

Infection Prevention

and *You*

International Infection Prevention Week



October 15-21, 2017

**Promoting engagement
among patients, visitors, and
healthcare providers around
infection prevention.**



APIC'S ANNUAL HEALTHCARE PROFESSIONAL AND CONSUMER CAMPAIGN

International Infection Prevention Week

October 15 – 21, 2017

“INFECTION PREVENTION AND YOU”

Invitation to Participate

Online opportunities for enhanced visibility

- Microsite for healthcare professionals, patients, and families
 - Social media platforms



The online portal for APIC's Annual Campaign:

- Microsite
- Social media platforms



Bugs and Outbreaks Protect your Patients IIPW Infographics Be Social Support For the Media

Search

Clean hands stop germs.

A hand hygiene campaign to stop germs in their tracks.



Most Wanted








Association for Professionals in Infection Control and Epidemiology
 International Infection Prevention Week
 October 15-21, 2017



APIC

@APIC

Tweets
8,715

Following
608

Followers
7,772

Are you a healthcare consumer?
Then take a look at our site for Patients and Families!

Page Inbox Notifications Insights Publishing Tools
Settings Help ▾

APIC - Infection Prevention and You

@APICInfectionPreventionandYou

Home

About

Events

Photos

Videos

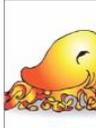
Most Wanted


Shigella
(Jovolenki)


CRE
(Scopus Polutus)


MRSA
(Resistus Maximus)


C. difficile
(Focal malificus)


Influenza
(Sufficitus Obstructicus)


Acinetobacter
(Vermis Robustus)


Tuberculosis
(Coughipus L)

Association for Professionals in Infection Control and Epidemiology
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Liked ▾
 Following ▾
 Share
 ...

Learn More

Write something...

Nonprofit Organization in Arlington, Virginia

4.7 ★★★★★



Value proposition for your participation

- Become a part of the campaign's awareness building efforts and leverage the power of this engaged online community to **increase awareness of your company**, its products and services, and its commitment to infection prevention.
- Leverage new tools to increase **public interest and engagement around infection prevention**:
 - New downloadable resources for healthcare and consumer audiences on **hand hygiene, mask etiquette, and more**
 - **Social media games, quizzes, and other fun shareables**
 - Tools to **promote social media and press engagement**

Your participation will support these activities and you will be recognized as a “champion” of this infection prevention campaign for both healthcare professionals and consumers.



More value: **Satellite webinar**

Satellite webinar – uniquely designed opportunity for industry to provide education

As satellite educational sessions are to the Annual Conference, so satellite webinars will be to IIPW, October 15-21. The sponsored webinar will be broadcast during the week and archived on APIC.org through the end of 2017. As the sponsor of a satellite webinar, you will have:

- Access to a large (national and international), interested, and available audience, reaching APIC membership and beyond.
- Opportunity to choose your speaker(s), and build your content.
- Conduct pre- and post- evaluations / tests and ask quick survey questions using the APIC online platform.
- Connect the topic of your choice to the larger theme of “infection prevention and you” to become a part of this national and international effort.

\$15,000 / webinar

Sponsorship includes: online platform, administration of webinar, marketing & promotion, and recognition of sponsor as **“Lead Champion.”**

**Plus several additional benefits noted on Slide 12.*

The APIC webinar, **“Clean Care is Safer Care: Global Hand Hygiene,”** had a live audience of over **1,000 viewers** (including 471 individual sites) and 1545 archived viewings.



More value: Advertise on APIC's Facebook page



Advertise to become an Innovative Champion

- \$10,000

Sponsorship includes:

- Sponsor featured as Innovative Champion on APIC's Facebook page with company logo
- A link to the healthcare part of sponsor's website from the *Infection Prevention & You* Corporate Champions page
- A brief "Word from the Sponsor" section on the *Infection Prevention & You* Corporate Champions page

*Plus several additional benefits noted on Slide 12

This is an opportunity for your company to be associated with APIC's vigorous social media presence – via its Facebook page – during IIPW.

- APIC posts 3-5 times per day
- Infection prevention news, APIC resources, and news from other healthcare organizations

We will highlight the sponsor on the banner image of APIC's Facebook page



More value: Unique engagement initiatives

Opportunity to sponsor engagement initiatives

I. “Clean Hands Stop Germs”: Stickers, flyers, and decals

Available as pdfs for downloading and printing

- “Clean hands stop germs. Ask us if we washed.”
- “Clean hands stop germs. Ask how you can help.”
- “Clean hands stop germs. Ask if you have questions



II. “The Pledge”: Online *Infection Prevention and You* Pledges:

1 for consumers; 1 for professionals

OPTION 1

To become an **Inspire Champion**, sponsor the online site for these resources.

- **\$5,000**

Sponsorship includes:

- Sponsor featured as Inspire Champion on the landing pages with company logo
- A link to the healthcare part of sponsor’s website
- A brief “Word from the Sponsor” section

**Plus several additional benefits noted on Slide 12*

More value: Unique engagement initiatives

Opportunity to sponsor engagement initiatives

- During the weeks leading up to, and including IIPW, APIC's Social Media team will be pushing out specially developed content for easy sharing with broader audiences, using #IIPW and #IPandYou hashtags

I. Polls and quizzes:

- “What germ are you?”
- “What is your germ pet peeve?”
- “Do you know your ABC's of antibiotics?”

II. eCards



OPTION 2

To become an **Inspire Champion**, sponsor the online site for these downloadable resources.

- **\$5,000**

Sponsorship includes:

- Sponsor featured as Inspire Champion on the landing pages with company logo
- A link to the healthcare part of sponsor's website
- A brief “Word from the Sponsor” section

**Plus several additional benefits noted on Slide 12*



“Contributor” as Campaign Champion

You may decide to participate in and support the campaign without additional online activity.

We have the right option for you, too.

Join the campaign at the
Contribute Level (\$2,500)
and you will receive all the benefits
and visibility listed on the next slide.



Champions at all levels receive these visibility and recognition benefits

- **Company logo showcased on the Champions page** of the www.apic.org/IPandYou website, and link to this page highlighted in APIC communications to drive viewers to your website.
- **Message from APIC CEO** sent to chapter leaders thanking Champions by company name.
- **Template press release** provided with a thank you quote from APIC leadership that may be distributed by you to showcase your commitment to infection prevention.
- **Full page ad** in the Winter issue of *Prevention Strategist* listing all Champions.
- **APIC homepage** under “What’s New at APIC” will recognize Champions.
- **eNews recognition – tagline:** “Thank you to our Champions” with links to the Champions and Partners pages on the IIPW website.





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www.apic.org/IIPW



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