“INFECTION PREVENTION AND YOU”
APIC’S ANNUAL HEALTHCARE WORKER
AND CONSUMER CAMPAIGN
&
IIPW, October 19 – 25, 2014

Invitation to Participate
in the Online Digital Ecosystem of
APIC’s Annual Campaign
Value Proposition for your Participation

In 2013, IIPW (October 20-26) saw a 66% increase in traffic to the campaign microsite [www.apic.org/InfectionPreventionandYou](http://www.apic.org/InfectionPreventionandYou) and APIC.org.

Benefit from year-long momentum leading to a week of focused attention: become a part of the campaign’s online ecosystem and heightened viewer-traffic to increase awareness of your company, its products and services, and its commitment to infection prevention.

During October 19-25, 2014, APIC will mobilize all sorts of online resources to focus public attention on infection prevention, including: downloadable healthcare worker AND consumer resources, press releases, escalated social media, international webinars, live streaming of the HHS-APIC-SHEA joint “Partners in Prevention” award, community activities, and release of new educational resources.

Your participation will support these activities and you will be recognized as a “champion” of the healthcare worker and consumer campaign.
More Value: Satellite Webinar

1. Satellite Webinar – uniquely designed opportunity for industry to provide education

As satellite educational sessions are to the annual conference, so satellite webinars will be to the IIPW, October 19-25. The sponsored webinar will be broadcast during the week and archived on APIC.org through the end of 2014. As the sponsor of a satellite webinar, you will have:

- Access to a large (national and international), interested, and available audience
- Opportunity to choose your speaker(s), and build your content
- Conduct pre and post evaluations / tests and ask quick survey questions using the APIC online platform
- Connect the topic of your choice to the larger theme of “infection prevention and you” to become a part of this national and international effort.

In 2013, the APIC webinar, “Clean Care is Safe Care: Global Hand Hygiene”, had a live audience of over 1,000 viewers (including 471 individual sites) and 1545 archived viewings.

Fees: $15,000 / webinar

Fees include: online platform, administration of webinar, marketing & promotion, and recognition of sponsor as “Lead Champion”. *Plus several additional benefits noted below
2. The IP-Consumer: From Engagement to Improvement

Do you want a quick straw poll of IPs to help you narrow down features on your product/device that will be best suited to an IP’s practice?
Would you like IPs to tell you in real time what they think are emerging unmet needs in infection prevention?
Could you benefit from immediate feedback provided by IPs in the field on the best use of a device or service?
Do you want IPs to suggest, vote for, rank, or comment on ideas about a particular topic?

As Innovative Champion, your company will have its own “Dialogue Kiosk” staged within the interactive discussion area of the campaign microsite. Your company will use the online kiosk to engage with members visiting the site by posing (APIC-approved) questions, taking polls, or soliciting comments.

Fees: $10,000 / kiosk
Fees include: customizing “Dialogue Kiosk” with company name and logo, provision & management of interactive platform, consolidated viewer responses provided at the end by APIC, marketing & promotion, and recognition of sponsor as “Innovative Champion”.

*Plus several additional benefits noted below
More Value: Online Gallery

3. Online Gallery: Exhibiting your Company’s Values, History, or Role in Infection Prevention

Does your company have a compelling story to share – about its origins, research, innovation, philanthropy, commitment to community – that will provide members with a special insight into what makes the company stand out?

Whether you want to refresh an existing account or create an interactive timeline, telling your company’s story helps keep its history alive and the organization true to its mission.

Are you able to capture this story in a video, slide set, digital posters, PDFs, or graphics / interactive graphics?

Then your company belongs in this online gallery where you can exhibit your story and get your message across to thousands of viewers, but one consumer at a time.

Fees: $ 5,000 / exhibit

Fees include: provision & management of online gallery, marketing & promotion, and recognition of sponsor as “Inspire Champion”.
*Plus several additional benefits noted below
“Contributor” as Campaign Champion

You may decide to participate in and support the campaign without additional online activity (e.g. webinar, dialogues, or gallery).

We have the right option for you, too. Join the campaign at the Contribute level ($2,500) and you will receive all the benefits and visibility listed on the next slide (# 8).
Champions at all levels receive these visibility and recognition benefits

- Company logo showcased on the Champions page of the IIPW website, and link to this page highlighted in APIC communications to drive viewers
- Message from APIC CEO sent to chapter leaders thanking Champions by company name
- Template press release provided with a thank you quote from the APIC CEO and APIC President that may be distributed by you to showcase your commitment to infection prevention
- Full page ad in the Winter issue of Prevention Strategist listing all Champions
- APIC homepage under “News” will recognize Champions & Partners
- E-new recognition – tagline: “Thank you to our Champions and Partners” with links to the appropriate pages
The Extent and Reach of the 2013 Infection Prevention and You Campaign

In 2014, make your company a part of this campaign “spread” to gain visibility, credibility, and goodwill.

Participating in the online ecosystem of the APIC campaign microsite will drive more targeted traffic to your company’s website, and make APIC’s hundreds of thousands of supporters, members and friends aware of your valued support of infection prevention.

- APIC’s 2013 “Infection Prevention and You” consumer education campaign received broad media attention:
  - 9/30/13, Wall Street Journal article titled, “Why hospitals want patients to ask doctors, ‘Have you washed your hands?’
  - 10/25/13, Fox Business News article titled, “Why you need to ask doctors if they’ve washed their hands.”
  - Featured on the CDC’s “Safe Healthcare” blog
  - And in numerous other outlets including, DailyRx News, American Public Health Association’s “Get ready for flu” blog, and Rubbermaid’s “Trash Talkin’ Clean Freaks” blog.

- Infographic downloads to date: 5,547
- To date, “Infection Prevention and You” website has received 19,685 unique visitors, 26,220 visits, 62,677 page views.
- More than 250 organizations spread messages to all of their followers via Twitter about the new infographic, and many also shared the new materials via Facebook.
- Twelve campaign articles featured in APIC E-News
- Three+ months social media engagement through Facebook, Twitter and MyAPIC
- Winter 2013 article in Prevention Strategist with hard copy of infographic poster
- Press release and media outreach to trade and mainstream news outlets
- Thirty Six association and society partners
- Eight corporate Champions
- Social Media
  - Overall, the efforts surrounding IIPW and the launch of Infection Prevention and You garnered 300,731,603 impressions through 394 stories – 38 of them original articles – and 1,416 Tweets and 58 Facebook posts.
  - Twitter garnered more than 1.7 million impressions and Facebook brought in nearly 25,000 impressions – proof that social media is helping to drive awareness!
- MyAPIC increased activity around IIPW
- International Webinar: over 2000 total live and archived attendee

Infection Prevention and You
International Infection Prevention Week October 19-25, 2014
Clean Hands

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www.apic.org/IIPW

Association for Professionals in Infection Control and Epidemiology