Introduction
Residents in Siu Lam Hospital are adults with severe learning disabilities. They are vulnerable to various kinds of infections. Hand hygiene is considered to be the most effective tool to prevent infectious outbreak. To address the challenge of improving hand hygiene compliance, the team developed a new strategy involving the participation of the whole healthcare team including nurses, support workers and medical staff.

Objectives
1. To improve hand hygiene compliance in ward 2. To foster a culture that values hand hygiene practice 3. To establish role modelling in hand hygiene practice among staff

Methodology
1. Formation of task force - a bottom-up and total participation approach to promote hand hygiene practice in ward 2. Feedback and strategy formulation - brainstorming sessions were organized with the nursing team in January 2014 and ideas were collected on their perception of significant barriers hindering compliance and the activities required to enforce desired behavior 3. Implementation of promotion program (February to June 2014) - recruit ambassadors from different ranks and provide badge as recognition - perform surprise hand hygiene compliance audit in February 2014 for baseline measurement; perform another audit in June 2014 to compare effectiveness of the campaign - promote the campaign in ward meeting - invite staff to design new slogan on ‘7 steps of hand hygiene’ in order to strengthen their memory (一心、二叉、三手法；四握手時，五指尖；六續有黎大拇指；最後記得洗手腕) - embed the slogan and the hand hygiene movement in daily practice - top management (DOM & consultant) openly recognize the achievement and contribution of the ambassadors and the best performer - close the first stage of the campaign with a prize-giving
ceremony in July 2014

**Result**

1. Compliance rate of hand washing with skin cleanser and water increased from 78% to 96%.
2. Compliance rate of hand washing with alcohol-based hand-rub increased from 41% to 94%.
3. All ward staff welcome the new slogan and reflected that the slogan facilitates them to remember the ‘7 steps of hand hygiene’. 
4. The practice is sustainable.
5. This multi-modal approaches in promotion of hand hygiene practice has been planned to roll out in the whole hospital.