

# The US Experience of a Public Health Campaign for Injection Safety: Preventing Healthcare Transmission of Viral Hepatitis through Unsafe Injections

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## DESCRIPTION

The CDC and CDC Foundation, along with healthcare professionals, industry partners, and patients, developed **The One & Only Campaign**, a public health campaign to educate about and advocate for injection safety. This poster is an overview of the Campaign, presented by co-founders of the Safe Injection Practices Coalition, the stakeholders group that promotes the campaign.

**The One & Only Campaign can be used as a resource and model for other countries: plain language logo, simple but universal recommendations and tips, adaptable content for culturally-specific purposes, easily translated into other languages, content available for variety of settings and devices.**



## PUBLIC HEALTH IMPACT

Although healthcare in the United States is generally safe, the huge number of injections coupled with human error results in the estimate that 1% of all injections are unsafe, leading to transmission of viral hepatitis. Since 2001, over 150,000 US patients have been advised to seek testing for viral hepatitis and HIV, because they were exposed to unsafe injection practices. The documented number of outbreaks represents only the tip of the iceberg.

**The One & Only Campaign is driven by the Safe Injection Practices Coalition. It is a partnership of healthcare-related organizations, patient advocacy organizations, industry partners, and other public health partners, led by the CDC. Current membership is 173 groups.**



## WHY IS THIS INNOVATIVE?

**The One & Only Campaign** raises awareness about the consequences of unsafe injection practices about the basics of injection safety. It provides posters, brochures and fact sheets for use in provider's offices, in patient rooms, and work areas. The resources may be used by

- ◆ Distributing brochures
- ◆ Displaying posters
- ◆ Playing educational videos
- ◆ Accessing the robust website

**The One & Only Campaign free resources**

- ◆ Print Materials
- ◆ Translated Resources
- ◆ Audio & Video
- ◆ Toolkits
- ◆ Social Media
- ◆ Buttons & Images



## CONCLUSIONS

**The One & Only Campaign** is improving healthcare for everyone in the US. It is a frequently accessed link on the CDC website with 121K materials downloaded in 2016. The Campaign can be easily modified for use in other countries to improve injection safety, thus eliminating healthcare transmission of viral hepatitis.

## REFERENCES

**ONEandONLYcampaign.org**  
**cdc.gov/injectionsafety**

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## CONFLICTS OF INTEREST

There are no conflicts of interest