



N E W S R E L E A S E

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Paradise Valley Hospital creates web videos to increase Hand Hygiene Awareness

“We can do that!” was Christine Giese’s first thought as she watched the video. Giese, the Director of Performance Improvement at Paradise Valley Hospital (PVH) in National City, California, was watching a video that another hospital placed online that features their employees performing a choreographed dance to a song about hand hygiene. “With the kind of employees we have, we can do a video like that, only better!” Giese explains, “We have some talented people that work here at PVH, and they are not camera shy.”

Every year, over 2,000,000 patients become ill due to hospital-acquired—or “nosocomial”—infections. This leads to an average of 90,000 preventable deaths a year in the US. Proper hand-hygiene is critical to help prevent those infections. It seems like such a fundamental thing to know, especially for health care professionals. “But knowing and doing are different things,” says Sherilyn Fagan, PVH’s Manager of Infection Control. “Our hands can carry so many infectious bacteria, and we come in contact with so many people. Unless you are really diligent with your hand hygiene, you could very easily spread an infection to a lot of people in no time at all.”

That’s where the videos come in. “The videos are a great way to get our staff involved in our hand-hygiene awareness campaign,” says Stacy Golden, Human Resources Generalist at PVH, and the hospital’s unofficial videographer. “We announced that we were going to make these videos over the hospital’s email network, and we asked for volunteers from among our staff to participate.” A hand-

hygiene video committee was formed, and the committee reached out to the staff to appear in the video, also. People, at first, acted coy. “But when we showed up at their departments with the video camera, we found that a lot of them had dance routines that they had practiced,” said Golden. “They were ready for us!” They were able to shoot so much footage that the end result was three videos: “Clean Hands Save Lives,” a video that features employees who represent all of the different ethnicities that comprise PVH repeating the message, “Clean hands save lives” in their different languages, such as: English, Tagalog, Spanish, Hindi, Japanese, Vietnamese, Ethiopian, Somali, Tigrinyan (a language of Eritrea), and German. The second video, “Wash It!” features PVH employees dancing and demonstrating proper hand-hygiene techniques while “Nasty Nelly,” a character who represents improper hygienic practices, wanders through the hospital causing mayhem. Nelly is eventually kicked out of the hospital by the Hand Hygiene “Sheriff,” played by Fagan. This video also features a PVH employee who does a more than decent Michael Jackson impersonation, complete with dance moves, costume, glove and jheri-curl wig. “Wash It!” a song based on Jackson’s “Beat It!” played over the footage, and was performed by PVH’s own Armi Guzman, Clubhouse Generalist. The third video, “Pump It!” features more dancing and singing by PVH employees and local rap artist Mike Eddie.

These videos were debuted at the hospital’s annual holiday party last month to enthusiastic applause, and they were placed online on YouTube a few days later. “And they were very effective,” noted Fagan. “The videos were loads of fun to make, but the main thing is that it got everybody talking about and thinking about their hand-hygiene regimens. We expect our compliance rates to improve a lot.”

You can view the videos on YouTube by searching for the key words: “Paradise Valley Hospital” and “Beat It,” “Pump It,” and “Clean Hands Save Lives.”

Paradise Valley Hospital (PVH) has been serving the healthcare needs of San Diego for over 100 years. We are proud of our heritage as the oldest hospital in San Diego's South Bay, and the largest employer in National City. Since 1904, Paradise Valley Hospital has provided quality healthcare services to meet the changing needs of our diverse community. Paradise Valley Hospital boasts a multi-cultural staff of more than 300 physicians representing a variety of specialties. Paradise Valley Hospital is dedicated to serving the families of the South Bay and to excellence in healthcare. Our 301-bed hospital is fully accredited by JCAHO, the organization that sets the standards for care across the United States, as an acute care facility and is managed by Prime Healthcare Service, Inc. We have the South Bay's only life saving 64-slice CT scanner, a renowned CARF-accredited rehabilitation center, the only Hyperbaric Medicine program in the South Bay and distinguished Behavioral Health services.