



WE ARE **PROJECT FIRSTLINE**



WE ARE SOUTH DAKOTA PROJECT FIRSTLINE

As new COVID-19 variants arise and new infectious diseases emerge, it's more important than ever that our frontline healthcare workers and first responders have the infection control knowledge they need to keep themselves and their patients safe. That's where Project Firstline comes in.

Project Firstline is a national infection control training collaborative from the Centers for Disease Control and Prevention (CDC) that's new to South Dakota! The South Dakota Foundation for Medical Care is leading the program in South Dakota, in partnership with the CDC and the South Dakota Department of Health.

South Dakota Project Firstline involves three phases: conducting a learning needs assessment survey, convening listening sessions and developing educational resources and training materials tailored to the unique needs of our frontline workforce.

Our goal is to reach frontline healthcare workers with innovative and customized training for South Dakota – catering to the needs and gaps in our state, from community to community.

PROJECT FIRSTLINE IS IMPORTANT TO SOUTH DAKOTA. First responders and healthcare professionals are most at risk on the frontlines, and because they deal with the public, we are all impacted. A lack of infection prevention practices and training increases the risk of exposure to infections for everyone. That's why we need Project Firstline in South Dakota!

PROJECT FIRSTLINE
isn't just training.

**It's training that can
SAVE LIVES.**

The more frontline healthcare
workers that go through the
training, the better off we ALL are.

Keeping our frontline safe keeps
ALL of us safe.



SOUTH DAKOTA
Foundation for Medical Care



SAVING LIVES: TELLING OUR PROJECT FIRSTLINE STORY THROUGH THE MEDIA

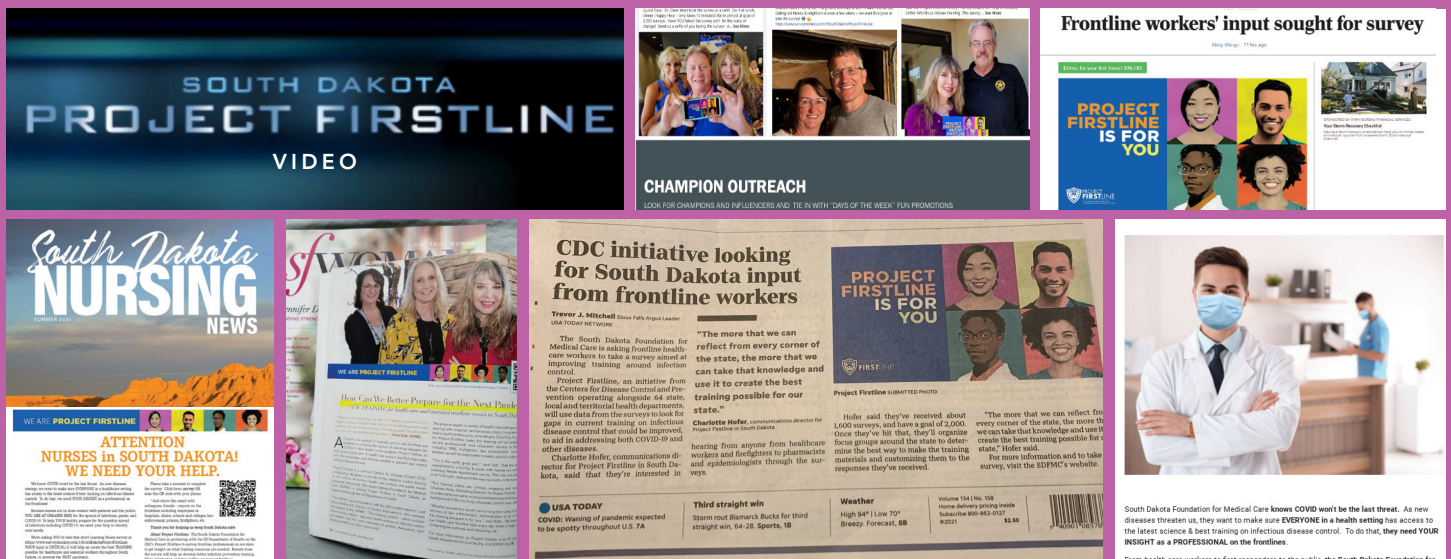
While COVID-19 has changed our world forever, and while new infectious diseases continue to threaten us, we can now fight back by arming our frontline healthcare workers with better infection control training and the latest CDC science and information.

Within a 3-month period, from April 1 to June 30 of 2021, we made **1.3 MILLION impressions** and reached an estimated **500,000 South Dakotans** through magazines, TV, digital media and newspapers, from our largest markets to our smallest rural ones. We had over 300 stories published, which has enabled us to reach healthcare workers across the state to create awareness of Project Firstline. We also enlisted "champions" to help us tell the story on social media. From neighbor to neighbor, and tv to magazines, we canvassed the state to tell as many frontline workers as possible that Project Firstline saves lives!

Thinking "outside the box" gave us NATIONAL RECOGNITION! We used many innovative approaches to reach frontline healthcare workers - even creating a video to generate excitement about Project Firstline. Our marketing strategies produced such amazing results that South Dakota was recognized nationally by the CDC, and we were asked to share our strategies with all state health departments. Since infection doesn't stop at state borders, it's important that we all work together - throughout the US - to fight infectious disease threats. COVID-19 won't be the last threat. Next time we'll be ready.

NATIONAL RECOGNITION! SOUTH DAKOTA MARKETING & COMMUNICATIONS STRATEGY

Media Outreach | Introductory Video | Champion Outreach
Newsletters/Email Lists | Social Media



WHAT DO THE SOUTH DAKOTA SURVEY RESULTS REVEAL?

We surveyed 1,900 frontline healthcare workers in South Dakota with a learning needs assessment to determine the needs and gaps in infection control training, in the following four jurisdictions:

1. **Hospitals and clinics**
2. **Long-term care facilities** - including home care, hospice, and group homes
3. **Public service** - including municipalities, fire and rescue, and law enforcement
4. **Schools and prisons**

RESPONDENTS FEEL THEY NEED MORE TRAINING IN:

- Implementing infection control protocols with vulnerable populations - 41%
- Strategies for putting infection control into practice - 41%
- Source control: how infections are transmitted - 33%
- COVID-19 procedures - 37%
- Environmental cleaning practices - 24%



OTHER INTERESTING RESULTS:

- Personal Protective Equipment (PPE) - Although 73% strongly agree with using PPE, not everyone is doing it. Only 62% have confidence in using PPE.
- COVID-19 Guidelines - 71% strongly agree that it is important to follow recommended guidelines, yet only 47% feel confident in explaining COVID-19 guidelines to patients or colleagues.
- Cleaning and Disinfecting - While 71% strongly agree with using recommended cleaning practices, 29% feel that a standardized method of cleaning is needed in their facility.

Learning how frontline and healthcare staff receive and retain education is an important aspect of delivering training. The surveys revealed that 76% trust the CDC, followed by South Dakota Department of Health at 73%, and professional organizations at 70%.

Respondents said they prefer:

- Digital education materials over print
- Zoom training, followed by Webex and YouTube
- Materials in English, with requests for Spanish and Lakota

WHAT DO THE SURVEY RESULTS MEAN?

Respondents overwhelmingly asked for **ongoing education and better training** on infection control – to help prevent not only the spread of COVID-19, but other infectious diseases. The results clearly show the need for Project Firstline in South Dakota.

After analyzing survey results, we conducted focus sessions. And they revealed even more surprises...

WHAT DID THE FOCUS SESSIONS REVEAL?

The COVID-19 pandemic has forever changed how we live. Our Project Firstline focus sessions with targeted jurisdictions involved both individual phone feedback sessions and observing infection prevention practices in healthcare facilities.

Focus sessions found that while 85% of respondents have had some type of training in infection control, these challenges still remain:

- **Cleaning and disinfection practices not performed consistently**
- **PPE not always used**
- **Inconsistent training procedures from facility to facility**
- **Non-compliance with infection prevention practices and recommended guidelines**
- **Difficulty staying current on the ever-changing regulations/requirements**
- **Information not communicated effectively to workers**
- **Staffing shortages and turnover**
- **Time constraints**
- **COVID-19 is not always taken seriously**
- **Some frontline workers are being overlooked for education and training, such as Environmental Services (janitors, housekeepers, etc.)**

Frontline healthcare workers put themselves at risk every day. We must take a closer look at how infection control measures are being carried out and what this means for the safety of patients and workers.

BOOK A PROJECT FIRSTLINE TRAINING TODAY!

Our focus is on training as many frontline healthcare workers in South Dakota as possible in infection prevention and control, and providing access to the latest science and the resources they need. Regardless of a healthcare worker's previous training or educational background—they can receive critical infection control information in a format that best meets their needs. Project Firstline makes training relevant and applicable for every setting and skill level, ranging from simple to complex. Methods and channels for effective education will be customized based on the needs within the jurisdiction.

HOW YOU CAN GET INVOLVED!

- **Reserve a FREE training session, customized to your needs.**
Training methods include: online video modules (self-paced), zoom/web-ex seminars or in-person classes.
- Follow us on Facebook for the latest news on trainings, science, and CDC guidelines.
- Encourage your friends and colleagues in healthcare to take the Project Firstline training.

CONTACT US, WE'LL GET YOU STARTED!



SOUTH DAKOTA PROJECT FIRSTLINE
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