

Coming Soon to a Screen Near You...

Prevention of Infection
Film Festival



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The Background

National Infection Control Week takes place every October.
Apart from the customary poster display in the main lobby...




how do we celebrate in a way that is unique, fun, and engaging?

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PRHC's First Annual PIFF



PREVENTION OF INFECTION
FILM FESTIVAL


October 16-19, 2012
Screenings in various locations
Free popcorn, free prizes
Watch over 10 "Safety Rows"
on the portal for more information.



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- Daily screenings of IPAC-themed films from sources such as Rick Mercer and This Hour Has 22 Minutes
- Free popcorn
- Prize draw for attendees
- Ability to view in-person or online


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Feedback from Attendees

 Out of 75 surveys returned, all responded YES when asked if they enjoyed PIFF and found it educational.

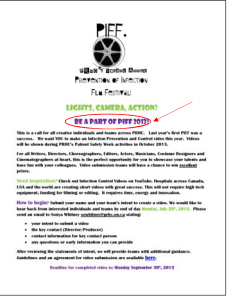
“Great quick information session! Awesome” - (Manager)
 “Great fun way to learn key info” - (Allied Health)
 “Shocked at HAI stats – 4th largest killer in Canada” - (Nursing)
 “Excellent approach to a rather “tired topic”” - (Nursing)

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The Evolution of PIFF – 2013



PIFF
 2013th Edition
 People's Choice
 Film Festival
 LEGGETY, CAMERA, ACTION!
 BY A BARRY OF PUFFY DUFFY

PIFF is a 501(c)(3) not-for-profit organization that began in 1998. Our goal is that PIFF will be a success. We want PIFF to be the best Patient Education and Support event that you will attend and be the most enjoyable PIFF you have ever attended in October 2013.

For all Writers, Directors, Cinematographers, Editors, Actors, Musicians, Costume Designers and Cinematographers of all kinds, this is your chance to shine on the big screen and share your talent with the world.

PIFF 2013 will feature a variety of films from all genres. We will have a special award for the best film and the world's best acting award will be given to the actor. We will also have a special award for the best film and the world's best acting award will be given to the actor. We will also have a special award for the best film and the world's best acting award will be given to the actor.

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- Staff encouraged to write, direct, produce and star in their own short films
- People's Choice Award for favorite film
- Draw prizes for attendees and gift baskets for participants
- Sponsorship from vendors
- Popcorn delivered to evening and night shifts
- Live closing ceremonies

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The Evolution of PIFF – 2014 - 2018 ⁷

Flu shot offered during PIFF screenings

- Introduction of IPAC Challenge
- Select films submitted to APIC film festival

2014 → **2015** → **2016** → **2017** → **2018**






- PIFF t-shirts
- Additional prize ballot for getting your flu shot
- Winner announced virtually

- No IPAC Challenge
- Better incentives for submitters to PIFF

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IPAC's PIFF Films Over the Years ⁸

2013 Save Lives	2015 Just Wash 'Em	2016 Breaking the Infection Chain
		
2017 CP00 News	2018 IPAC's Germiest Hits	
		

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People's Choice Awards ⁹

2013
Stop in the Name of Green – Volunteer Services
Bye Bye Germs – PRHC Parents
We Will Work Safe – Nutrition Services

2014
Fight the Infection – Emergency Department

2015
PIFF – Cardiac Catheterization Lab

2016
Breaking the Infection Chain – IPAC & The Misfits
Do It For Them – Supply Chain


2017
Infection Control Pharmacy Style – Pharmacy

2018
Infection Control: Germiest Hits – IPAC




Tips for Organizers

- ✓ Have participants sign a Filming and Privacy Agreement and Media Consent Form
- ✓ Involve off-hours staff by offering the videos and People's Choice ballots online and delivering popcorn to the units
- ✓ Have the flu shot available during screenings
- ✓ Consider setting a time limit for video submissions (under 3 minutes)
- ✓ Encourage participation by offering great incentives for submitters



Tips for Submitters


- ✓ Give yourself plenty of time for filming and editing.
- ✓ Keep it simple. No fancy software required!
- ✓ Don't rely heavily on dialogue. The screening room can get noisy with people popping in and out.
- ✓ Include familiar faces. People love seeing their peers and patients in action. Children and pets are also crowd pleasers!
- ✓ Adhere to Youtube copyright music rules.
- ✓ Have fun with it!




Lessons Learned

Consider a creative, fun approach to IPAC education in order to reach a broader audience and engage stakeholders who might not normally participate in IPAC initiatives.

Over the past **6** years a total of **43** videos submitted by **22** different departments!



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PIFF on YouTube

The full library of PIFF films can be found at the following url:
<https://www.youtube.com/channel/UC1xHdCoROdY5R7bNpIH0uA>
or by searching "PRHC Infection Control" on YouTube:
Open YouTube > Search "PRHC Infection Control" > Open the PRHC Infection Control page > Select "Playlists" to see a breakdown of videos by year.

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Some film clips from over the years...

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References

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