

P.M. Antonioli*, K. Montanari** , M.C. Manzalini*, L. Alvoni*, V. Dalpozzo*, A. Malacarne*, S. Bombardi°, M. De La Calle°

- *Struttura Dipartimentale di Igiene Ospedaliera
- °Ufficio Mediazione culturale - Area Comunicazione
- **Scuola di Specializzazione in Igiene e Medicina Preventiva, Università di Ferrara

Health Promotion Campaign during the management of the Pandemic "swine" flu: an opportunity to strengthen the personal and the community abilities

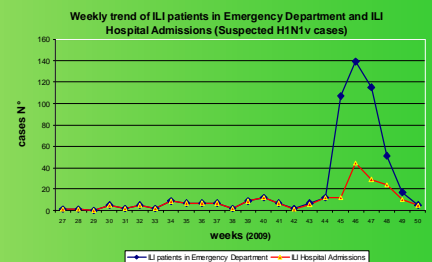
INTRODUCTION:

On April 2009, WHO alerted the Governments about the risks connected to the spread of the new variant A/H1N1 virus and to its pandemic upgrades, raising the attention level for the preparation and action against a pandemic flu. On 11 June, WHO carried the alert level to 6 on 6, declaring the pandemic period. From May 2009, Ferrara Teaching Hospital (Emilia-Romagna Region, Italy) has programmed, in coherence with national and regional strategies, its "Pandemic flu Plan".

PURPOSE/METHODS:

Strategy of intervention founded on 10 actions:

- definition of roles and responsibilities
- definition of surveillance system
- support to Primary care facilities
- management of ILI patients in Emergency Department and during hospitalization
- systematic application of hygienic measures for infection control
- information - formation - training of the staff to guarantee a safe discharge
- promotion of the vaccination campaign
- **Health Promotion Campaign** for workers, patients and visitors

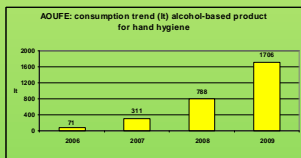


RESULTS:

Because of the "moderated" impact of Pandemic flu, we dedicated a hard engagement to implement a health promotion Campaign for workers, patients and visitors, in order to strengthen individual and community abilities to prevent and to reduce the infections transmission.

Key elements

- organizational changes ("ILI" pathway)
- multi language reminders about A/H1N1v virus: 2.150 copies in 8 different languages for hospital waiting rooms
- information-formation-training: 202 staff members of Hospital Departments involved in the management of "ILI" pathway, 135% of staff target
- observation of health-care practices (WHO check-list)
- promotion of hand and respiratory hygiene good practices:
 - 1.000 copies of reminders distributed throughout the Hospital and posted at the entrance of all care units (100% of care units)
 - distribution of average 150 reminders/day in Emergency department
- 25 wall gel-dispenser put in each entrance and room of "ILI" care units (100%) and experimentation of a on floor gel-dispenser;
- increased utilization of alcohol-based product for hand hygiene.



CONCLUSIONS:

Thanks to the Health Promotion Campaign, the Pandemic flu has represented an opportunity in order to strengthen the operators and community's abilities introducing, in the practice, some infection control strategies. These strategies are simple and effective, as hand and respiratory hygiene.

