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## Infection Control Campaign Launched at UCLH

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Aimed at staff, visitors and patients the campaign uses a mixture of serious and light-hearted messages with the objective of engaging, exciting and motivating people to improve hand hygiene and change their attitudes and behaviour. The idea for the campaign was developed following feedback from staff, patients and the public who supported a bold approach to reducing the incidence of hospital acquired infections such as MRSA Bacteraemia and Clostridium Difficile.

The pilot campaign funded by the Department of Health, was launched at noon on Tuesday 24 February and will then be rolled out across the five other hospital sites in the University College London Hospitals NHS Foundation Trust.

Slogans such as

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