



Project Firstline National Partner Accomplishments



Partnership Brings Greater Impact

From Twitter chats, to podcasts, to virtual training events simulcast and translated into multiple languages, our healthcare and public health partners have used a diverse range of methods to reach healthcare workers with important infection control information during the pandemic.



American Academy of Pediatrics: Accelerating the Delivery of Infection Control Content through Collaboration

The American Academy of Pediatrics (AAP) represents 67,000 pediatricians and pediatric specialists and provides resources to all types of pediatric healthcare providers. **Through Project Firstline, AAP developed and delivered infection control content to pediatric frontline healthcare workers using a variety of innovative platforms and channels, including a tele-mentoring training model, Project ECHO (Extension for Community Healthcare Outcomes).**

Through their participation in Project Firstline's first year, AAP has:

- Created a Virtual Training Center to disseminate infection control content including a video and podcast series.
- Expanded the national reach and capacity of the AAP to engage state chapters to educate about infection control, including providing resources to 49 of its local chapters to carry out Project Firstline trainings for over 3,500 participants.
- Expanded Project Firstline's capacity to implement ECHO trainings focused on infection prevention and control. AAP trained 3 Project Firstline partners (American Nurses Association, CDC, and the National Council of Urban Indian Health) and 3 AAP chapters as ECHO hubs to reach a diverse range of frontline healthcare workers with infection prevention and control information through the virtual, case-based learning format.



American Medical Association: Expanding Infection Control Awareness and Capacity to a Broad Spectrum of Physician Specialties and Settings

The American Medical Association (AMA) is the largest medical association in the U.S. representing nearly 250,000 physicians and medical students. AMA's respected reputation and influence enhances Project Firstline's ability to reach physicians. Likewise, through their participation in Project Firstline, **AMA expanded their capacity to promote infection control leadership in the physician populations they serve.**

Through their participation in Project Firstline's first year, AMA has:

- Gained a greater understanding of the infection control educational needs of its diverse audience, which helped inform the development of specific infection control products and resources for an expanded target audience.
- Leveraged the AMA Ed Hub, an online learning platform, to raise awareness of infection control and increase the reach of accurate infection control content.
- Forged new strategic partnerships with other healthcare organizations to expand their reach into the field of infection control, including partnering with the Federation of Medicine and the American Society of Nephrology, to develop and disseminate infection control content to medical societies and dialysis workers, respectively.
- Furthered AMA's commitment to improving healthcare equity and understanding of how it intersects with and is impacted by infection control knowledge and training.

AMA WEBINAR SERIES

COVID-19: What physicians need to know

**Episode 3: Project Firstline—
CDC's new national training
collaboration for infection control**

Host: Susan R. Bailey, MD
President, AMA

Guest: Mike Bell, MD
Deputy Director, Division of Healthcare
Quality Promotion, Centers for Disease
Control and Prevention

AMA Webinar Series hosted by Susan R. Bailey, MD with special guest Mike Bell, MD

American Nurses Association: Ensuring Standardized Yet Tailored Infection Control Training is Available to All Nurses



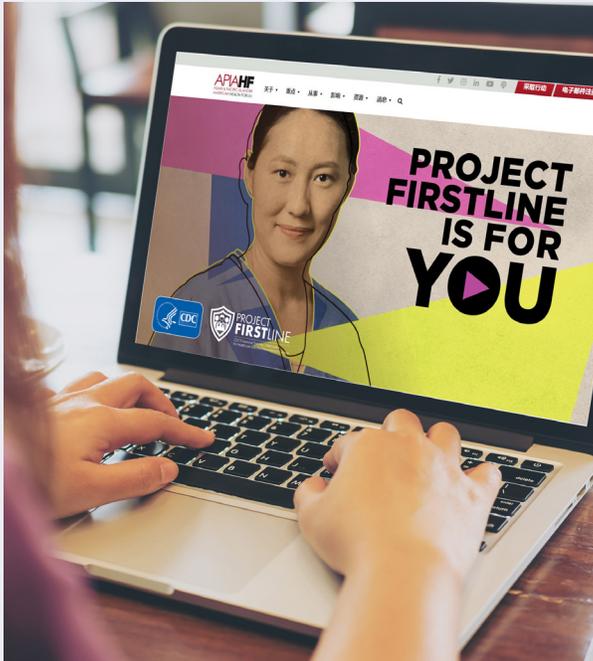
The American Nurses Association (ANA) represents the interests of the nation's 4 million registered nurses, with members in all 50 states and U.S. territories. **ANA's participation in Project Firstline has resulted in a variety of infection control materials developed "for nurses by nurses."** This ultimately allowed ANA to expand its educational reach and become an infection control resource to nurses in clinical settings.

Through their participation in Project Firstline's first year, ANA has:

- Developed a timely and scientifically sound "On-the-Go" infection control resource library tailored to nurses. Resources include printable training guides, fact sheets, communication tools and other real-life examples of infection control problem-solving that support and simplify the application of infection control actions in everyday practice.
- Created more in-depth learning opportunities for nurses through Project Firstline partnerships. Together with the American Academy of Pediatrics, ANA developed and launched a Project ECHO tele-mentoring series about infection control basics.
- Launched a monthly newsletter to share ANA and CDC Project Firstline content with a targeted list of 32k recipients.

Asian & Pacific Islander American Health Forum: Building a Model to Develop and Disseminate Infection Control Content in Asian and Pacific Islander Languages

The Asian and Pacific Islander American Health Forum (APIAHF) is the oldest and largest health organization working with Asian American, Native Hawaiian/Pacific Islander communities. **Through Project Firstline, APIAHF strengthened local and regional community organizations by providing the tools, skills, training, and technical assistance in infection control to build organizational capacity.**



Through their participation in Project Firstline's first year, APIAHF has:

- Recruited and trained 13 bilingual Infection Prevention and Control Champions across 5 community partners to provide infection control training in their communities.
- Adapted infection control resources to address the linguistic and cultural needs of their constituents, including translating digital materials into 8 languages (Bengali, Traditional Chinese, Simplified Chinese, Tagalog, Vietnamese, Hmong, Samoan, and Tongan) and hosting training events interpreted live into 4 languages (Bengali, Mandarin, Tagalog, and Vietnamese) for healthcare communities with limited/non-English speakers.
- Developed and maintained the Asian American and Native Hawaiian/Pacific Islander Project Firstline webpage which houses translated infection control resources and Champion-led trainings. The webpage is translated into 8 languages (Bengali, Traditional Chinese, Simplified Chinese, Tagalog, Vietnamese, Hmong, Samoan, and Tongan).

Health Research and Educational Trust: Building a Culture of Safety and Prevention Across Disciplines in Healthcare

The American Hospital Association (AHA) represents nearly 5,000 health care systems, and 43,000 individual members. The Health Research and Educational Trust (HRET) is the not-for-profit research and education affiliate of the AHA. **Together, AHA and HRET have established critical collaborations through their involvement in Project Firstline. These collaborations have resulted in a greater understanding of the needs of frontline healthcare workers, particularly environmental services workers, facility management, and skilled nursing facility personnel.**



Through their participation in Project Firstline's first year, HRET has:

- Educated facilities management personnel and clinicians about how planning, design, construction, and operations within the physical environment can promote or prevent the spread of infections.
- Developed resources for frontline healthcare workers to better understand the role of ventilation in infection control.
- Brought information and attention to underserved healthcare workers traditionally overlooked for infection control training, such as environmental service workers.
- Provided personalized coaching, sharing of best practices, and quality improvement strategies with skilled nursing home and post-acute care facilities.

National Association of City and County Health Officials: Elevating Local Health Departments' Infection Control Activities to Prepare for Future Outbreaks

Local health departments (LHDs) have been on the front lines combating community spread of COVID-19. **As part of Project Firstline, the National Association of County and City Health Officials (NACCHO) supports nearly 3,000 LHDs to build their capacity to deliver infection control training and education to the healthcare workers in their communities.**

Through their participation in Project Firstline's first year, NACCHO has:

- Bridged the gap between public health and healthcare by strengthening existing collaborations, while developing new ties with other Project Firstline national partners, including the American Academy of Pediatrics and the Health Research and Educational Trust.
- Completed a comprehensive learning needs assessment of LHDs to better understand and consider the infection control knowledge and training gaps of LHDs.
- Created tools to strengthen teamwork and communication amongst teams to support the execution of infection control actions.



National Council of Urban Indian Health: Building Capacity to Address the Unique Needs of the Urban Indian Healthcare Workforce

The National Council of Urban Indian Health (NCUIH) is the official membership organization of 41 Title V Urban Indian Organizations (UIOs) funded by the Indian Health Service. It represents the health service needs of the more than 70% of American Indians and Alaska Natives in the United States who live in urban areas. **Through Project Firstline, NCUIH is a go-to resource for infection prevention and control among urban indian organizations, positioning the organization as a reliable source of information specific to the needs of urban American Indian and Alaska Native communities across the country.**



Through their participation in Project Firstline's first year, NCUIH has:

- Expanded the capacity of UIOs to address infection control challenges and prepare for accreditation. By creating a peer community for the UIOs to learn and work together, NCUIH helped establish or augment infection control programs in the various service areas based on best practices.
- Equipped the next generation of local infection control leaders through unique learning opportunities, including infection control professional development scholarships, fellowships to American Indian healthcare workers and students, and virtual webinars and an ECHO series for urban healthcare workers.
- Leveraged partnerships to develop and disseminate culturally appropriate infection control materials and promote healthcare equity.

National Indian Health Board: Building Capacity and Creating Connections to Enhance Infection Control in Tribal Health Care

The National Indian Health Board (NIHB) represents all 574 federally recognized Tribal governments, including those that operate their own healthcare delivery systems, and those receiving health care directly from the Indian Health Service. **Project Firstline introduced healthcare infection control to NIHB's portfolio and enabled NIHB to build the capacity of frontline Tribal healthcare workers and infection control officers during the COVID-19 pandemic.**

Through their participation in Project Firstline's first year, NIHB has:

- Reached healthcare workers in Tribal health settings with infection control resources, including underserved frontline healthcare worker groups - emergency medical services and dental healthcare professionals.
- Built local capacity in infection control through scholarships and mentorship.
- Created connections between health departments and Tribal health organizations, educating those health departments on the work and roles of tribal health organizations in their states, and fostering working relationships with state health departments and their local tribal communities to ensure inclusivity during infection control content development.



National Network of Public Health Institutes: Understanding and Responding to the Infection Control Knowledge Needs of Public Health Professionals

The National Network of Public Health Institutes (NNPHI) includes more than 40 public health institutes, 10 University-based Regional Public Health Training Centers, and 40 affiliates. **Participating in Project Firstline has enhanced their ability to focus on the development and rapid dissemination of healthcare infection control content to various public health organizations across the country.**

Through their participation in Project Firstline's first year, NNPHI has:

- Identified existing infection control coursework for public health professionals in order to develop and distribute relevant and needed infection control content to the public health workforce.
- Empowered the environmental health workforce to build their knowledge and understanding of infection control.
- Leveraged its national network to disseminate infection control content, through webinars, Q&A sessions with healthcare infection control experts, and a community of practice.

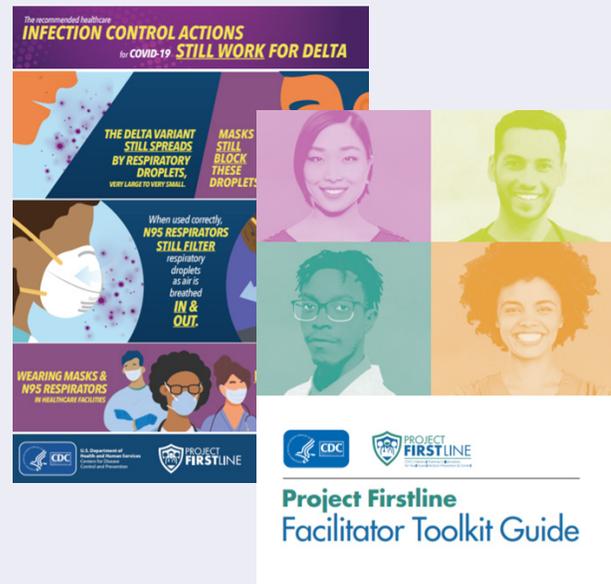


RTI International: Using a Human-Centered Design Approach to Create Infection Control Training Resources

RTI International leverages their expertise in formative research, behavior change theories and social marketing principles to design and deliver communications that capture attention, promote better decision-making, and motivate behavior change. **In collaboration with CDC, RTI has enhanced Project Firstline's ability to develop infection control educational resources that are designed especially for healthcare workers.**

Through their participation in Project Firstline's first year, RTI has:

- Evaluated the lived realities of healthcare workers to help CDC and its partners more effectively design and market Project Firstline programming to reach and educate the audience.
- Collaborated with CDC on the development of more than 75 educational materials to support healthcare workers' understanding of SARS-CoV-2, how it spreads, and the infection control actions that can prevent spread in healthcare facilities.
- Developed a strategy to evaluate Project Firstline's dissemination strategies to ensure Project Firstline messaging is effectively reaching its audience.





PROJECT **FIRST LINE**

CDC's National Training Collaborative
for Healthcare Infection Prevention & Control

**WE HAVE THE POWER TO
STOP INFECTIONS.
TOGETHER.**



Facebook



Twitter



YouTube