

Strengthening HAI Prevention Efforts in Small and Rural Hospitals

A partnership project of the Region IX Office of the Assistant Secretary for Health and the California Dept. of Public Health/Center for Healthcare Quality,
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Project Identification

- CDC recommendation from technical review of state HAI plan: Develop methods of communication to share best practices among participating healthcare facilities
- Approached State HAI Coordinator with idea about a project to identify the information sharing and communication needs of the HAI prevention community
- Discussion evolved – a specific need was defined due to limited understanding/data on the quality of ongoing HAI prevention activities in small and rural hospitals
- CDPH recognized the seriousness of HAIs and initiated prevention efforts in the early 1990s – key legislation has established infrastructure for formal HAI program



Project Goal

- Advance and support HAI prevention efforts targeted to the rural, small, and critical access acute care hospitals
- Add specialized expertise to the IP team (currently 5.5 FTE IPs regionally based) related to the rural hospital care setting
- Expand the existing outreach infrastructure to provide onsite support to hospitals, healthcare providers, and local public health officers



Challenges

- Population: 37 million
- 192,000 square miles
- 430 hospitals: 72 rural/28 critical access
 - 20% not participating in prevention collaboratives (most likely small or rural and less likely to be members of CA Hospital Association)
- Cultural and geographic diversity
- Requires decentralized approach
- Communication, Collaboration, Teamwork: critical for successful HAI prevention efforts



Project Strategy

- Disseminating Best Practices
 - Evaluate HAI prevention needs
 - Collect tools and best practices
 - Develop a model approach for the dissemination to remote hospitals
 - Capitalize on partnerships with county public health officials to support local acute care hospital HAI prevention efforts

Project Strategy

- Improving Communication and Outreach – to local public health officials, rural healthcare providers, local healthcare consumers, academia
 - Raise awareness of need to address HAIs
 - Empower consumers to be effective patient advocates
 - Assist healthcare professionals focus on preventive steps that will yield the most benefits
 - Share progress in reducing HAIs
 - Promote and sustain attention to HAIs within provider community
 - Reshape social norms so that HAI prevention measures become standard practice



Outreach

- Reducing HAIs is a shared responsibility of government and healthcare
- Developing and disseminating HAI prevention messages
 - Appropriate for rural audiences
 - Based on risk communication principles
 - Based on social marketing principles
 - Incorporation of HHS top ten priority messages for rural healthcare consumers
 - 5 top HHS messages for HCPs to be developed and implemented for rural healthcare setting



Objectives

- Health impact
 - Improve health outcomes of hospitalized patients with sustained reductions in HAI rates
- Customer focused
 - Provide expert consultation to CA hospitals and local public health depts.
 - Increase HCPs use of HAI data to drive internal efforts
 - Make HAI data available to the public
 - Contribute to national HAI prevention targets



Objectives

- Learning
 - Develop expert IP team to advance HAI prevention
 - Expand CDPH and local public health expertise in surveillance and reporting
 - Provide HAI education to hospitals, IPs, other infection prevention stakeholders
- Process
 - Promulgate best practices and support culture change through effective HAI prevention collaboratives
 - Obtain input from the California HAI Advisory Committee



Objectives

- Financial
 - Effective management of federal and state resources
 - Demonstrate hospital and state-level cost savings due to HAI prevention
- Outcomes, targets and measures have been established for each objective

Coordination/Collaboration

- Office of the Assistant Secretary for Health/Office of Healthcare Quality
- CDC and CMS
- Health Resources and Services Administration (HRSA) Office of Rural Health Policy
- California Rural Health Association

