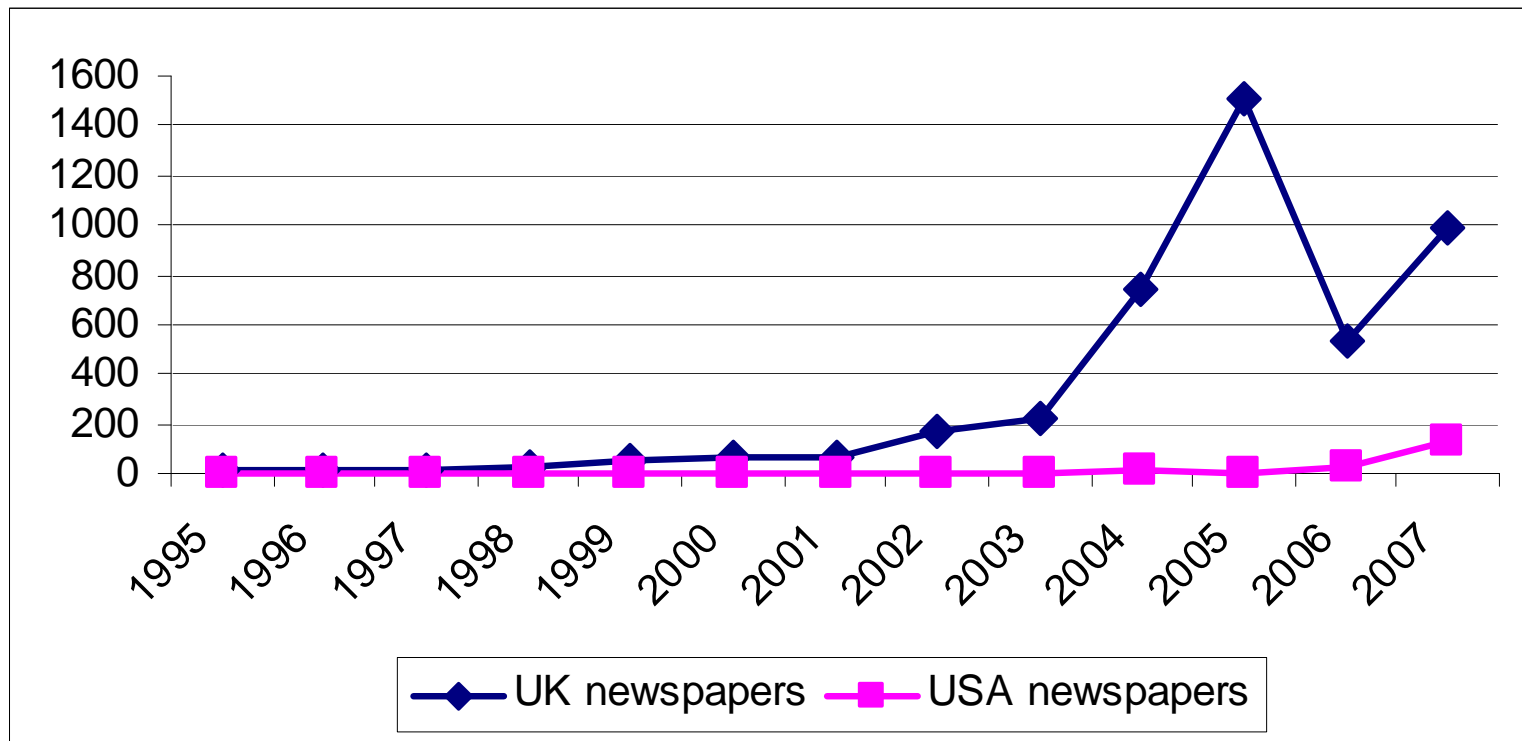


The media, political and social contexts of HAIs

Dr Tammy Boyce
Research Fellow, Public Health

Coverage of MRSA in major UK/USA newspapers



FREE METRO
 Monday, November 24, 2008 www.metro.co.uk
DARLING 'TO RAISE TOP TAX RATE TO 45% IN 2011'
 Pro-Budget report - Page 5

Nine in 10 hospitals failing on hygiene

COOKING UP A STORM?



BY MILES ERWIN

NINE out of ten hospitals in England failed to meet hygiene rules put in place to tackle superbugs, according to the results of spot checks published today. Just five health trusts out of 71 were complying with the guidelines despite fears over the spread of infections such as MRSA and C-difficile.

More than half of the trusts did not keep all areas within their hospitals clean and well maintained. One in four was not properly disinfecting hospital equipment, covered about a third of all new health items in the country.

While most of the breaches did not pose an immediate risk to patients, commissioning chief executive Anna Walker said: "There are important warning signs to trust boards that there may be a weakness in their systems."

These mean - broadly, Ipswich and Addick & St Peter's - were put on notice to improve cleanliness.

Health minister Ann Keen said: "Any breach of the hygiene code is unacceptable and we expect trusts to take swift action to rectify areas of concern."

TV chef Gordon Ramsay on home in London yesterday reports he had been chased

Hit squads tackle high-risk hospitals
 Rapid response teams could order shutdowns if they feel high mortality rates threaten patients

Denis Campbell, health correspondent
 The Observer, Sunday December 7 2008
 Article history



Marie Edwards holds a photograph of her daughter Jazmine, one of nearly 30 babies who died after surgery at Bristol Royal Infirmary. Photograph: Kirsty Wigglesworth/PA

NHS hit squads will swoop on hospitals where unusually high rates of death, infection and botched operations appear to be harming or killing

Daily Mirror

CAMILLA & MR
 Their intriguing similarities Charles could

Shock toll of hospital superb

MRSA DEATHS DOUBLE IN FOUR YEARS



SUN
 Tuesday, April 15, 2008

EXCLUSIVE Melinda and hubby split

Chelsea, 1 Wigan, 1 See SunSport

SUN EXCLUSIVE

HARRY HERO GETS MRSA

Fury as bug hits marine Ben



fund>

Ideas that change health care

Risk of...	
	%
Death	58%
Disease	22%
High costs to NHS	12%
Delay of healing	6%
Other	2%

› [The new MRSA?](#)

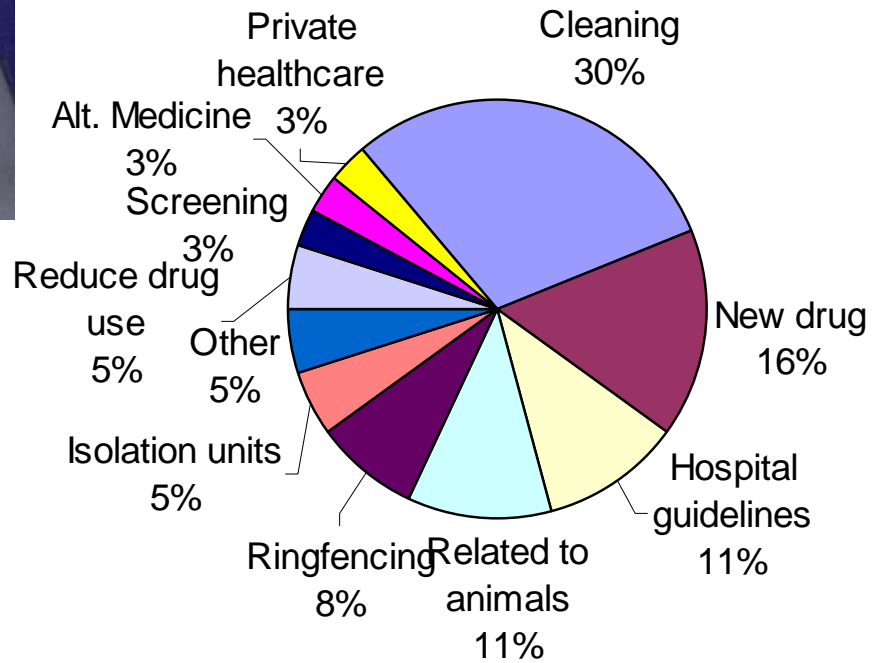
› [Fear of UK...](#)

Lead paragraph based on...	
	%
Victim of MRSA	23%
Political statement	16%
Statement from DH	14%
Products related to MRSA	8%
Statement from health profession/ group	8%
Scientific report/ publication	7%
Death from MRSA	6%
Unclean hospitals/journalist investigating this	4%
Increasing cases	4%
MRSA in animals	3%
Other	3%
New outbreak – no death	3%
Advice to public about MRSA	1%

Sources directly quoted in all articles	
Sources	% all sources
Public affected by MRSA	16%
Politician Labour	13%
Scientist / Doctor	13%
Politician other	10%
Department of Health / HPA	10%
Hospital representatives	9%
Public – other	5%
Pressure group	5%
Other (e.g. lawyer, union, private health care, company)	6%
Health other	3%
Nurse	2%
Celebrity	2%
BMA / Royal Colleges	2%
Infection Control Nurses Association	2%
Hospital Infection Society	1%
Cleaners	1%



Solutions attributed to health professionals



Reported causes of MRSA

	%
Cleaners / cleanliness	36%
Hospital staff's own hygiene / lack knowledge	22%
Government health targets	8%
Invasive procedures	6%
Over-prescription of antibiotics	6%
Bed occupancy levels	5%
Lack of isolation rooms	5%
Other	5%
Government policy	2%
Pressure of lack of space	2%
Visitors policy	1%
Government cut-backs	1%
Shortage of consultants with infectious disease control expertise	1%
Pressure on health professionals to prescribe antibiotics	0.4%

Reported solutions of MRSA

	%
Cleaner wards / hospital	38%
Matron/inspections	14%
Cleaning product (or self-cleaning product)	7%
New drug	6%
Hospital guidelines	5%
Other	5%
Patients asking staff to wash hands	4%
More money from government	3%
Isolation units	3%
Scientific research	2%
Reduce drug use	2%
Private healthcare	2%
Homeopathy/alternative	2%
Related to pets	2%
Other product	3%
Ringfencing	1%
Screening for MRSA	1%

Context in which stories mention MRSA only once	
	%
NHS / patients	39%
Politics / political profiles	24%
Shares relating to products	14%
Celebrity profile	8%
Science / health in general	8%
Other	5%
Public opinion poll	2%
Homeopathy	1%

Ray Winstone has launched a bitter attack on Britain and says he wants to move abroad. The 51-year-old movie hardman is fed up of crime, filthy NHS wards, high taxes and politicians and says the country has "gone to the dogs"...

The dad of three also laid into the NHS, saying: "I see people going into hospital and coming out worse with MRSA." ...

- *The Mirror* 1.12.08





Join any Sky TV package online and get



£50 M&S vouchers

+

MRSA cure cream developed in man's garage

Last updated at 17:59 22 April 2005

[Comments \(0\)](#) | [Add to My Stories](#)

A cream which could help prevent the spread of MRSA has hit the pharmacy shelves of a leading supermarket.

The lotion was developed by Brian Bennett in his garage in Nuneaton, Warwickshire, originally to help treat his wife's dermatitis.

The 65-year-old, who has no medical training and researched the field using journals loaned from a local library, signed a deal with the US-owned retail giant which could make him a millionaire.

Hospital trials revealed the barrier cream could destroy the superbug within seconds of being rubbed into the skin and could protect against the bacteria for up to four hours.

Mr Bennett said: "I am not a doctor. I have got no medical background. But I was determined to do something for my wife and it looks like I will be helping thousands of people in doing so. It's very humbling."

He said he understood people were frightened of going into hospital in case they spread or contracted the MRSA bug and hoped his product could help.

Mr Bennett said: "MRSA walks into hospitals every day, it doesn't matter whether you've got the cleanest hospital in the world.

[Advanced Search](#)



EPSON STYLUS PHOTO PX800FW EPSON
EXCEED YOUR VISION

TOUCH PANEL PRINTING INKS
WIFI 4 IN 1 MORE INFO

The 17-year-old is said to

Is Garlic the Cure?

Or oregano?

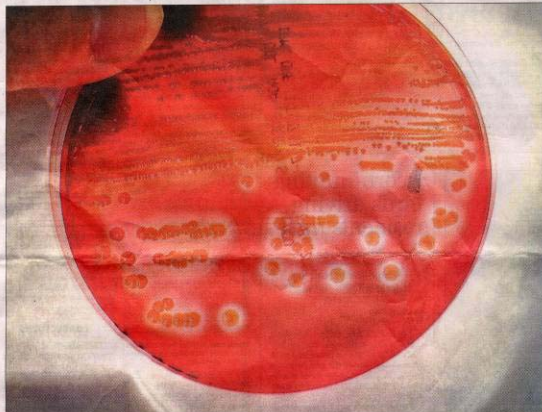
Or do you need an NHS survival kit?



CULTURE OF RESISTANCE A SEATTLE TIMES INVESTIGATION

HOW OUR HOSPITALS UNLEASHED AN EPIDEMIC

The drug-resistant germ MRSA lurks in Washington hospitals, carried by patients and staff and fueled by inconsistent infection control. This stubborn germ is spreading at an alarming rate, but no one has tracked these cases — until now.



Superbug on the march
Methicillin-resistant *Staphylococcus aureus* colonies from a Seattle hospital patient grow in a blood agar plate at a local lab. The white areas around the colonies indicate where MRSA infection is attacking and destroying the red blood cells.

PHOTOS BY MIKE SIEGEL / THE SEATTLE TIMES

Copyright 2008 The Seattle Times Co.
BY MICHAEL J. BERENS
AND KEN ARMSTRONG
Seattle Times staff reporters

Year after year, the number of victims climbed. But even as casualties mounted — as the germ grew stronger and spread inside hospitals — the toll remained hidden from the public, and hospitals ignored simple steps to control the threat.

Over the past decade, the number of Washington hospital patients infected with a frightening, antibiotic-resistant germ called MRSA has skyrocketed from 141 a year to 4,723.

Those numbers don't appear in public documents. Washington regulators don't track the germ or its victims, and Washington hospitals do not have to reveal infection rates.

The Seattle Times analyzed millions of computerized hospital records, death certificates and other documents to track the swath of one of the nation's most widespread, and preventable, epidemics.

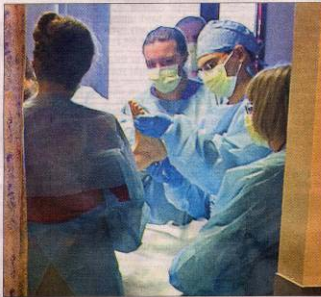
In its investigation — the first comprehensive accounting of MRSA cases in Washington hospitals — The Times gained access to state files that revealed 672 previously undisclosed deaths attributable to the infection.

MRSA, methicillin-resistant *Staphylococcus aureus*, is spread by touch or contact. It can slip into breaks in the skin as tiny as a mosquito bite.

Six out of seven people infected with MRSA contract it at a health-care facility.

Many people first learned about the germ last fall when the Federal Centers for Disease Control and Prevention set off a media frenzy with its announcement that invasive MRSA infections claim at least 18,000 lives a year, more than AIDS.

But MRSA has been quietly killing for decades. And all along, there has been a simple, common-sense way that



First steps to infection control, but isolation is key
The burn team uses MRSA contact precautions as it tends to a patient in isolation at Harborview Medical Center in Seattle. Visitors and staff must wear gowns, masks and gloves before entering the patient's room. But at overcrowded Harborview, MRSA patients can't always be isolated.

CULTURE OF RESISTANCE: THE SERIES



WEB EXTRA
Hear from a survivor, check hospital data, ask a question
Joyce Allen describes her painful battle with MRSA. Also, explore our database of MRSA cases and submit a question for a Q&A.
seattletimes.com/mrsa

THIS WEEK IN THE SEATTLE TIMES

Today: How our hospitals unleashed an epidemic.
Monday: After deadly outbreaks, Harborview was slow to change.

4,645
4,723
MRSA
cases
in 2007

4,234

3,371

2,226

1,540

1,223

815

525

141
MRSA
cases
in 1997

257
MRSA
skYROCKETS
in Washington

Cases of hospital patients with MRSA have jumped 33-fold since 1997 in Washington.

Source: Seattle Times analysis, based on Department of Health data

Hospitals marshal resources to wipe out MRSA

- 12.02.07 *USA Today*

Threat From Infectious Diseases Growing

-29.10.08 *Washington Post*

Killer bug puts focus on 'the will' to stop it; Outbreaks prompt calls for more action by feds

- 19.10.07 *USA Today*

Time to come clean with grim truth of the superbug

- 23.05.08 *Irish Independent*

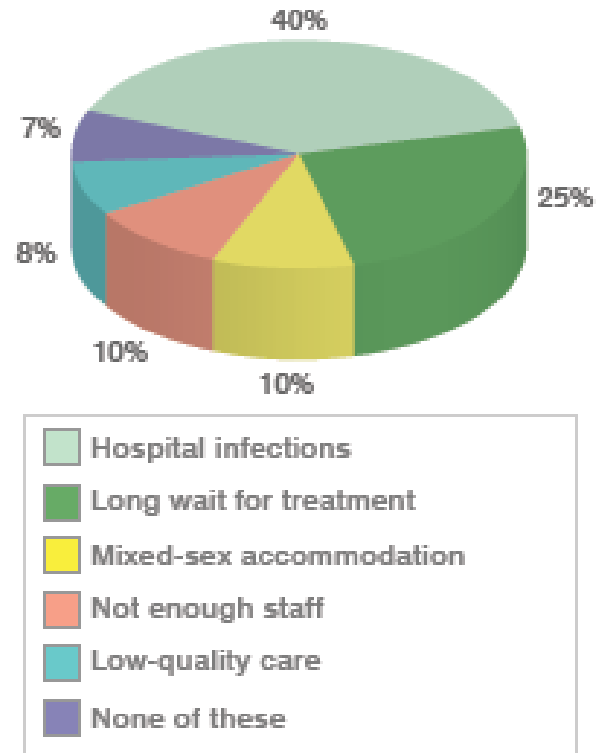
Typical USA coverage...

- › [Professional athletes](#)
- › [High school athletes](#)
- › [Elementary schools](#)
- › [Action in schools](#)
- › [Jails](#)

Community vs. health-care
acquired infections?

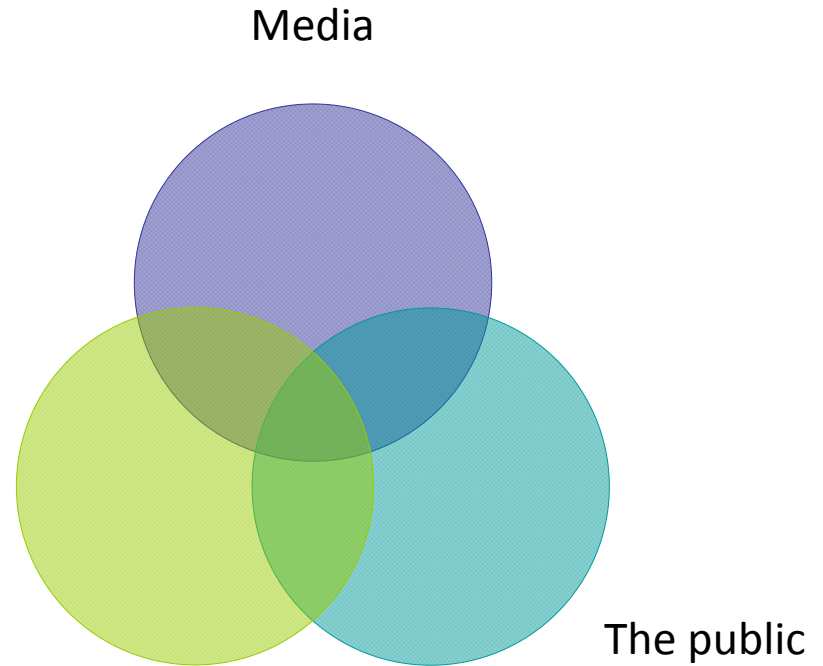
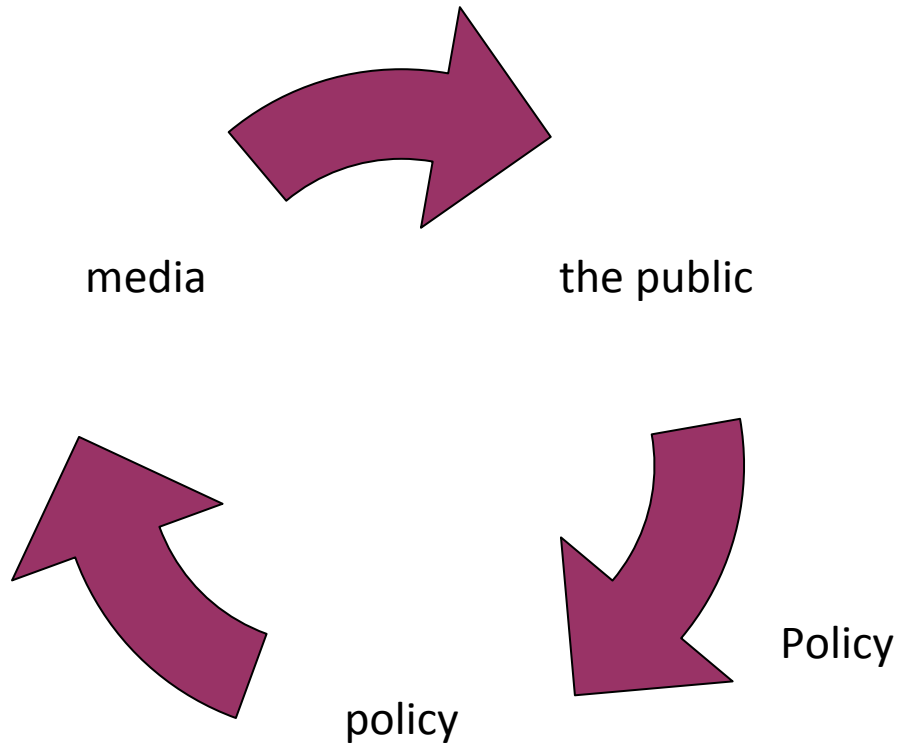
Why is any of this important?

BIGGEST FEARS ABOUT HOSPITAL



SOURCE: BBC/ICM Research

Links and relationships?



The social, media and political context of HAIs

Dr Tammy Boyce
Research Fellow, Public Health