

‘Hooray For Your 1K’

Celebrating 1000 days free of *Clostridium Difficile* at University Hospitals Coventry and Warwickshire NHS Trust

In August 2012 we set out to achieve 100 days free of C diff in all departments of our hospitals in Coventry and Rugby. May 2015 has now seen an incredible milestone of 1000 days. Through motivation and encouragement our aim was to ensure staff knew how many cases of C Diff had occurred in their area. Previous research has shown that positive changes in behaviour are more likely when individuals are presented with data seen as “meaningful”.

We delivered “Power Training” to all areas, consisting of a short, direct message with the aid of the acronym WIPE (Wash hands with soap and water, Isolate promptly, Prudent antibiotic prescribing and Environmental cleanliness). A database was set up to track how many days each department had managed to achieve. Stool Smart charts were given to wards with a personalised target based on their previous five year average. This allowed an additional level of meaning to be attributed to the data, recognising specific challenges which may have been experienced by individual areas, and setting realistic, achievable targets accordingly. Celebrations were held once wards reached their goal. This included presentation of a certificate signed by the executive team along with a chocolate or tea incentive. Celebratory pictures were posted on twitter.

Increasing engagement and staff ownership of C diff has resulted in all wards achieving 100 days free, 70% of wards are now over ‘a year clear’ and 6 wards have reached an amazing 1000 days.

