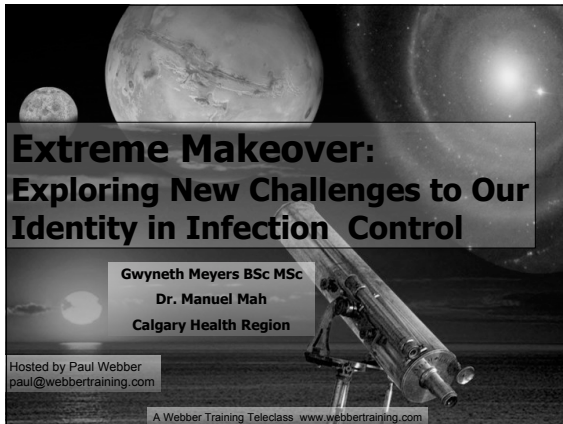


Extreme Makeover - Exploring New Challenges to our Identity in Infection Control

Gwyneth Meyers, Calgary Health Region

A Webber Training Teleclass



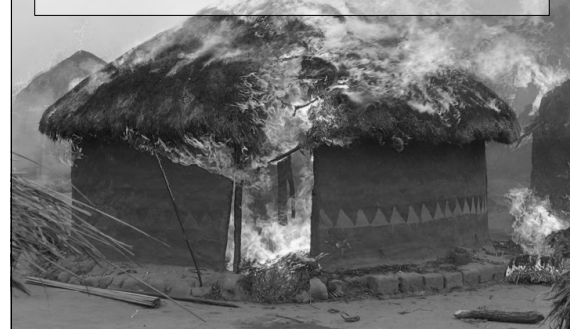

**Extreme Makeover:
Exploring New Challenges to Our
Identity in Infection Control**

Gwyneth Meyers BSc MSc
Dr. Manuel Mah
Calgary Health Region

Hosted by Paul Webber
paul@webbertraining.com

A Webber Training Teleclass www.webbertraining.com

And he shall look on the plague on the seventh day: if the plague be spread in the garment, the plague is a fretting leprosy; it is unclean. He shall therefore burn that garment, for it is a fretting leprosy; it shall be burnt in the fire. Leviticus 13:51,52

From Miasmas to MRSA.....

From:
Joseph Lister, Florence Nightingale, Louis Pasteur and Robert Koch, Ingas Semmlwies

To:
The World Health Organization
Centre for Disease Control
Canadian Public Health Agency
APIC
CHICA

Who are we today...?




... In the midst of:
Emerging diseases
Antibiotic Resistance
Patient safety culture
Organizational Complexity
Changing Technologies

A New Cultural Era



In the midst of change, transition periods are exceedingly difficult to describe and assess

STAR TREK




From Modernity to Post Modernity

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Modernity *The age of Enlightenment*



"To boldly go where no man has gone before!"

- Optimism
- Focus on reason
- Human freedom
- Knowledge is:
 - ✓ Certain
 - ✓ Objective
 - ✓ Good


Post Modernity *The age of Deconstruction*



"To boldly go where no one has gone before!"

- Meta narratives are no longer legitimate
- Interpretation
- Other ways of knowing
 - ✓ emotion
 - ✓ intuition
- Reality is:
 - ✓ relative
 - ✓ intermediate
 - ✓ participatory

IPC Modern Identity




Science ► knowledge
 Language:

- Evidence based
- Best practice
- Standard practice

Disease model:

- Linear dynamics
- Surveillance
- Epidemiology

IPC Post Modern Identity



"IPC's idea of alcohol at a lunch meeting!"

- Prevention
- Behaviour
- Complexity
- Collaboration
 - ✓ relativism
 - ✓ many voices
 - ✓ many ways
- Rejection of authority
- Onus on individual responsibility

Renewed interest in "Virtue ethics and Communitarianism" ICHE 2007 Vol 28:9

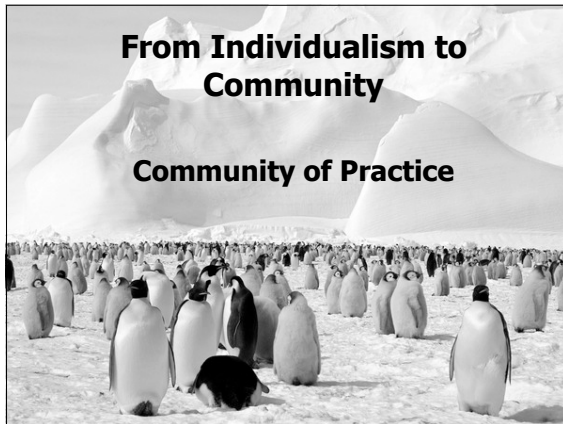


A Socioethical Approach

- Individualism to Community
- Rationality to Rhetoric
- Productivity to Praxis
- Monologue to Dialogue

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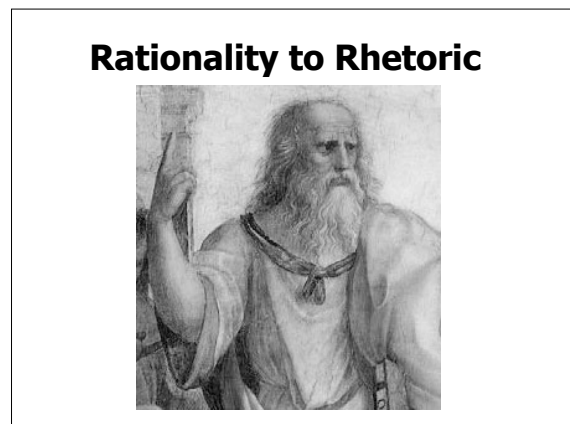
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A Comparison of Models				
	Purpose	Who Belongs?	What holds it together?	How long does it last?
Community of Practice	To develop members capabilities: to build and exchange knowledge	Members who select themselves	Passion, commitment, and identification with group expertise	As long as there is interest in maintaining the group
Formal work group	To deliver a product or service	Everyone who reports to the group's manager	Job requirements and common goals	Until the next reorganization
Project Team	To accomplish a specified task	Employees assigned by senior management	The project's milestones and goals	Until the project has been completed
Informal Network	To collect and pass on business information	Friends and business acquaintances	Mutual needs	As long as people have a need to connect

Three Characteristics:

- Domain
- Community
- Practice



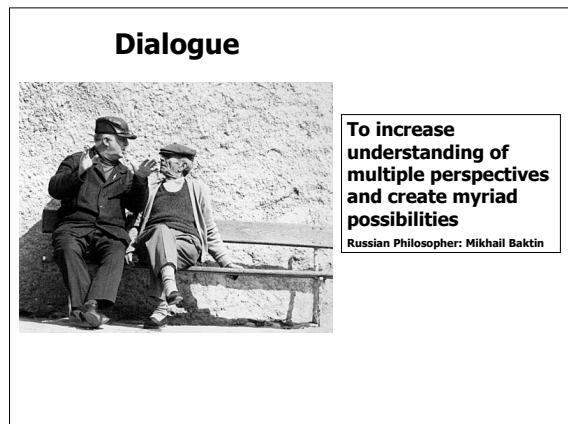
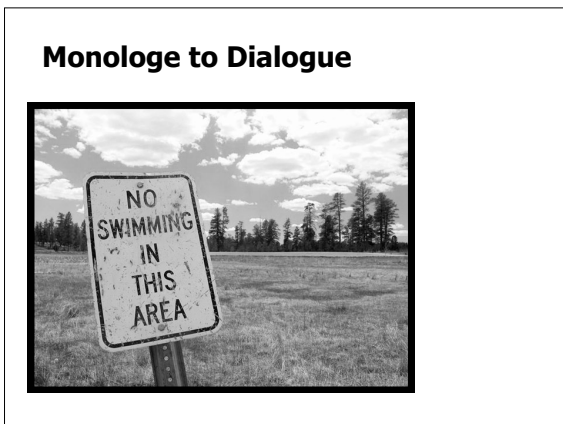
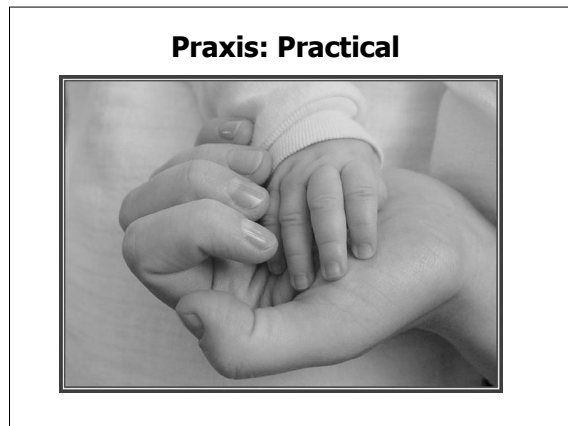
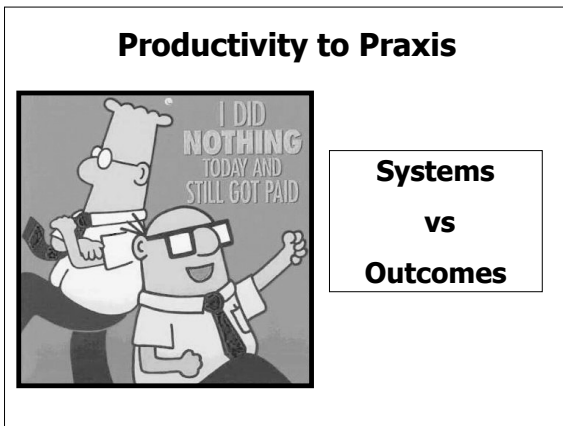
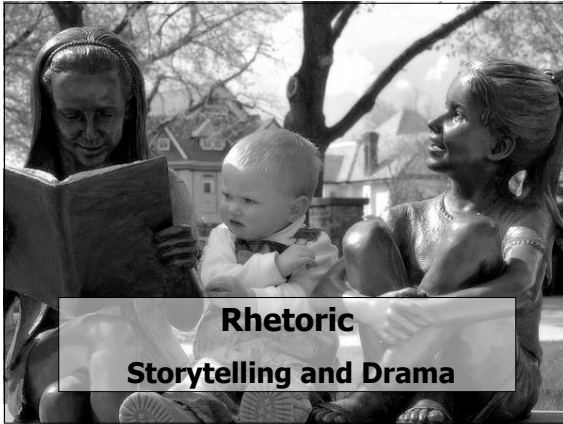
Examining Evidence

- Scientific
- Anecdotal
- Testimonial
- Personal experience
- Intuition

The Art of Persuasion


- **Logos**
(evidence & logic)
- **Ethos**
(credibility & authority)
- **Pathos**
(emotions & values)

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Carrots, sticks, or promises?

	<i>Carrots (marketing)</i>	<i>Sticks (law/policy)</i>	<i>Promises (education)</i>
Method	<i>Reinforcing incentives</i>	<i>Threats, coercion</i>	<i>Information</i>
Exchange	<i>Immediate, positive</i>	<i>Immediate, negative</i>	<i>Not immediate</i>
Whose Rights?	<i>Mutual interest</i>	<i>Patient</i>	<i>HCW</i>

J Marketing 1999;63:24-37

Extreme
MAKEOVER



**What will
infection control
look like in the
next 30 years?**

The Next Few Teleclasses	
September 24	<i>Infection Prevention: Challenging Behavior, Changing the Culture (free teleclass)</i> ... with Dr. Elaine Larson, Columbia University Sponsored by Deb Ltd. www.deb.co.uk
September 25	<i>Voices of CHICA (free teleclass)</i> ... with Directors & Friends of CHICA-Canada
September 27	<i>Ethical Issues in Infection Control</i> ... with Dr. Loreen Herwaldt, University of Iowa
October 4	<i>Green Cleaning Strategies for Healthcare</i> ... with Dr. Lynne Sehulster, CDC Sponsored by Johnson Diversey www.johnsondiversey.com
<p align="center">For the full teleclass schedule – www.webbertraining.com For registration information www.webbertraining.com/howtoc8.php</p>	

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