busy schedule. Once the data is based on the top 5 reasons, the percentages are more meaningful.



## Among the top 5 choices...

- **66%** say that 'emergencies requiring immediate attention' and 'busy schedule/full workload' are the top reasons selected for why they are not able to perform hand hygiene.
- **51%** say that 'malfunctioning, broken or empty dispensers' is the 2<sup>nd</sup> reason,
- and **50%** say that 'hands full, unable to access dispenser', and 'difficulty in sanitizing hands during glove-on/glove-off process' are the 3<sup>rd</sup> reason.

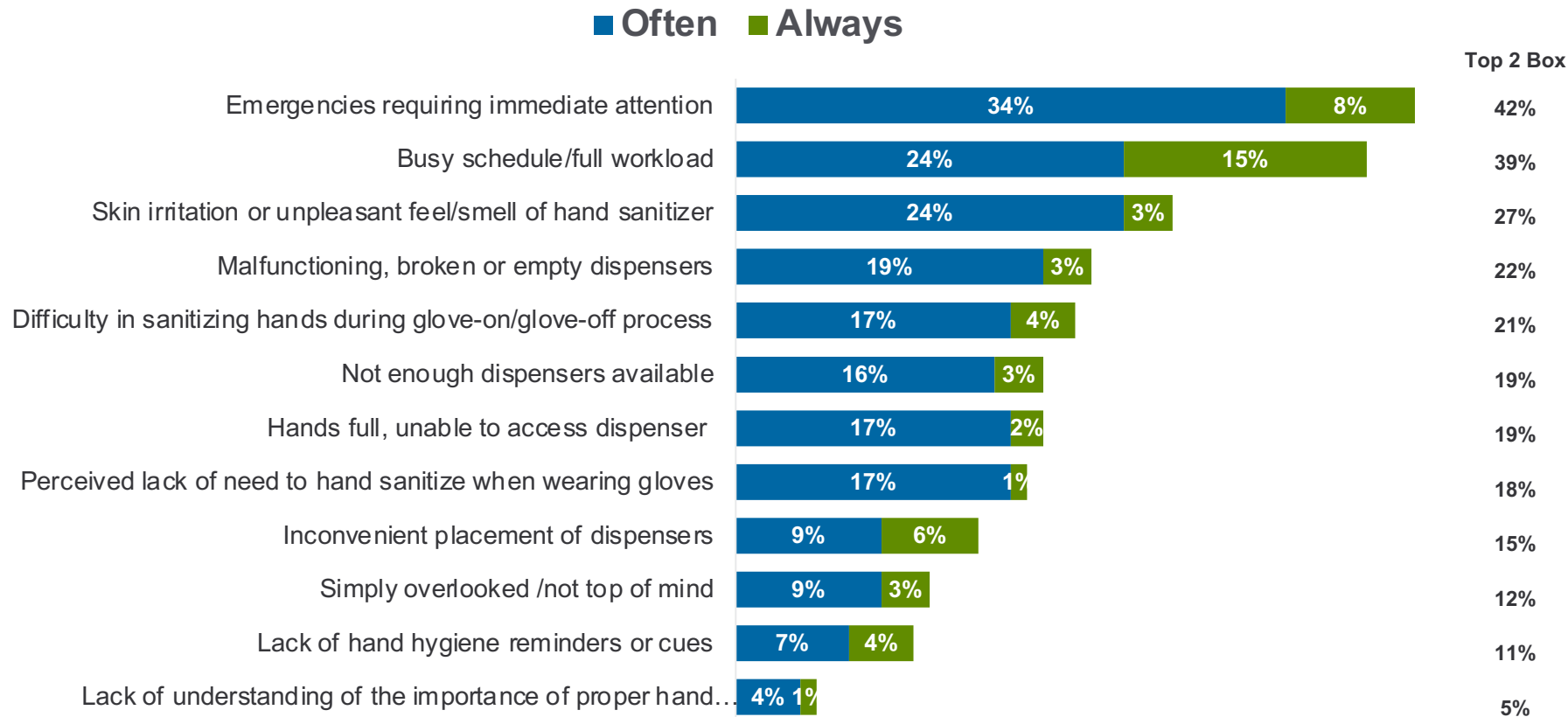
Base: 100n

Q6. Rank order the following reasons healthcare workers using alcohol-based hand rubs are not able to follow their facility's hand hygiene policy appropriately 100% of the time. List them from most frequently (#1) to least frequently (#12).



# REASONS IT'S DIFFICULT TO FOLLOW HAND HYGIENE POLICY APPROPRIATELY 100% OF THE TIME

Based on Top 2 Box scores, emergencies and busy schedules seem to be the top reasons for not following the proper hand hygiene policy.



Base: 100n

Q5. Below is a list of causes healthcare workers using alcohol-based hand rubs find it difficult to follow their facility's hand hygiene policy. For each, indicate how frequently these happen at your facility.

# REASONS IT'S DIFFICULT TO FOLLOW THE POLICY

When asked unaided, respondents did not provide any unique reasons it is difficult to follow their facility's hand hygiene policy.

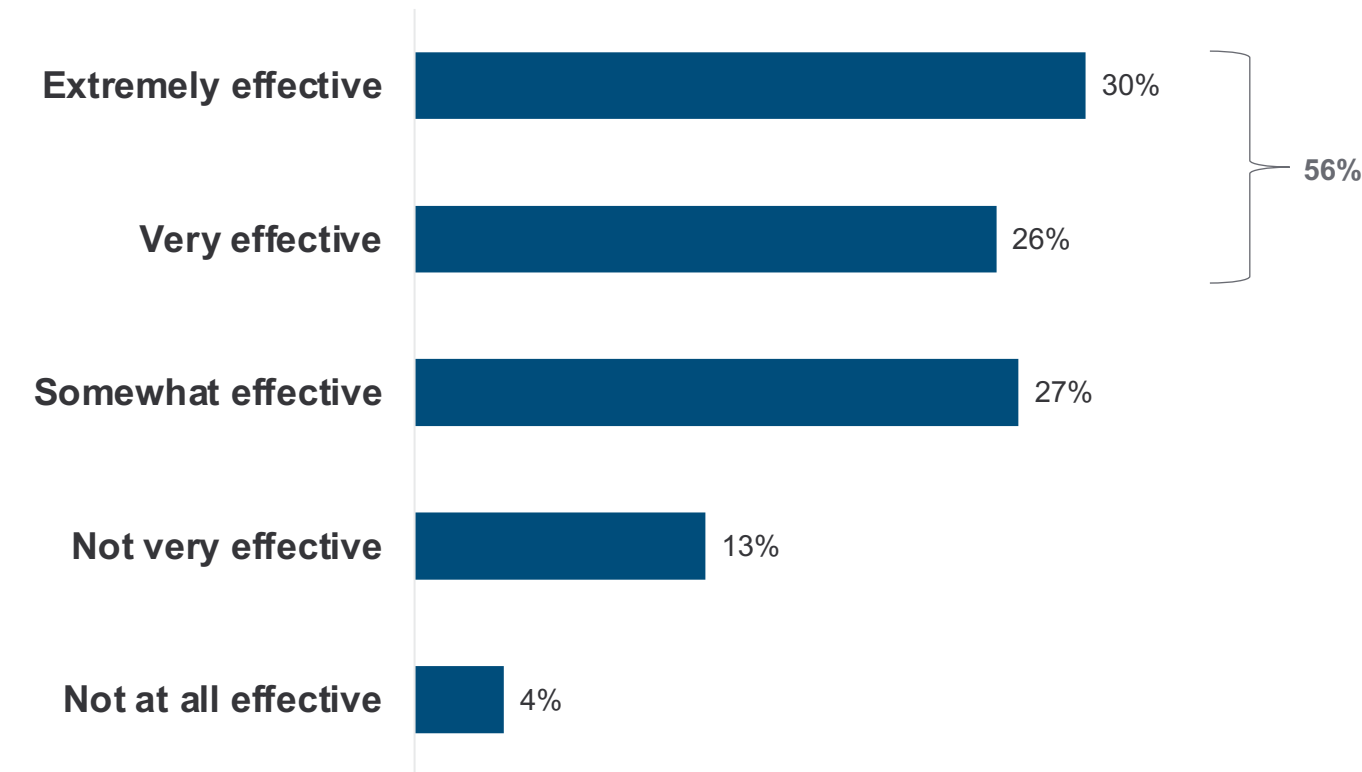


Base: 100n

Q4. As a healthcare professional, can you think of a reason(s) healthcare workers using alcohol-based hand rubs to perform hand hygiene would find it difficult to follow their facility's hand hygiene policy appropriately 100% of the time?

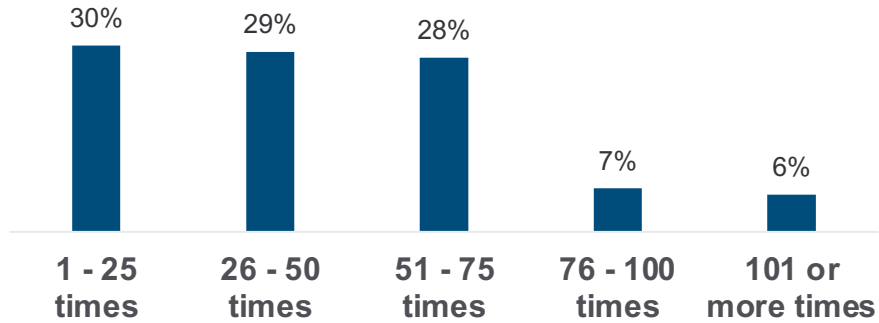
# EFFECTIVENESS OF A WEARABLE, WIRELESS DEVICE

Based on the image provided, **56%** of healthcare workers believe a wearable, wireless, alcohol-based hand rub device attached to the waistband **would be effective at increasing** hand hygiene opportunities.

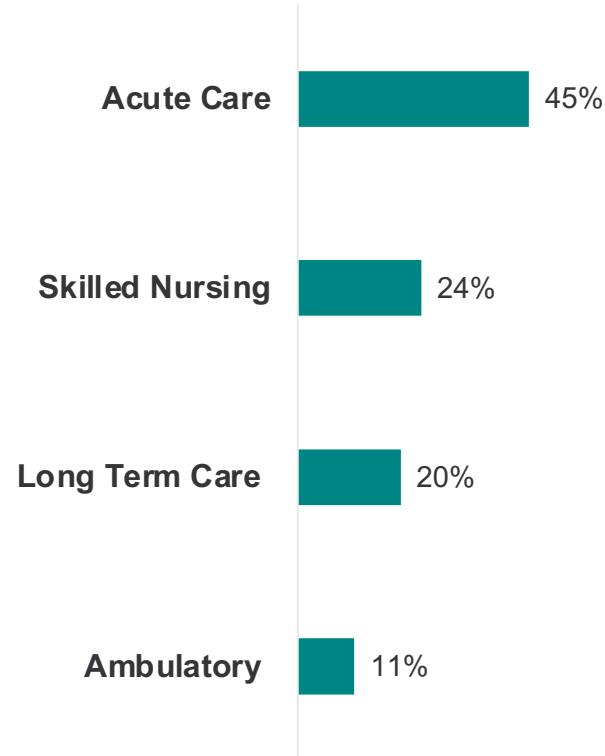


Base: 100n  
Q13. How effective do you believe a wearable, wireless, alcohol-based hand rub (ABHRs) device attached to your waistband, (similar to the one shown in the image) would be at increasing hand hygiene opportunities?

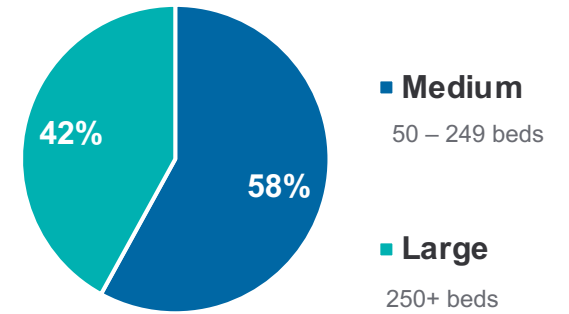
### Perform hand hygiene with ABHR during typical shift



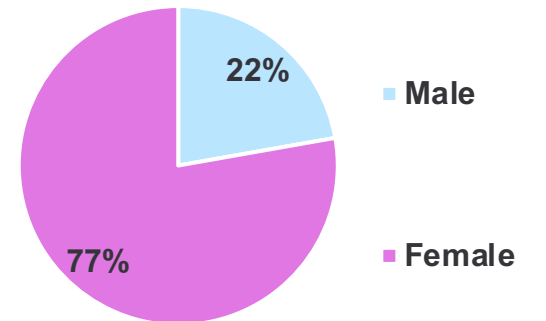
### Healthcare Facility



### Facility Size



### Gender



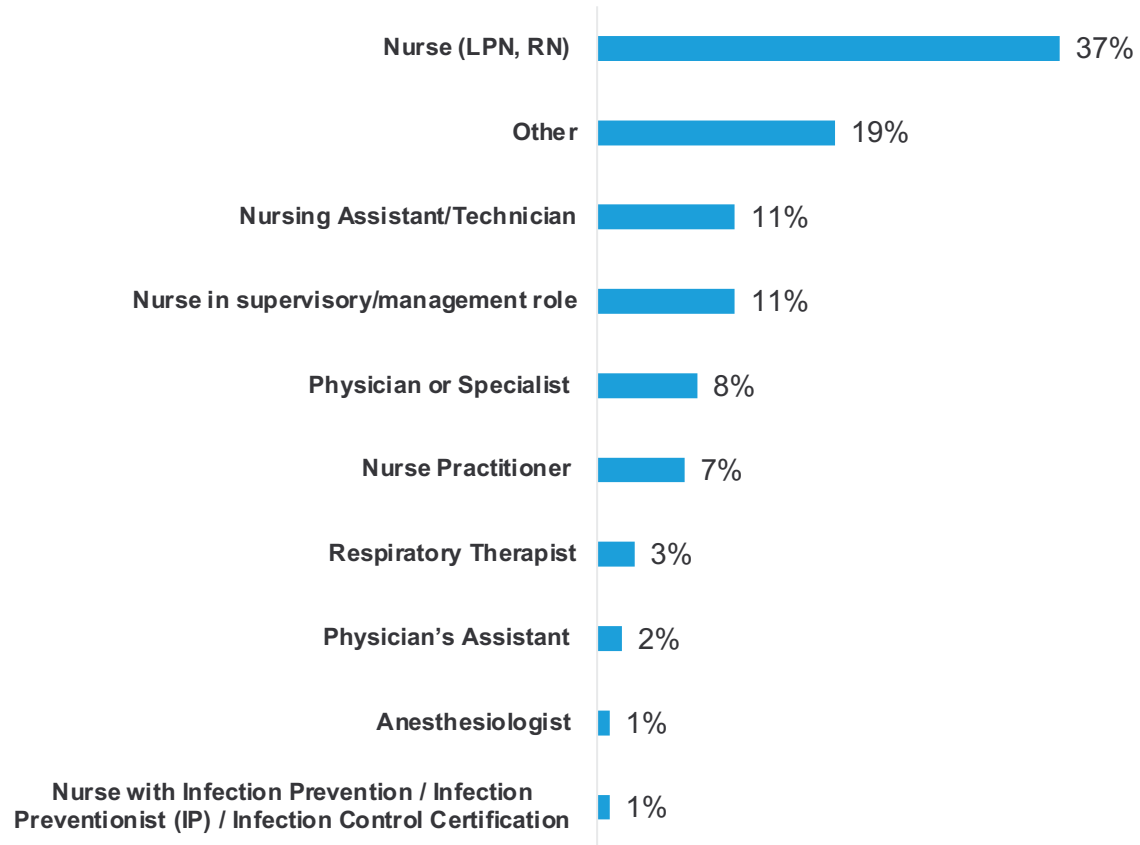
Base: 100n

S5. Estimate how often you perform hand hygiene with an alcohol-based hand rub product during a typical shift?

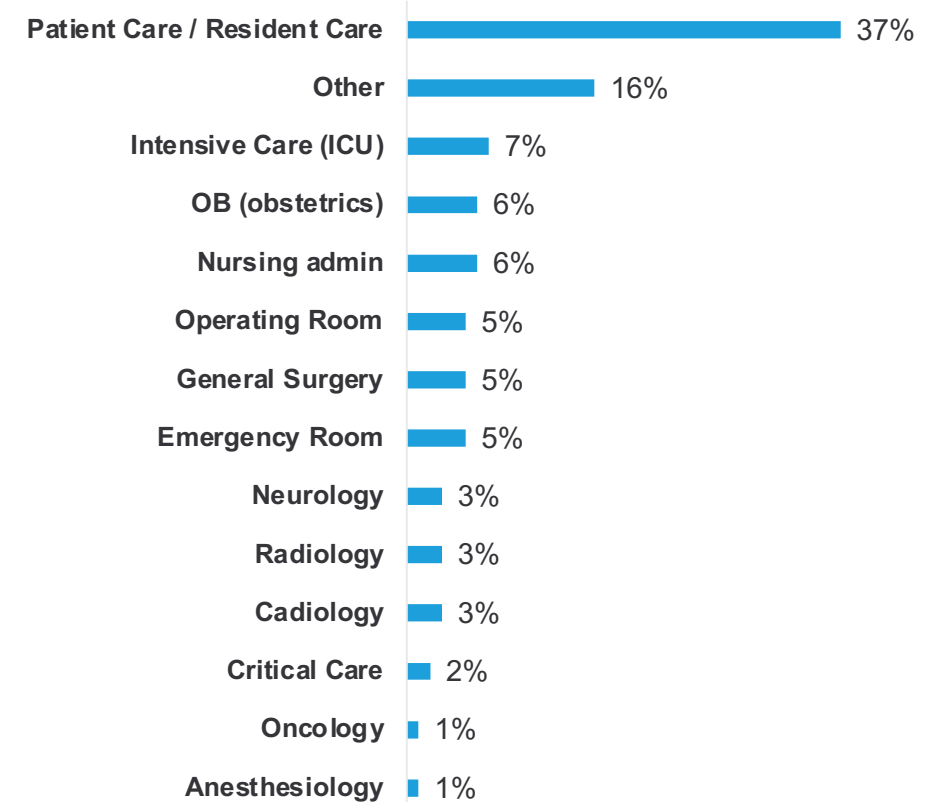
S6. Select the primary type of healthcare facility you currently work at?

S7. What is the approximate number of beds in the healthcare facility in which you work **most often**?

## Healthcare Worker Role



## Department Within Facility



Base: 100n

S8. Which of the following best describes your current role?

S9. Select the department you associate most closely with when you consider your role with the healthcare facility you currently work at.

