



ACCREDITATION CANADA  
AGRÉMENT CANADA

*Driving Quality Health Services  
Force motrice de la qualité des services de santé*



## Is your compliance rate less than stellar?

Have you tried different approaches to improve hand hygiene in your organization yet you still struggle with low compliance rates?

If so, listen to what Dr. Gardam has to say about the successes of the positive deviance approach.

## Webinar: Using positive deviance to improve hand hygiene

October 2<sup>nd</sup> 1:00 - 2:00 pm Eastern Time

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*This webinar is a joint initiative of **Accreditation Canada** and **IPAC Canada** to improve infection prevention and control in community-based healthcare organizations.*

Using examples from acute and long term care, Dr. Gardam will explain how this **proven and effective approach** empowers healthcare professionals to identify barriers to hand hygiene and take ownership over solutions, and how it translates multiple seemingly small improvements into fundamental changes in attitude and performance.

During the webinar, you will learn about:

- ✓ the concept of positive deviance and its applicability to hand hygiene
- ✓ key principles that guide application of positive deviance in healthcare organizations
- ✓ practical tips and examples from an expert who has successfully used positive deviance methodology to bring changes in healthcare organizations



### Meet our expert presenter

*Dr. Michael Gardam* has devoted his career to helping others uncover new and innovative ways to tackle complex challenges.

He is currently Physician Director of Infection Prevention and Control Canada; the National Lead of Infection Control Collaboratives for Safer Healthcare Now!, and is a pioneer of using behavioural change approaches, including 'Positive Deviance' and 'Front Line Ownership' to improve patient safety. Michael

leads improvement work in Canada and the United States as Director of Ignite Consulting.

Cost: \$125 per connection.

Please [register](#) me for this webinar.

Please contact us with questions or requests for additional information

The Learning Centre

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