The Project Firstline Escape Room and Other IPC Education and Communication Tools

Kelly McLaughlin, MPH, MCHES®

Project Firstline Team Lead

New Jersey Department of Health

PROJECT FIRSTLINE
CDC's National Training Collaborative for Healthcare Infection Control

NJHealth
New Jersey Department of Health

Disclaimer

Project Firstline is a national collaborative led by the U.S. Centers for Disease Control and Prevention (CDC) to provide infection control training and education to frontline healthcare workers and public health personnel. National Association of County and City Health Officials (NACCHO) is proud to partner with Project Firstline to host the NACCHO Healthcare Infection Prevention and Control Summit (Summit), as supported through CDC Grant # 6NU38OT000306-03-05. CDC is an agency within the Department of Health and Human Services (HHS). This presentation is being hosted as part of the Summit; the contents of this presentation and Summit do not necessarily represent the policies of CDC or HHS and should not be considered an endorsement by the Federal Government.

Learning Objectives

- Understand the role of ELC partners in promoting infection prevention and control (IPC) education.
- Identify key strategies employed by ELC partners to enhance IPC education among healthcare professionals.
- Recognize the impact of effective IPC education on reducing healthcare-associated infections and improving patient outcomes.
- Assess the effectiveness of IPC education interventions in promoting adherence to infection control protocols and reducing the transmission of healthcare-associated infections.
- Evaluate the challenges and barriers faced by ELC partners in implementing IPC education programs within diverse healthcare environments.

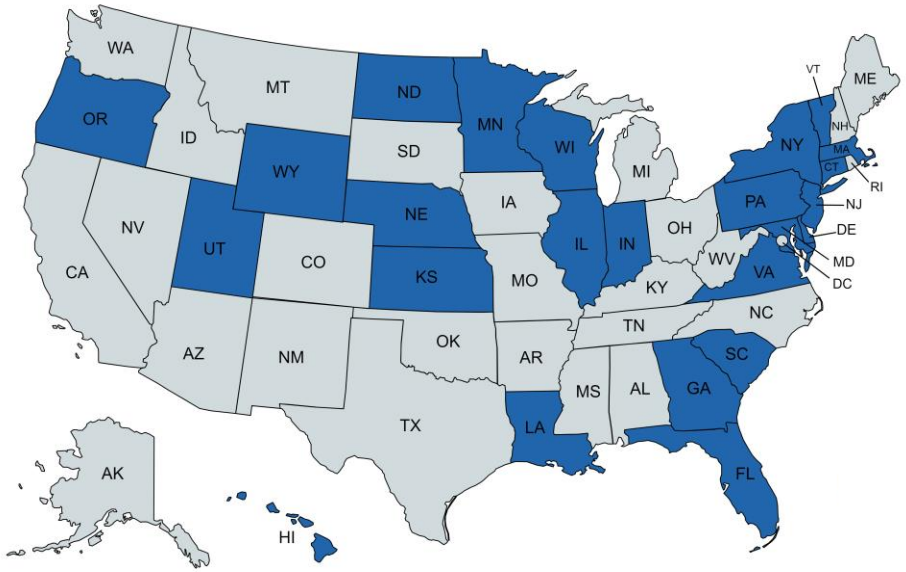
Agenda

- Project Firstline Partnerships
- The Project Firstline Escape Room
  - Development
  - Testing and Implementation
  - Escape Room Overview
  - Training Environment
  - Outcomes
  - Improvement Strategies
- Other IPC Communication Methods
  - Social Media
  - IPC Tips of the Week

Project Firstline Partnerships

Project Firstline States Workgroup

- PFL NJ established a workgroup in Spring 2021originally consisting of 9 PFL jurisdictions
  - Mixture of state health departments and contractors
- Goal of workgroup was to create a space for jurisdictions to share resources, gain support, discuss how to utilize/adapt PFL content, and address programmatic challenges.
- NJDOH received approval from CDC in 2022 to count our workgroup as a "CDC-PFL supported Community of Practice".
  - An activity tied to our program's workplan to CDC
- Has grown to 24 PFL jurisdictions as of April 2024.



The PFL ESCAPE ROOM Experience

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Development of the Project Firstline Escape Room

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Development Team

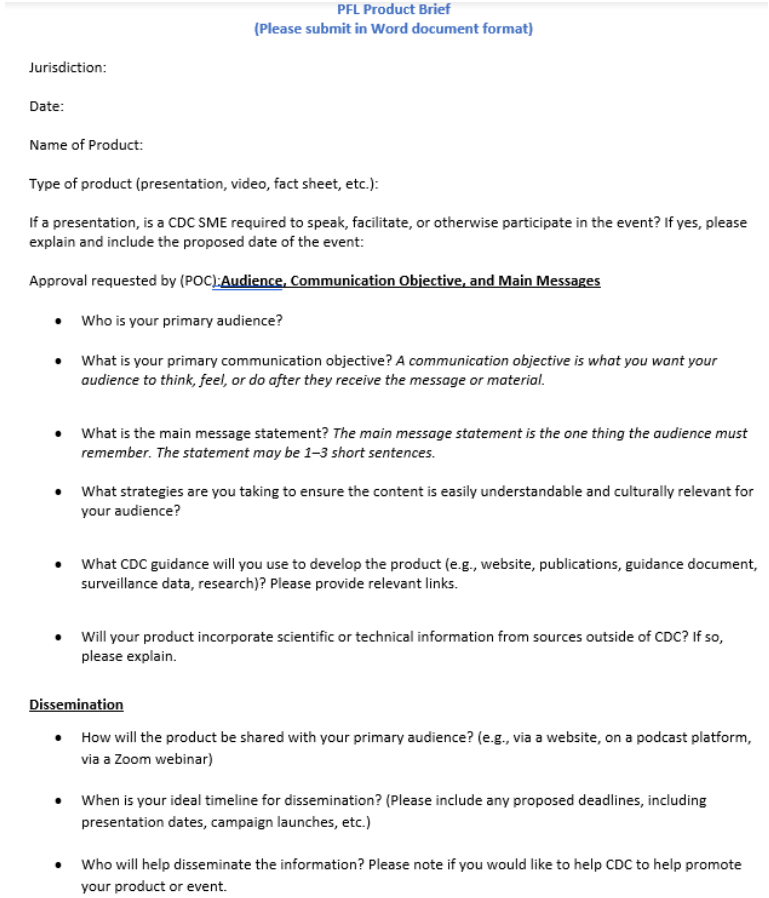
- **Utah**
  - Janelle Kammerman
  - Sarah Rigby
- **New Jersey**
  - Jasmine Davis
  - Miriam Gonzales
  - Celina Koh
  - Kelly McLaughlin
- **New York**
  - Jackie Pappalardi
  - Melony Spock
  - Jessica Van Wormer
  - Lisa Volk
- **Wyoming**
  - Crystal Morse
  - Jennifer Adu
- **Casper College**
  - Riley Ramsey
  - Alaina Griffee

Our Goal and Audience

- Create an interactive training tool and skill building exercise to emphasize and apply key infection control principles.
- Primary audience:
  - All healthcare and public health workers
  - All healthcare and public health students

Product Approval Process for Partners

- Before developing content for a PFL infection control product, a completed PFL Product Brief form must be submitted to CDC for review and approval.
- The Product Brief helps CDC understand the purpose of the product and identify any red flags and plan for any required CDC support before partners complete a first draft of content, finalize dates, promote an event, etc.
- This helps ensure CDC and partners are on the same page from the beginning of product development and saves editing and review time later.
- Estimated time for CDC review/approval/feedback - 3 business days.



PFL Product Brief
(Please submit in Word document format)

Jurisdiction:

Date:

Name of Product:

Type of product (presentation, video, fact sheet, etc.):

If a presentation, is a CDC SME required to speak, facilitate, or otherwise participate in the event? If yes, please explain and include the proposed date of the event:

Approval requested by (POC):**Audience, Communication Objective, and Main Messages**

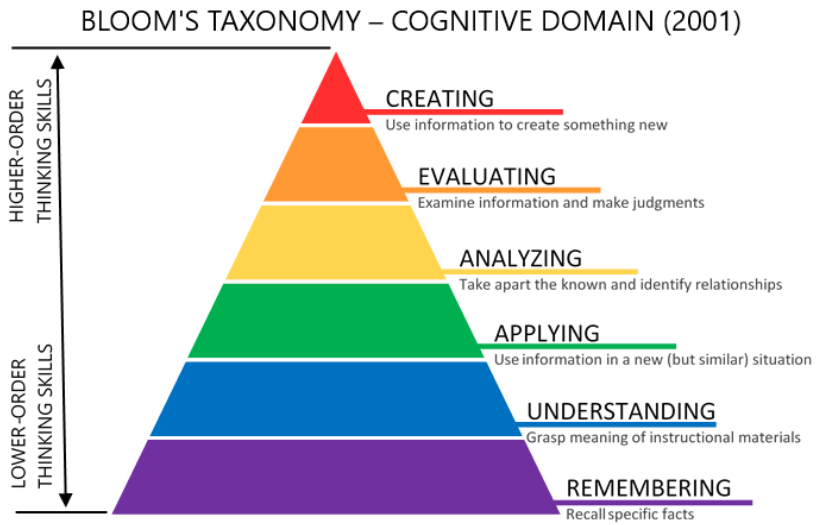
- Who is your primary audience?
- What is your primary communication objective? *A communication objective is what you want your audience to think, feel, or do after they receive the message or material.*
- What is the main message statement? *The main message statement is the one thing the audience must remember. The statement may be 1–3 short sentences.*
- What strategies are you taking to ensure the content is easily understandable and culturally relevant for your audience?
- What CDC guidance will you use to develop the product (e.g., website, publications, guidance document, surveillance data, research)? Please provide relevant links.
- Will your product incorporate scientific or technical information from sources outside of CDC? If so, please explain.

Dissemination

- How will the product be shared with your primary audience? (e.g., via a website, on a podcast platform, via a Zoom webinar)
- When is your ideal timeline for dissemination? (Please include any proposed deadlines, including presentation dates, campaign launches, etc.)
- Who will help disseminate the information? Please note if you would like to help CDC to help promote your product or event.

Methodology and Learning Objectives

- **Methodology**
  - Using the Blooms taxonomy framework to have participants apply infection control actions and understand the "why" behind those actions



- **Stations and Learning Objectives**
  1. **Hand hygiene *(Utah)*-** Defining hand hygiene and properly demonstrating the correct steps of hand hygiene.
  2. **Source control *(New York)*-** Defining source control and learning how respiratory droplets spread.
  3. **Personal protective equipment *(New Jersey)*-** Articulating and demonstrating how to correctly don and doff PPE.
  4. **Cleaning and disinfection (Wyoming)-** Recognizing how to identify contact time on a disinfectant label as well as identify high touch areas in healthcare facilities.

The Project Firstline Escape Room Manual

- Includes the following:
  - Supply checklist for each station
  - Figures/images/clues for each station
  - Facilitator guide and script
  - "Quick Tips" sheet for participants

Escape Room Stations

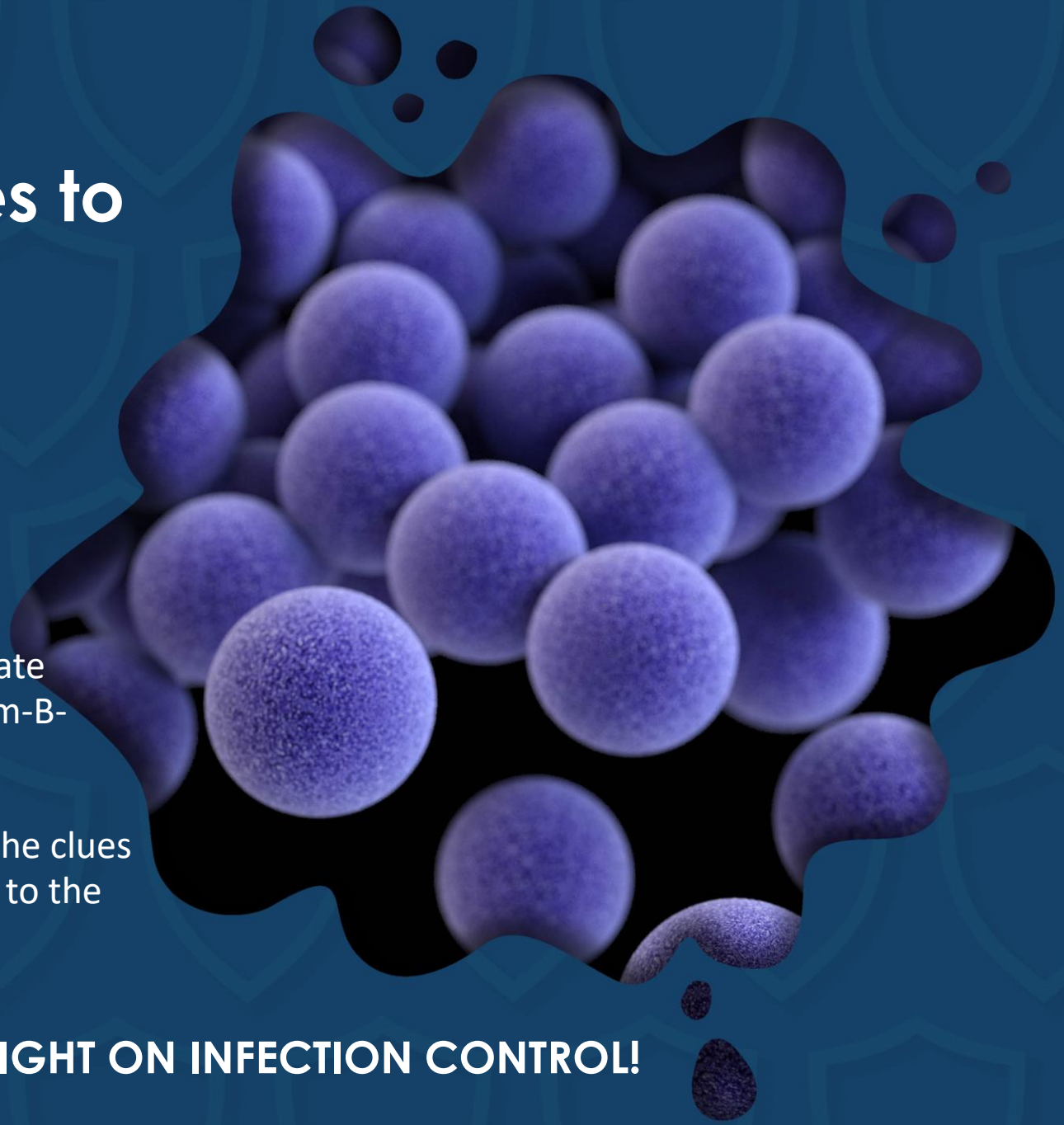
- Station 1
  - Hand Hygiene
- Station 2
  - Source Control
- Station 3
  - PPE
- Station 4
  - Cleaning and Disinfection

Do you have what it takes to unlock the clues at each station?

It is all up to you!

TEAM INSTRUCTIONS:
In teams of 5-6 people will have 30 minutes to navigate Clutterbug's clever traps and unite with Captain Germ-B-Gone to proclaim victory.

The group must work together as a team to answer the clues at each station, win a puzzle piece before moving on to the next station.



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GET READY TO SHINE A LIGHT ON INFECTION CONTROL!

The PFL Escape Room Experience

INTRODUCTION VIDEO

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STATION 1

Utah Department of Health & Human Services

Objective 1:

- Participants will be able to define hand hygiene
- Reasons why hand hygiene is important
- Both hand washing and using alcohol-based hand sanitizer

Objective 2:

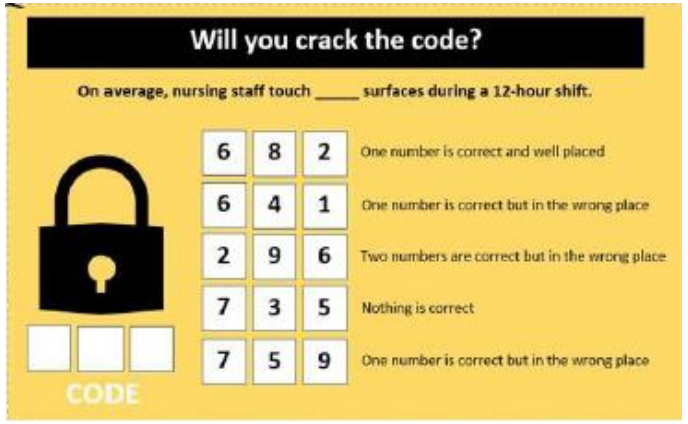
- Participants will be able to demonstrate the correct steps of hand hygiene
- Correct steps are provided as a clue
- Practical demonstration within the escape room is required to progress

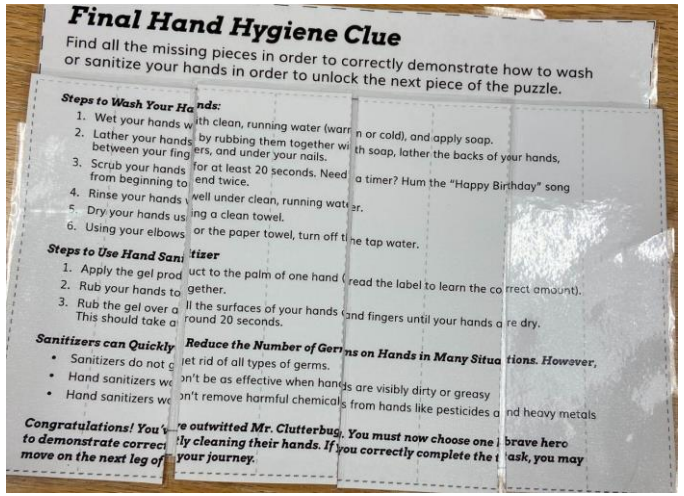
HAND HYGIENE

STATION 1

Utah Department of Health & Human Services

Solving Station





Dear Challengers . . .

It's important to know when to use soap and water instead of hand sanitizer to clean your hands. Soap and water should be used when hands are visibly soiled such as after caring for a patient with diarrhea and/or after known or suspected exposure to spores (i.e., C. diff).

-Clutterbug

SOURCE CONTROL

STATION 2

Objective 1:

- **Participants can define source control through key infection control actions**

Objective 2:

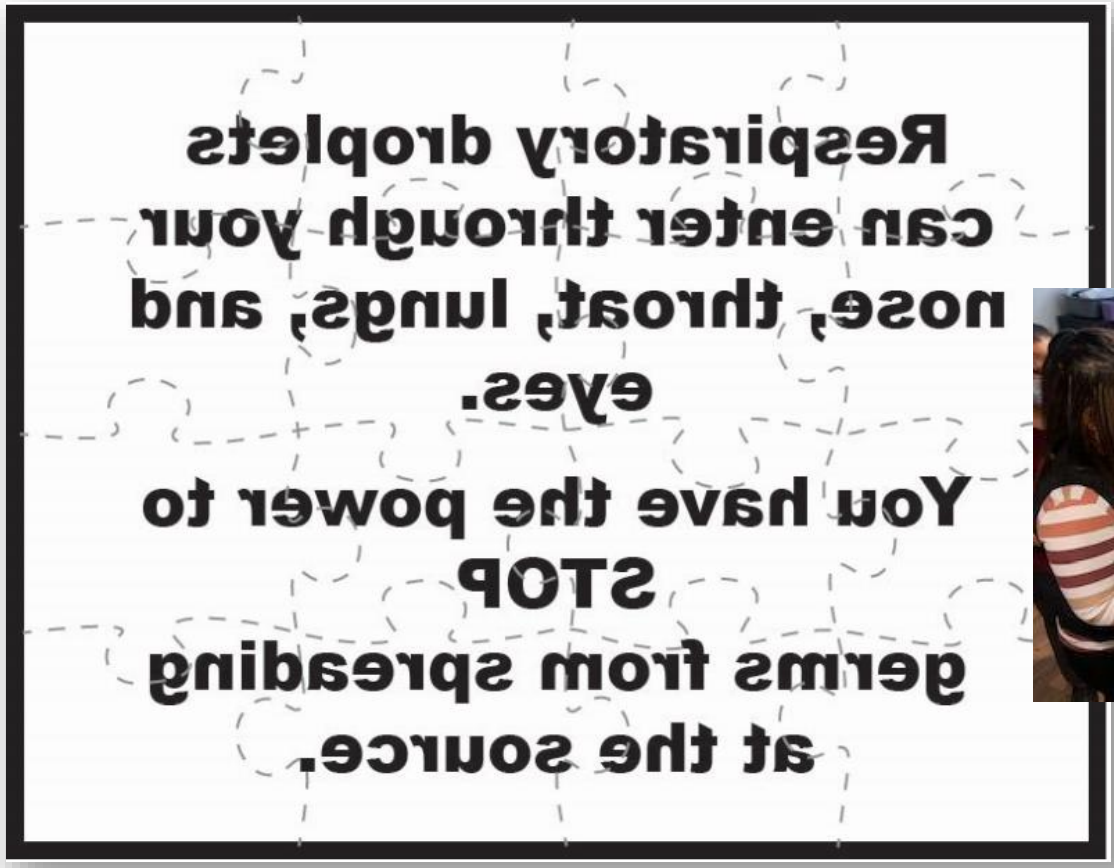
- **Participants will learn how respiratory droplets spread**

This station emphasizes the importance of proper source control and the spread of respiratory droplets. "We don't always know who is infected".

"If your mask is ill-fitting and doesn't cover your nose and mouth, you can breathe in viruses and things can go south. Don't make that mistake at station two or I'll be there to get you and you won't make it through!"

-Clutterbug

SOURCE CONTROL
STATION 2



PERSONAL PROTECTIVE EQUIPMENT (PPE)

STATION 3

Objective:

- **Participants will be able to explain and demonstrate how to safely don and doff PPE**

This station was created with the intention for the exercise to be modified should resources be limited

Examples include:

- Using a mannequin
- Tabletop exercise of arranging PPE in the proper donning and doffing sequence

After successfully completing of the donning/doffing exercise, a riddle is read to the group. The answer to the riddle is the lock code to unlock the lock box with the third puzzle piece to be able to advance to the final station.

PPE

STATION 3

STATION 4

FOUNDATION for QUALITY CARE
NYSHFA | NYSCAL

Objective 1:

- **Participants will identify high touch areas in healthcare facilities**
  - Open a lock box and complete a "high touch area" crossword puzzle
  - Identify a high touch area for second clue with a hidden code to reinforce the importance of recognizing high touch areas

Objective 2:

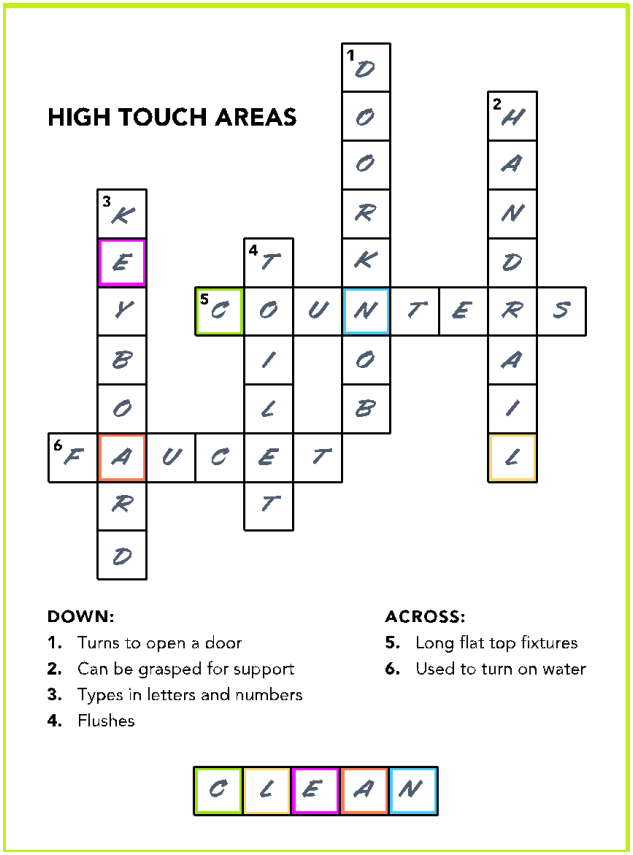
- **Participants will recognize where to find the contact time on product label "Directions for Use".**

CLEANING AND DISINFECTION

STATION 4

FOUNDATION for QUALITY CARE

NYSHFA | NYSCAL



CLEANING AND DISINFECTION

STATION 4

FOUNDATION for QUALITY CARE

NYSHFA | NYSCAL

INSTRUCTIONS

GRAND FINALE

YOU THOUGHT YOU WERE FINISHED?

It turns out you are missing the most important piece!

Everyone plays a PART in infection control.

Put your puzzle together.

Who is the most important thing that is missing?

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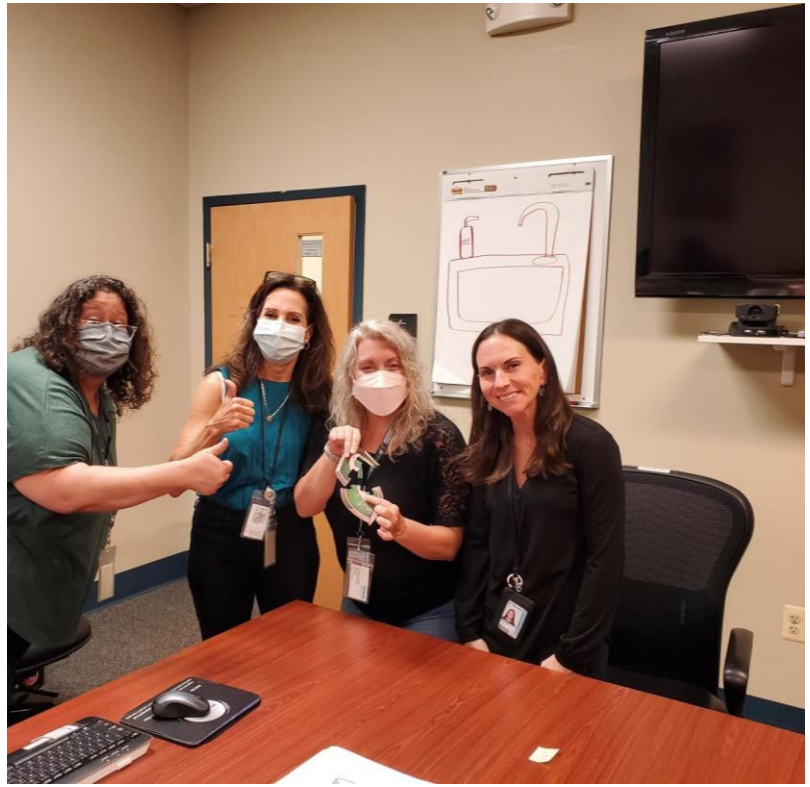
Escape Room Test Run at NJDOH



Implementation of the Project Firstline Escape Room

TRAINING ENVIRONMENT

- Nursing Homes
- Universities
- Community Colleges
- Public Health
- Federally Qualified Health Centers
- Tribal Health
- Assisted Living
- Home Health
- Hospice Companies
- Community Health Worker Programs

DATA & FEEDBACK

New Jersey:

- Since 2021 to current (April 2024), the NJDOH PFL team facilitated 18 Escape Rooms with 343 participants.
- The total number of those that attended and completed a pre and post-test was 144 participants.
  - An overall 44.3% completion rate.

DATA & FEEDBACK

New Jersey:

- Training Evaluation
  - 98.4% of participants would recommend this training to a friend or colleague.
  - 94.5% indicated a high to moderately high satisfaction with their learning experience during the escape room.
  - 92.9% indicated that they intend to implement the training they received from their experience.
  - 38.2% increase in self-efficacy in knowledge and understanding of infection prevention control after the escape room training.
- Pre & Post-Test Knowledge
  - 13.7% average knowledge gained across aggregated completed and matched pre and post tests.

"Great learning experience"

"A fun way to incorporate training on infection control"

"Great instructors and a lot of fun"

We're Published!

Original Article

HEJ

Health Education Journal
2024, Vol. 83(2) 205–214

DOI: 10.1177/00178969241228945
journals.sagepub.com/home/hej

Sage

Engage, educate, escape: The New Jersey Department of Health Project Firstline Escape Room

Kelly McLaughlin[a], Jasmine Davis[a], Miriam Gonzales[a], Celina Koh[a], Laura Taylor[b] and Tara L Crowell[c]

[a]Infection Control, Epidemiology & Environmental Health, New Jersey Department of Health, Trenton, NJ, USA
[b]Infectious and Zoonotic Disease Program, Communicable Disease Service, New Jersey Department of Health, Trenton, NJ, USA
[c]Department of Public Health, Stockton University, Galloway, NJ, USA

Improvement Strategies

Improvement Strategies

- Improve the station prompts to be more self-lead/ self-paced.
- Create a virtual Escape Room to increase access to healthcare providers and healthcare students.
- More promotion of the Escape Room.
- Provide the Escape Room to healthcare and public health workers at healthcare and public health agencies.
- Train internal staff to be co-facilitators (ICAR Teams).
- A la carte station selections for tabling's at events.
- Translation of the escape room manual.

Other IPC Education and Communication Tools

Social Media in Infection Control Education and Communication

- A required deliverable of our grant work (SHARP 1 – Project V – Activity B3)
  - Communicate with frontline healthcare workers about HAI threats.
    - Use existing PFL and health department dissemination channels (trainings, partners, social media, town halls, promotional campaigns, etc.) to communicate with frontline healthcare workers about local HAI threats…keeping in mind actions specific to certain health care professions and settings.

Social Media in Infection Control Education and Communication

- Weekly PFL posts on social media
  - Promoting trainings (virtual, asynchronous)
  - Promoting a new health education product
  - General IPC education
- IPC Tips of the Week Campaign

Social Media in Infection Control Education and Communication

- Partnership with NJDOH Office of Communications
  - Oversight and management of NJDOH social media accounts:
    - Facebook (93,000 followers)
    - Instagram (23,100 followers)
    - LinkedIn (18,000 followers)
    - Threads (4,400 followers)
    - X/Twitter (44,400 followers)

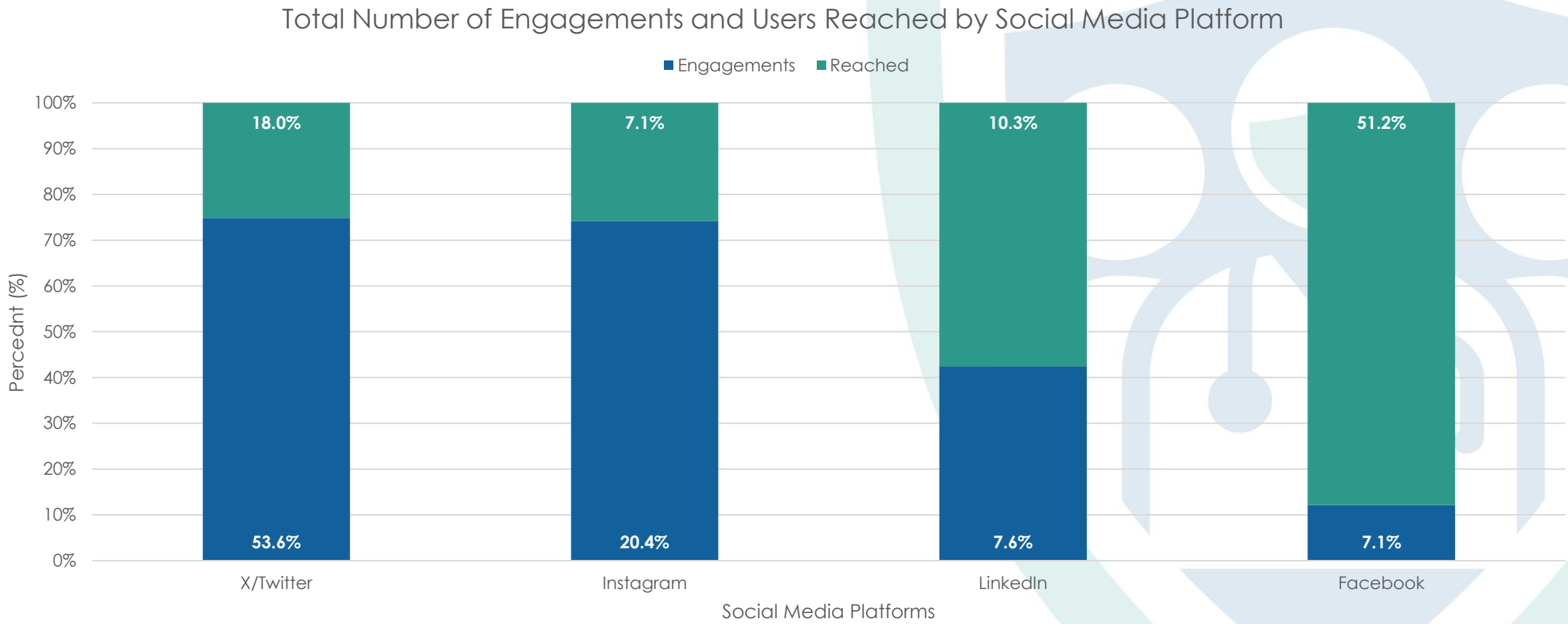
NJDOH PFL Social Media Aggregate Data

- Since 2021 to current (April 2024), the NJDOH PFL team in collaboration with the Office of Communications posted **963 posts** about various topics ranging from IPC Tip of the Week, general PFL promotion, learning needs assessment (LNA), virus spread, handwashing, etc. across the Facebook, Instagram, Threads, LinkedIn, and X/Twitter.
  - Out of the 963 posts, we have **629 posts that are unique and not duplicated** *(does not include posting the same post on multiple platforms)*.

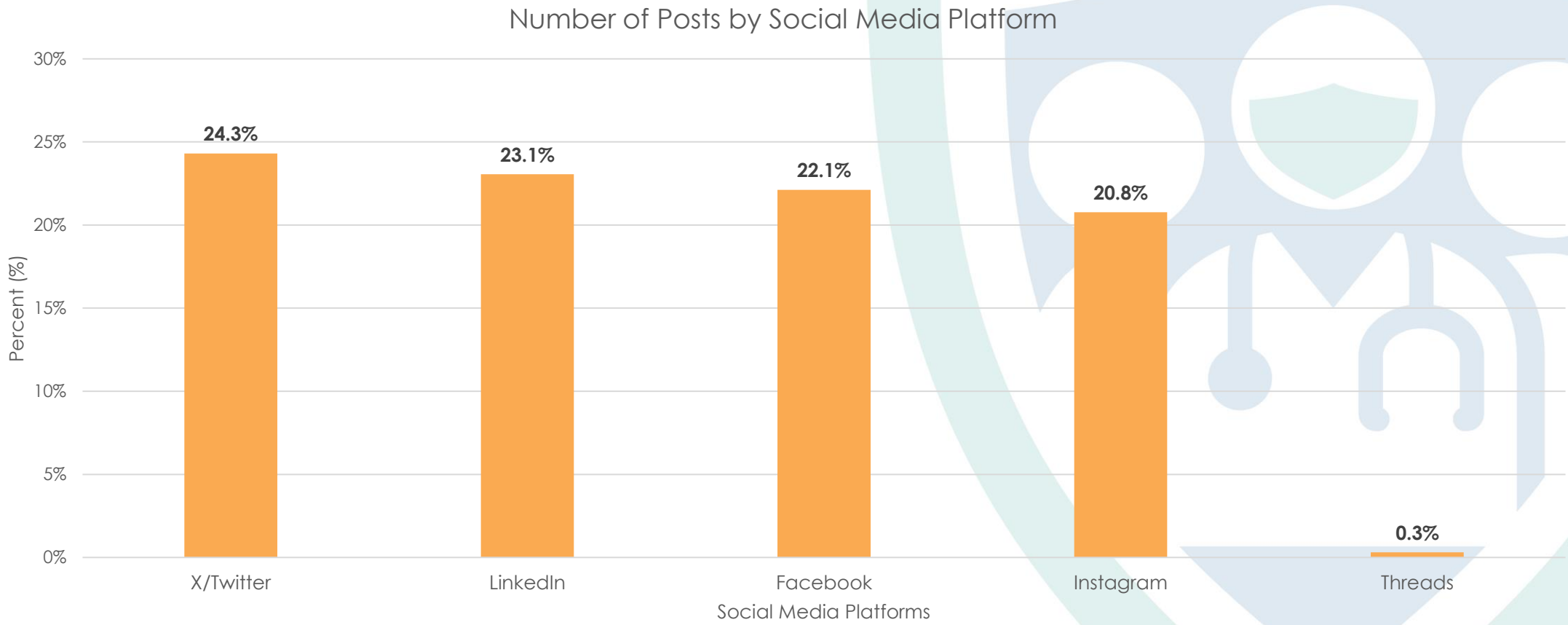
NJDOH Social Media Aggregate Data

- **Reached 1,416,181 users across all platforms in June 2023**
  - 132,771 total engagements
  - 7,453 total reactions
  - 795 total shares/retweets
  - 590 comments/replies
- Facebook and X/Twitter are the best performing platforms with a reach of 834,775 and 228,428 users, respectively.
- However, in terms of active engagement, Instagram with 197 posts accumulated 31,013 total engagements.

NJDOH Social Media Metrics Continued…

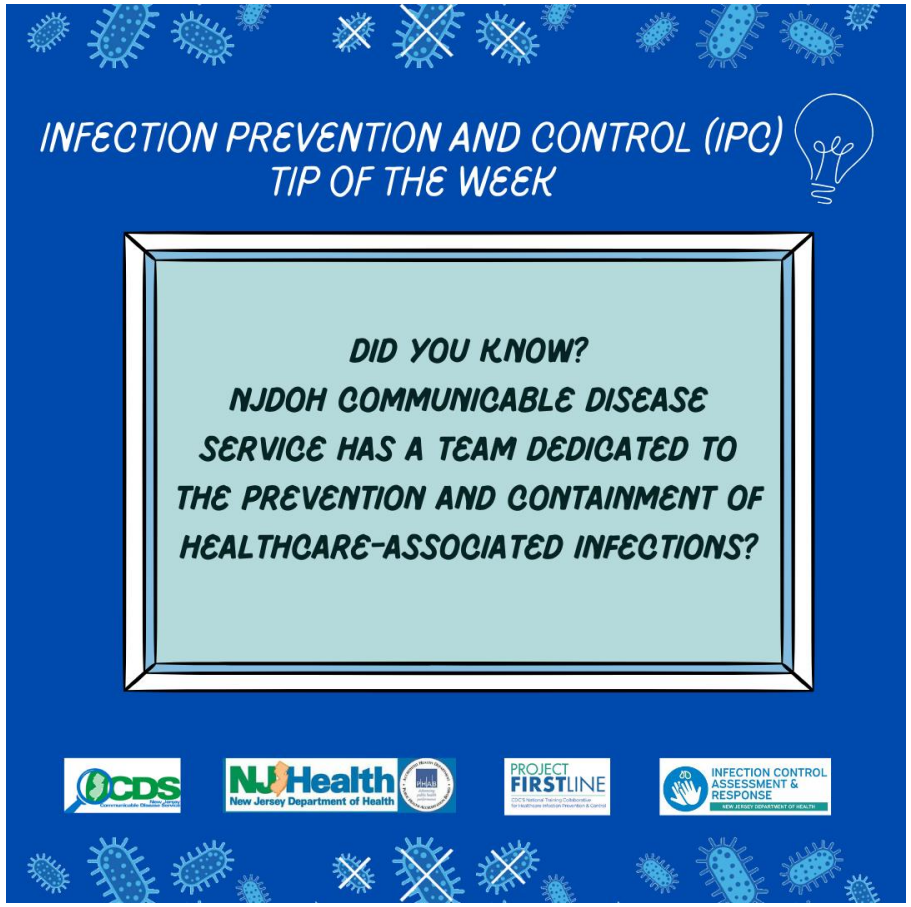


NJDOH PFL Social Media Metrics



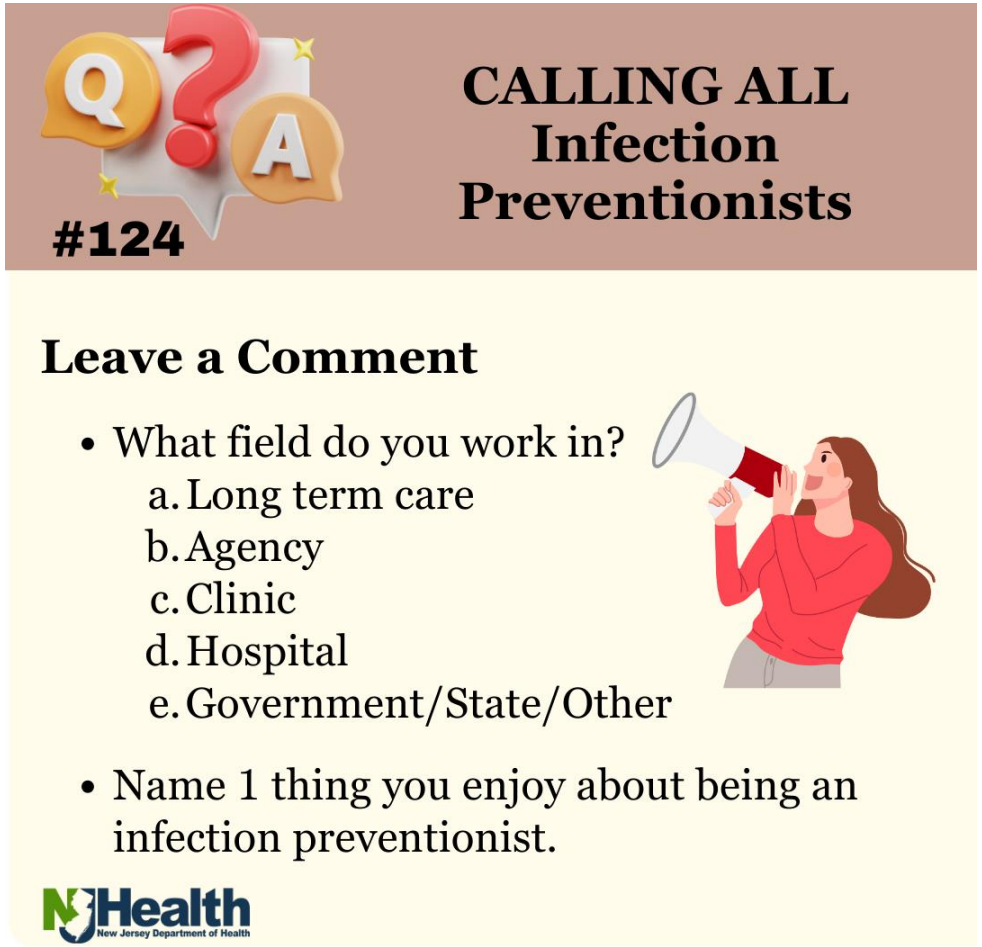
IPC Tips of the Week

- Campaign started in 2021
- Tips have a monthly theme related to IPC and are posted on all social media platforms.
- Goal is to provide brief, concise IPC education to healthcare workers while also educating the public.
- Expanding beyond providing tips but also including "Did You Know?" information.



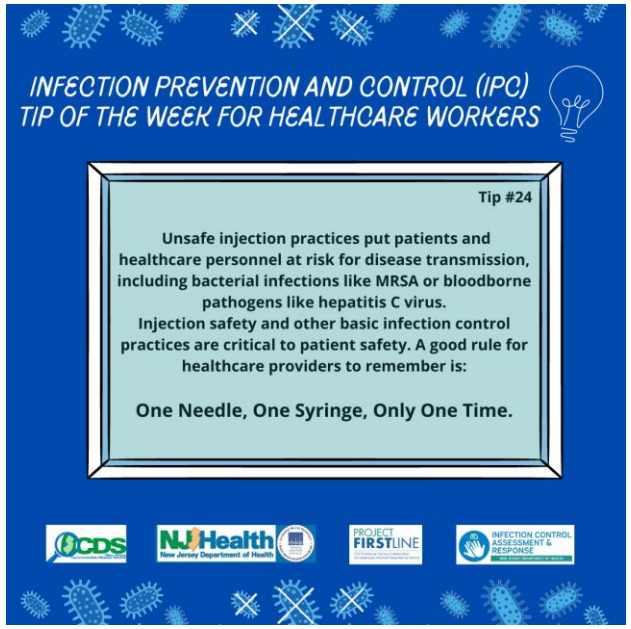
IPC Tip of the Week Aggregate Data

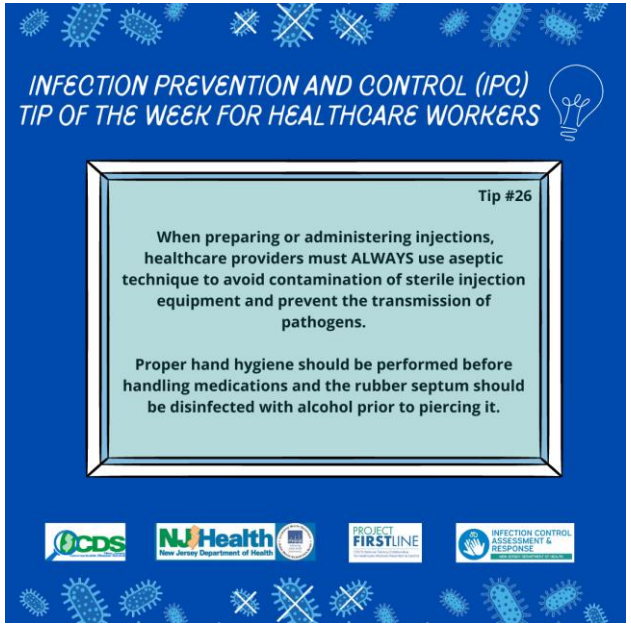
- Since 2021 to current (April 2024), the NJDOH PFL team in collaboration with the Office of Communications posted 421 posts about IPC Tip of the Week – currently at the 124th Tip.



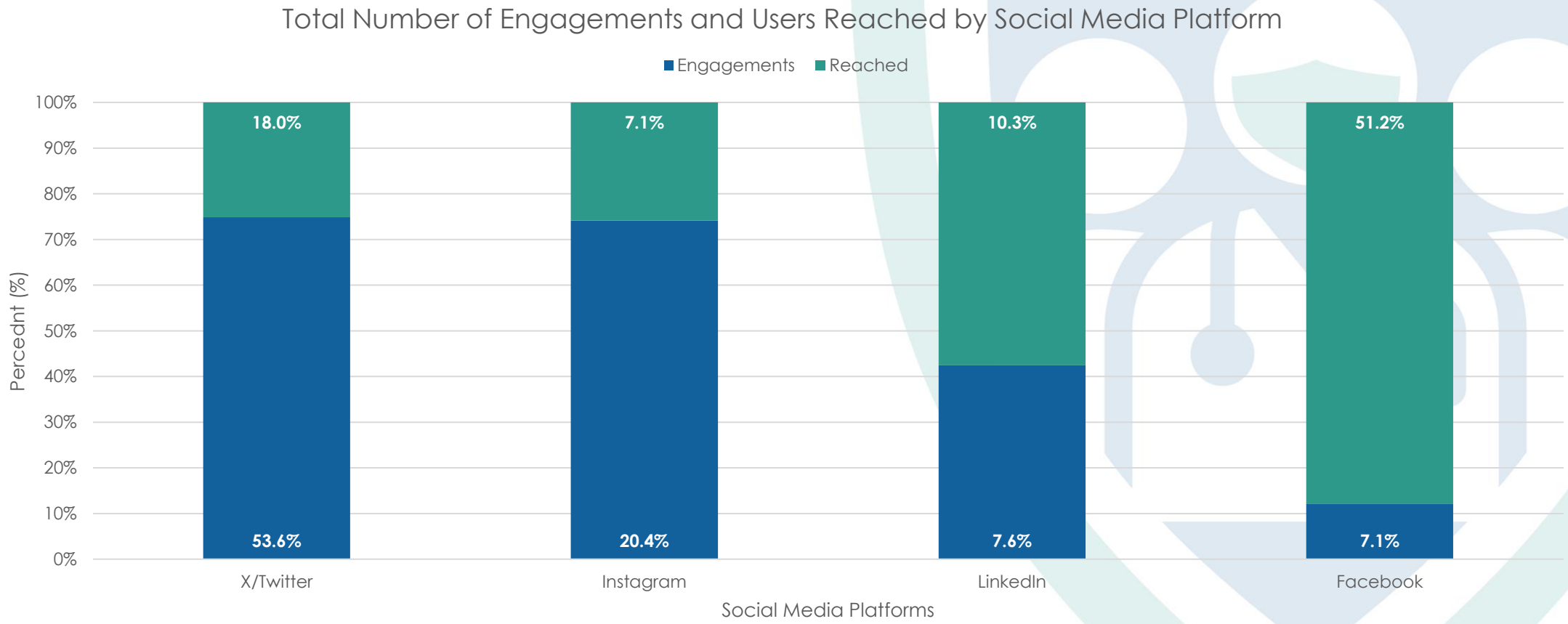
IPC Tip of the Week Aggregate Data

- Reached over 532,407 users across all platforms:
  - 27,964 total engagements
  - 1,725 total reactions
  - 190 total shares/retweets
  - 158 comments/replies
- The best performing tip by:
  - Number of individuals reached was Tip #24 on Facebook with 20,392 users.
  - Number of engagements was Tip #26 on X/Twitter with 1,588 total number of engagements.
- Overall platform performance:
  - Facebook had the highest reached with 272,725 users (78 posts).
  - X/Twitter has the highest engagement with 15,000 (101 posts).





IPC Tip of the Week Aggregate Data Continued…



Conclusion

- The efficacy and impact of unique health education training tools have consistently proven to enhance participant learning outcomes and evolving traditional teaching approaches.
- Social media platforms can serve as potential vehicles for disseminating concise and targeted infection control education to healthcare professionals.
- By leveraging the immediacy and widespread reach of social media, it enables swift dissemination of vital information, empowering healthcare workers to stay abreast of evolving best practices and safeguarding patient well-being.

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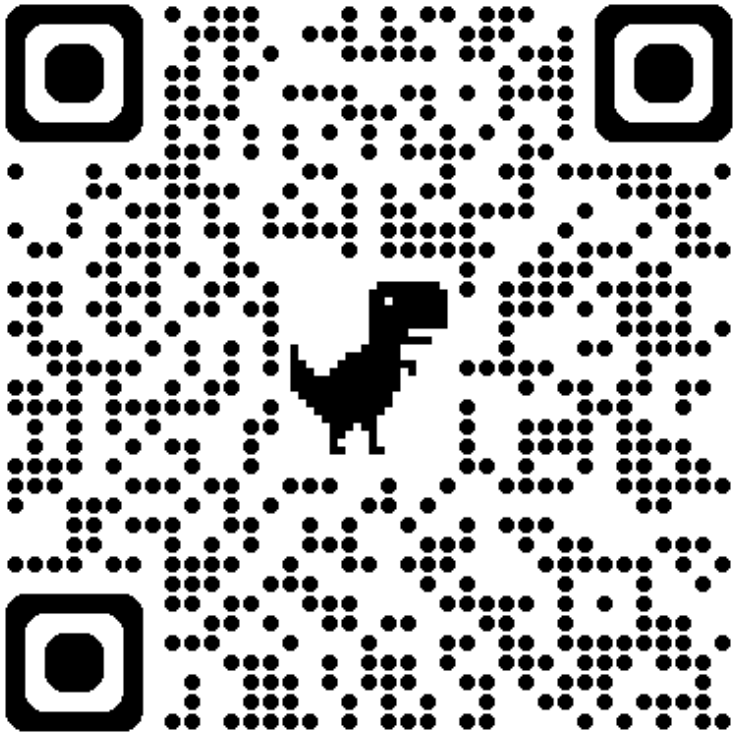
Visit Our Website

www.tinyurl.com/pflnj

Scan the QR Code to Register to Download a Copy of the Project Firstline Escape Room Manual



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Thank you!

Kelly McLaughlin, MPH, MCHES®
Project Firstline Team Lead
New Jersey Department of Health
Kelly.McLaughlin@doh.nj.gov

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