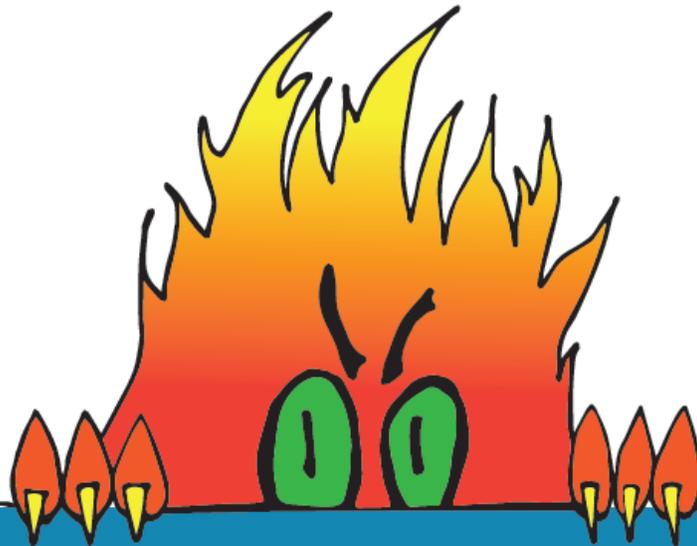




**APIC**<sup>®</sup>

Association for Professionals in  
Infection Control and Epidemiology



# International Infection Prevention Week

October 15-21, 2017

## Partner Toolkit

Association for Professionals in Infection Control and Epidemiology

1400 Crystal Drive, Suite 900, Arlington, VA 22202



Dear Colleagues:

According to the Centers for Disease Control and Prevention, each year in the United States, at least 2 million people become infected with bacteria that are resistant to antibiotics and at least 23,000 people die each year as a direct result of these infections. A growing list of infections are becoming harder to treat as antibiotics become less effective. The World Health Organization has declared antibiotic resistance one of the biggest global health threats facing the world today.

International Infection Prevention Week (IIPW), October 15-21, 2017, will focus on the problem of antibiotic resistance, and provide actions that patients, healthcare providers, government groups, and others can take to reduce the threat of antibiotic resistance. We hope you will join APIC in partnering on this important public awareness initiative!

This document includes tools for you to promote IIPW and advocate for the importance of infection prevention in saving lives and reducing antibiotic resistance. We ask that you display your support by sharing this information on your website, in your newsletters, on social media, or through any other means you deem appropriate. *Be sure to let us know that you are a partner so we can recognize you on our website!*

Thank you again for joining APIC in this important awareness event. We appreciate your continued support for the seven days of IIPW and all year long.

Sincerely,

Elizabeth Garman  
Vice President, Communications and Practice Resources  
Association for Professionals in Infection Control and Epidemiology  
[www.apic.org/infectionpreventionandyou](http://www.apic.org/infectionpreventionandyou)

## IIPW, October 15-21, 2017

The 2017 theme for International Infection Prevention Week is **Antibiotic Resistance**. It is critical that healthcare professionals across the continuum preserve antibiotics for the future.

### Be Social

What better way is there to spread information about germs than going viral? APIC has created [pre-written tweets and posts](#) for you to share on Facebook and Twitter.

### Twitter Chat

On **Tuesday, October 17 at 2 p.m. ET**, APIC and the CDC will host a Twitter chat to discuss how healthcare providers, patients, and others can prevent infections and therefore reduce the spread of antibiotic resistance. Follow @APIC on [Twitter](#) and use the hashtag (#IIPWChat) to join.

### Thunderclap

By joining APIC's [Thunderclap campaign](#), the message of preventing antibiotic resistance will reach as many people as possible at the same moment. Donate a Tweet or Facebook post, and on **Wednesday, October 18 at 12 p.m. ET**, the message will be shared simultaneously online.

### Polls and Quizzes

Test your infection prevention knowledge by taking our [quizzes and polls](#)! Post your gemy results on your social media pages!

### Infection Prevention eCards

Brighten a colleague's day by sending them an [infection prevention eCard](#) to thank them for preventing infection this year.

### Infection Prevention Pledges

Pledge to take action to prevent infections and reduce antibiotic resistance, and encourage others to do the same! APIC has two online pledges (one for [healthcare professionals](#) and one for [patients and families](#)); both available in English and Spanish.

**Stay in the infection prevention loop: Connect with APIC on [Twitter](#) and [Facebook](#).**

## Sample Tweets and Posts

Don't forget to tag APIC and use the appropriate hashtags: #IIPW and #IIPWChat



Follow [@APIC on Twitter](https://twitter.com/APIC).



Like [APIC on Facebook](https://www.facebook.com/APICInfectionPreventionandYou).

Direct your followers to [www.apic.org/InfectionPreventionandYou](http://www.apic.org/InfectionPreventionandYou).

For more social media posts and resources visit [APIC's Tweets and Post page](#). All you have to do is copy, paste, and post! APIC has images for you to include in your posts.

## Sample Facebook Posts

International Infection Prevention Week (#IIPW) is October 15-21 this year. One week of recognition, 365 days committed to infection prevention. Learn more about how you can prevent the spread of infection. [www.apic.org/InfectionPreventionandYou](http://www.apic.org/InfectionPreventionandYou)

Without urgent action, we are heading for a post-antibiotic era, in which common infections and minor injuries can once again kill. International Infection Prevention Week (#IIPW) is October 15-21 this year. [www.facebook.com/APICInfectionPreventionandYou](http://www.facebook.com/APICInfectionPreventionandYou)

Join APIC and the CDC for a Twitter chat on Tuesday, October 17 at 2 p.m. ET to discuss the important roles that patients, families and healthcare professionals play in preventing the spread of antibiotic-resistant infections. Use the hashtag #IIPWChat to join the conversation.

Scary but true: According to the CDC, approximately 1 in 25 hospitalized patients will contract a healthcare-associated infection (HAI), and about 75,000 of those patients will die. The good news: Patients can help prevent infections. "Like" the APIC's Infection Prevention and You page and learn how. [www.facebook.com/APICInfectionPreventionandYou](http://www.facebook.com/APICInfectionPreventionandYou)

International Infection Prevention Week (#IIPW), October 15-21, celebrates the importance of infection prevention and patient safety. Raise your voice and spread the word that everyone plays a role in #infectionprevention. [www.facebook.com/APICInfectionPreventionandYou](http://www.facebook.com/APICInfectionPreventionandYou)

Donate a Tweet or Facebook post to APIC's Thunderclap campaign. On October 18 at 12 p.m. ET, you'll see the message shared simultaneously on everyone's social media. #IIPW [www.apic.org/IIPWThunderclap](http://www.apic.org/IIPWThunderclap)

Do you know how to stay safe from infections while in healthcare facilities? Be an empowered patient. "Like" the APIC's Infection Prevention and You page and learn how. [www.facebook.com/APICInfectionPreventionandYou](http://www.facebook.com/APICInfectionPreventionandYou)

APIC has polls and quizzes available to test your infection prevention knowledge. Challenge your friends and colleagues to a battle of the germy wits. #IIPW <http://professionals.site.apic.org/get-social/polls-and-quizzes/>

Clean hands stop germs! Together, we can help make it easier for patients and care givers to talk about hand hygiene and infection prevention. Download, use, share, and have fun with these during International Infection Prevention Week, Oct. 15-21 and beyond! #IIPW <http://professionals.site.apic.org/infographic/clean-hands-stop-germs/>

Think you are smarter than a 5<sup>th</sup> grader about #infectionprevention? Test your germ IQ with these quizzes from @APIC - <http://professionals.site.apic.org/get-social/polls-and-quizzes/> #IIPW

## Sample Tweets and Posts

### Sample Twitter Posts

Please use the hashtag #IIPW in your tweets.

#IIPW, Oct. 15-21: One week of recognition, 365 days committed to #infectionprevention  
[www.apic.org/InfectionPreventionandYou](http://www.apic.org/InfectionPreventionandYou)

#Infectionprevention starts with you, but it takes a team to protect patients. #IIPW Oct. 15-21  
[www.apic.org/InfectionPreventionandYou](http://www.apic.org/InfectionPreventionandYou)

What role can patients play in #infectionprevention? Learn more during #IIPW Oct. 15-21  
[www.apic.org/InfectionPreventionandYou](http://www.apic.org/InfectionPreventionandYou)

Join @APIC's Thunderclap campaign before Oct. 18 at 12 pm ET. #infectionprevention #IIPW  
[www.apic.org/IIPWThunderclap](http://www.apic.org/IIPWThunderclap)

Show your support for #infectionprevention by participating in #IIPW!  
[www.apic.org/InfectionPreventionandYou](http://www.apic.org/InfectionPreventionandYou)

Send a nice eCard for #infectionprevention week from @APIC:  
<http://professionals.site.apic.org/get-social/send-an-infection-prevention-ecard/>

Flex your #infectionprevention muscles with these quizzes. #IIPW  
<http://professionals.site.apic.org/get-social/polls-and-quizzes/>

Pledge your support for infection prevention and antibiotic resistance. Sign the pledge! #IIPW  
@APIC <http://professionals.site.apic.org/get-social/preventing-infections-starts-with-me/>

Patients are essential members of the healthcare team. Learn more during #IIPW  
#infectionprevention Oct. 15-21 [www.apic.org/InfectionPreventionandYou](http://www.apic.org/InfectionPreventionandYou)

### Sample Antibiotic Resistance Posts

More than 23,000 people in the United States die each year from infections caused by antibiotic resistance! <http://professionals.site.apic.org/infographic/abcs-of-antibiotics/> #IIPW

C. auris can cause invasive and often deadly infections that are resistant to multiple antifungal drugs. <https://apic.org/For-Consumers/Monthly-alerts-for-consumers/Article?id=candida-aurisa-new-threat-to-patients>

Antibiotic resistance leads to higher medical costs, prolonged hospital stays, and increased mortality. <https://apic.org/Resources/Topic-specific-infection-prevention/Antimicrobial-stewardship> #IIPW

How much do you know about antibiotics? Take the quiz! <http://professionals.site.apic.org/get-social/online-resources/> #IIPW

Patients: Only use antibiotics when prescribed by a certified health professional #IIPW  
<http://professionals.site.apic.org/infection-prevention-basics/ask-about-your-medication/>

Prescribers: Only prescribe antibiotics when they are needed #IIPW  
<http://professionals.site.apic.org/protect-your-patients/know-when-antibiotics-are-appropriate/>

## Sample Tweets and Posts

### Sample Twitter Chat Posts

Please use the following tweets to promote the Twitter chat

Join the #IIPWChat on Tuesday, October 17 at 2 pm ET with @CDCgov and be part of the solution for #infectionprevention

What can patients and families do to prevent the spread of antibiotic-resistant bacteria? Join the #IIPWChat with @CDCgov, 10/17 at 2 pm ET

23,000+ people in the US die each year from infections caused by antibiotic resistance. Join the #IIPWChat with @CDCgov 10/17 at 2 pm ET to learn more.

Protect patients and loved ones from antibiotic-resistant infections. Join the #IIPWChat with @CDCgov on 10/17 at 2 pm ET

### Sample Images for Tweets and Posts

Please feel free to use these images with your tweets and posts.

**Join the  
Antibiotic Resistance  
Twitter Chat.**

**October 17, 2 p.m. ET**

**#IIPWChat**

International Infection Prevention Week  
October 15-21, 2017

APIC

The image features a cartoon illustration of a green, multi-eyed monster with a crown of flames on its head, sitting on a green pill. The background is white with a green footer.

**Stop the Spread of  
Antibiotic Resistance  
with APIC.**

Learn more: [apic.org/IIPW](http://apic.org/IIPW)

International Infection Prevention Week  
October 15-21, 2017

APIC

The image features a cartoon illustration of a green, multi-eyed monster with a crown of flames on its head, sitting on a green pill. The background is white with a blue footer.

**Clean your hands  
and nobody  
gets hurt.**

Learn more: [apic.org/IIPW](http://apic.org/IIPW)

International Infection Prevention Week  
October 15-21, 2017

APIC

The image features a cartoon illustration of a green, multi-eyed monster with a crown of flames on its head, sitting on a green pill. The background is white with a teal footer.

**International Infection  
Prevention Week**  
October 15-21, 2017

This year's theme is  
**ANTIBIOTIC  
RESISTANCE!**

Twitter chat.  
10/17, 2 p.m.  
#IIPWChat

Learn more: [apic.org/IIPW](http://apic.org/IIPW)

APIC

The image features a cartoon illustration of a green, multi-eyed monster with a crown of flames on its head, sitting on a green pill. The background is green.

**International Infection  
Prevention Week**  
October 15-21, 2017

This year's theme is  
**ANTIBIOTIC  
RESISTANCE!**

Check the  
APIC website  
for IIPW  
resources.

Learn more: [apic.org/IIPW](http://apic.org/IIPW)

APIC

The image features a cartoon illustration of a green, multi-eyed monster with a crown of flames on its head, sitting on a green pill. The background is green.

**International Infection  
Prevention Week**  
October 15-21, 2017

This year's theme is  
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Clean your  
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Learn more: [apic.org/IIPW](http://apic.org/IIPW)

APIC

The image features a cartoon illustration of a green, multi-eyed monster with a crown of flames on its head, sitting on a green pill. The background is green.



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### **International Infection Prevention Week is October 15-21**

Organized by APIC, this year International Infection Prevention Week (IIPW) will focus on antibiotic resistance, which leads to 23,000 deaths in the U.S. each year. Visit the IIPW [website](#) for template articles, posts, and activities. [Learn more.](#)

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### **Antibiotic resistance Twitter chat on October 17**

Join @APIC and @CDCgov for a Twitter chat on October 17 at 2 p.m. ET to discuss antibiotic resistance, the theme of International Infection Prevention Week. Use the #IIPWChat hashtag. [Learn more.](#)

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### **International Infection Prevention Week is October 15-21**

International Infection Prevention Week (IIPW), October 15-21, 2017, will focus on the problem of antibiotic resistance, and actions needed to curb this global health threat. Join the Thunderclap campaign, Twitter chat, and online pledge to show your support. Template materials, posts, and infographics are available, including a [new poster](#) for providers on the ABCs of prescribing antibiotics. [Learn more.](#)

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### **The theme of IIPW 2017 is antibiotic resistance**

The theme for this year's observance of International Infection Prevention Week, October 15-21, is "Antibiotic Resistance." The Association for Professionals in Infection Control and Epidemiology ([APIC](#)) spearheads the commemoration of IIPW each year and has developed a [new ABCs of Prescribing Antibiotics infographic](#) to help healthcare professionals prevent the spread of antibiotic resistant bacteria. This [poster](#) complements the [original ABCs of Antibiotics for patients and families](#). Visit the campaign website for infographics, games and activities, quizzes, and other materials that are free to [download and share](#).

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### **International Infection Prevention Week is October 15-21**

Led by the Association for Professionals in Infection Control and Epidemiology ([APIC](#)), International Infection Prevention Week (IIPW) focuses attention on actions consumers and healthcare professionals can take to help prevent infections. Visit APIC's [Infection Prevention and You](#) website for consumers and healthcare professionals to access free materials and resources. Join the [Twitter chat](#) on October 17 at 2 p.m. ET using #IIPWChat and contribute to the [Thunderclap](#) scheduled for October 18.

## IIPW Events and Activities

**International Infection Prevention Week 2017 runs from Sunday, October 15 to Saturday, October 21. APIC has provided a variety of activities for each day.**

### Sunday

Happy International Infection Prevention Week! Peruse the *Infection Prevention and You* website for free **educational materials** for healthcare professionals and patients, like the [germs](#) pages for healthcare professionals and the [setting-specific infection prevention pages](#) for consumers. Share this information with your followers on Facebook and Twitter.

### Monday

Print out the new [“ABCs for Prescribing Antibiotics” infographic](#) and share it with healthcare personnel in your organization. Print out the [clean hands stop germs](#) fliers or other [infographics](#) for consumers and place them in patient care areas.

### Tuesday

Participate in our Twitter chat with the Centers for Disease Control and Prevention to discuss ways healthcare professionals and patients can combat antibiotic resistance. Search for and use [#IIPWChat](#) to participate in the chat at 2 p.m. ET.

### Wednesday

Join APIC’s [Thunderclap](#) via Twitter, Facebook, and/or Tumblr, and invite your friends and followers to do the same! At 12 p.m. ET, you’ll see the message shared on social media.

### Thursday

[Send infection prevention eCards](#) to anyone who has made a difference in preventing infections (e.g., friends, family, colleagues, and healthcare professionals). It is the perfect way to say thank you for keeping us healthy this year.

### Friday

TGIF! Prove you know the “History of Infection Prevention” by taking our latest quiz. Figure out which germ matches your personality. Finally, take our “Do You Know the ABC’s of Antibiotics?” quiz. Access and share all of APIC’s [polls and quizzes](#). Share your results on social media!

### Saturday

Take the opportunity to talk to a neighbor, friend, or family member about infection prevention and what’s needed to keep patients safe. Learn the [infection prevention basics](#) and share this information with your loved ones. Infection prevention occurs every day of the year (inside and outside of healthcare facilities), so don’t miss an opportunity to spread the word!

## About

IIPW takes place the third week of October each year and raises awareness of the role infection prevention plays to improve patient safety.

### *Infection Prevention and You*

*Infection Prevention and You* is APIC's multiyear awareness campaign that features resources for both consumers and healthcare professionals. Materials are designed to clearly and simply convey important infection prevention information. *Infection Prevention and You* has print-ready materials for hospitals, home care, long-term care, and outpatient care settings to explain the role infection preventionists play in patient safety and educate the consumer about how to stay infection free while receiving care.

### History of International Infection Prevention Week

IIPW, part of the Infection Prevention and You campaign, helps patients, families, and healthcare professionals better understand their role in preventing infections. Established in 1986 by President Ronald Reagan, APIC has spearheaded the annual effort to highlight the importance of infection prevention among healthcare professionals, administrators, legislators, and consumers. Over the years, this week of recognition has vastly expanded to every corner of the globe, including Australia, the United Kingdom, the Middle East, and Southeast Asia. As the reach of IIPW widens, more patients benefit from safer healthcare practices and reduced threat of healthcare-associated infections.

### Association for Professionals in Infection Control and Epidemiology

APIC's mission is to create a safer world through prevention of infection. The association's more than 15,000 members direct infection prevention programs that save lives and improve the bottom line for hospitals and other healthcare facilities. APIC advances its mission through patient safety, implementation science, competencies and certification, advocacy, and data standardization. Visit APIC online at [apic.org](http://apic.org). Follow APIC on Twitter: [twitter.com/apic](https://twitter.com/apic) and Facebook: [facebook.com/APICInfectionPreventionandYou](https://facebook.com/APICInfectionPreventionandYou). For information on what patients and families can do, visit APIC's Infection Prevention and You website at <http://www.apic.org/InfectionPreventionandYou>.

### Antibiotic Resistance

According to the Centers for Disease Control and Prevention, each year in the United States, at least 2 million people become infected with bacteria that are resistant to antibiotics and at least 23,000 people die each year as a direct result of these infections. A growing list of infections are becoming harder to treat as antibiotics become less effective. The World Health Organization has declared antibiotic resistance one of the biggest global health threats facing the world today. It is critical for healthcare professionals across the continuum preserve antibiotics for the future.