


**Imagery and Infection Prevention: An Under Appreciated Medium**  
**Dr. Cath Murphy, Infection Control Plus, Australia**  
**A Webber Training Teleclass**



**Imagery and  
Infection Prevention:  
An Under  
Appreciated Medium**

**Cath Murphy & Lisa Kurtz**  
2<sup>nd</sup> Year Students Griffith University  
Bachelor of Photography  
Co-directors – Clinical Captures

Hosted by Jane Barnett  
jane@webbertraining.com

www.webbertraining.com February 4, 2015

### Disclaimer

The information contained in this presentation is general in content and does not seek to comprehensively outline the issues raised in the presentation.

The findings and conclusions in this presentation are solely those of the authors and their information resources and do not represent the views, position nor the policy of any organisation except as may be specifically noted.

Dr Cathryn Murphy is a casual consultant to medical industry and device manufacturer. Today's presentation is independent of those relationships.

Ms Kurtz has no conflicts to declare.

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## Objectives

- Appreciate history of image use in infectious diseases
- Identify Imagery Opportunities
- Understand Ethics And Legalities of Clinical Image



## History of Image Use in Infection Prevention

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## Past Use of Photography

- record of disease progression or physical abnormality
- investigation of disease source
- debriefing after events/ outbreaks and training
- patient management
- clinical education
- research into clinical practice
- document history of treatment and interventions & technologies

Milligan RG, Todd WT. The role of a medical illustration department during the Lanarkshire E. coli O157 outbreak. *The Journal of audiovisual media in medicine* 1998;21:133-9.

Mahar PD, Foley PA, Sheed-Finck A, Baker CS. Legal considerations of consent and privacy in the context of clinical photography in Australian medical practice. *The Medical Journal of Australia* 2013;198:48-9.

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1892 Fifth Cholera Pandemic outbreak disinfection team Hamburg, Germany [http://en.wikipedia.org/wiki/Fifth\\_cholera\\_pandemic\\_\(1881%E2%80%9380%9396\)#mediaviewer/File:Cholera-desinfektin-1892.gif](http://en.wikipedia.org/wiki/Fifth_cholera_pandemic_(1881%E2%80%9380%9396)#mediaviewer/File:Cholera-desinfektin-1892.gif)  
Accessed 11/11/14

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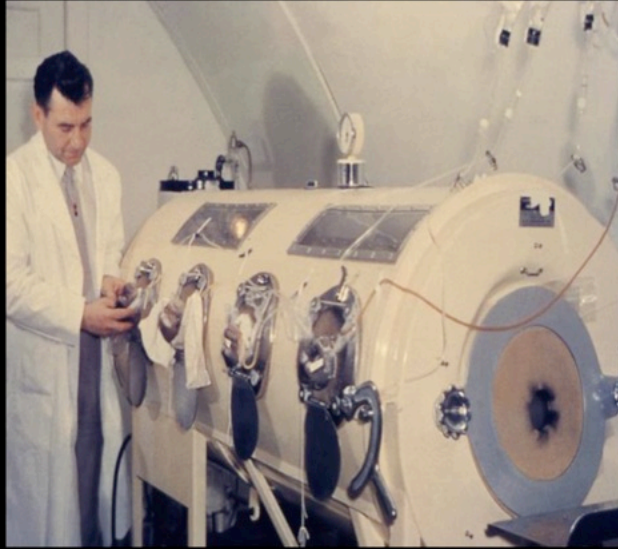
Spanish flu SOS response team at Riley St depot 1919  
[https://scratchingsydneyssurface.files.wordpress.com/2012/11/spanish-flu-sos-response-team-riley-st-depot-1919-mld1\\_13498r.jpg](https://scratchingsydneyssurface.files.wordpress.com/2012/11/spanish-flu-sos-response-team-riley-st-depot-1919-mld1_13498r.jpg) Accessed 11/11/14



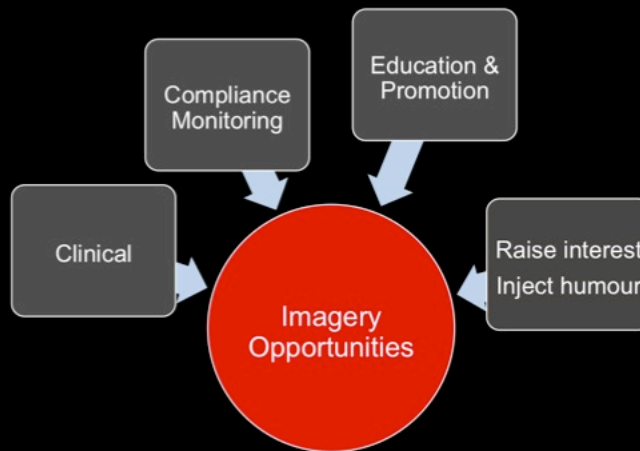
Drs Eric French, Gray Anderson and Leslie Frazer standing beside their mobile laboratory during field investigations of the 1950-1951 outbreak of Murray Valley encephalitis. <https://www.mja.com.au/journal/2010/193/11/toponymous-diseases-australia> Accessed 11/11/14

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Technician calibrating an iron lung machine used to enable polio patients to breath. <http://phil.cdc.gov/phil/details.asp> Accessed 11/11/14 9



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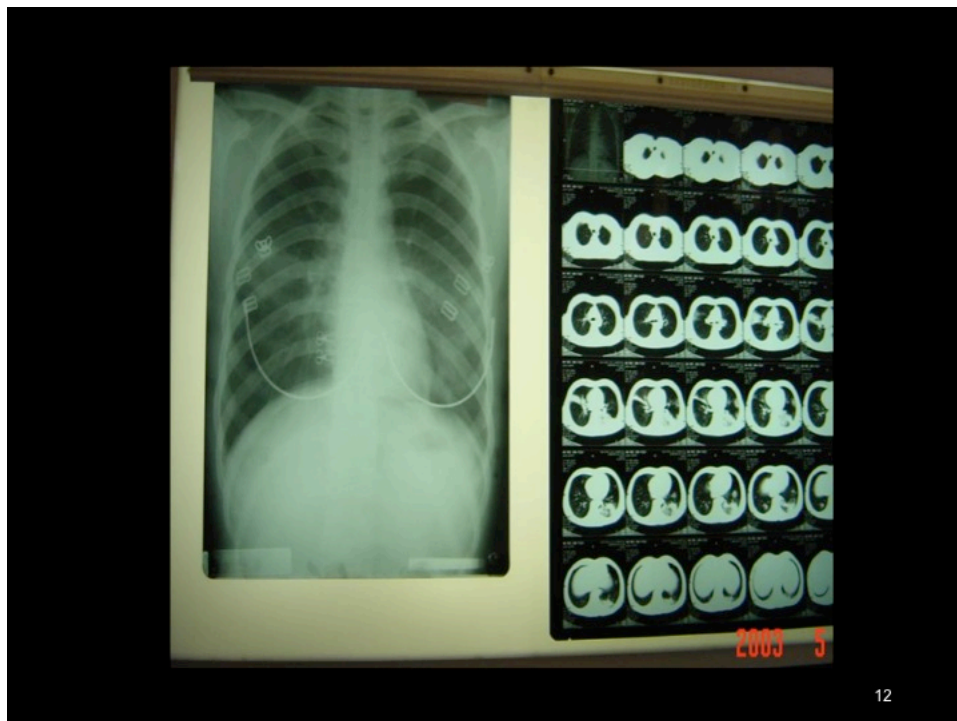
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## Clinical Imagery

- source of information for distant clinicians
- record of patient presentations and progression of disease or wound for teaching
- alert clinicians to transient or rarely seen symptoms
- becomes a permanent and secure part of patient's medical record

Burns K, Belton S. "Click first, care second" photography. The Medical Journal of Australia 2013;198:22

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## Compliance Monitoring

- highlight quality and non-compliant behaviours (audits)
- ethnographic research – practitioner-led photo walkabouts with photo narration & photo elicitation focus groups

Personal discussion with Infection Control Team, Princess Alexandra Hospital, Brisbane. 14/2/2014

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## Education & Promotion

- promote program and services
- development of organisation-specific training materials
- development of educational and promotional materials for visitors
- review and selection of advertised clinical products
- establish context and draw comparisons – local and foreign

Personal discussion with Infection Control Team, Princess Alexandra Hospital, Brisbane. 14/2/2014

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# Content Is King

Images need to contain only the information relevant to the objective of the image capture.

Extraneous information distracts us from the subject matter. A good photographer checks all edges of the frame and asks themselves "is there anything in this image that doesn't belong here".

What message am I trying to tell?



Image courtesy of CDC

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Image courtesy of CDC

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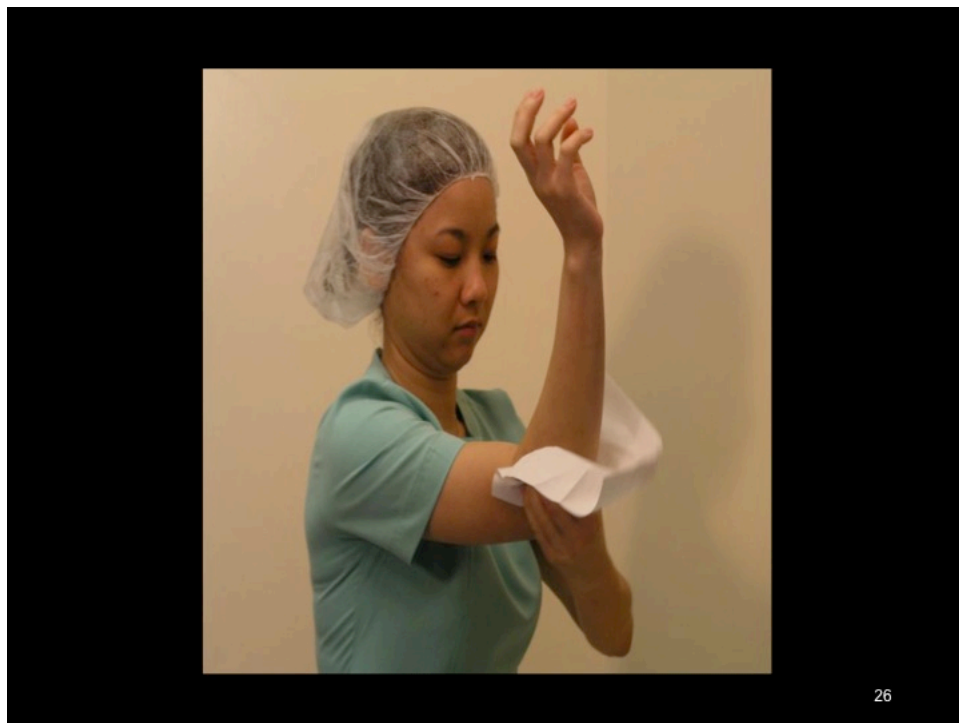
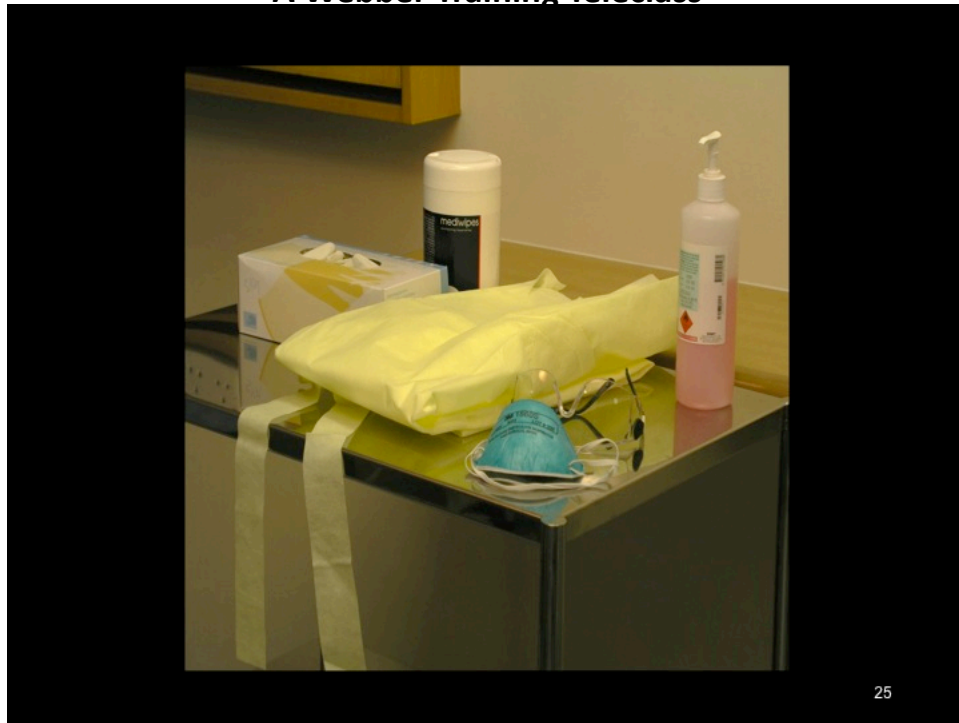
Image courtesy of CDC

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# Imagery Opportunities

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**A pilot model for mentoring the next generation of infection preventionists**

A/Prof. C Murphy<sup>1,2</sup>, Dr D Macbeth<sup>1</sup>, Ms J Falcon<sup>1</sup>, Ms S Lavender<sup>1</sup> and Ms S Barnes<sup>1</sup>  
 Gold Coast Health Service District<sup>1</sup>, Bond University<sup>2</sup>, Queensland, Australia & Kaiser Permanente<sup>3</sup>, California, USA

**Issue**

Australia needs to recruit additional infection control practitioners (ICPs). ICPs require a wide knowledge base, strong communication skills, a range of core skills and competencies. Most current Australian ICPs have been recruited through step-by-step leadership experience and/or participation in professional networks.

How can we better control what other options are present in fully functioning ICPs capacity of supporting their organization's efforts to control and prevent infection? How can we better support, identify and attract potential candidates?

The principal investigators (PIs) are members of Australia's largest professional body for infection preventionists (Infection Prevention Society of Australia). Their objectives are to build leadership in the field of infection prevention and control (IPC) and to provide a platform for the next generation of ICPs.

**Objectives**

We conducted a 12-month pilot mentoring program in 2013. The program was designed to provide a platform for the next generation of ICPs and to provide a platform for the next generation of ICPs.

**Methods**

A 12-month pilot mentoring program was conducted in 2013. The program was designed to provide a platform for the next generation of ICPs and to provide a platform for the next generation of ICPs.

**Results**

The pilot program was successful in recruiting and mentoring the next generation of ICPs. The program was designed to provide a platform for the next generation of ICPs and to provide a platform for the next generation of ICPs.

**Conclusions**

The pilot program was successful in recruiting and mentoring the next generation of ICPs. The program was designed to provide a platform for the next generation of ICPs and to provide a platform for the next generation of ICPs.

**References**

1. Murphy C, Macbeth D, Falcon J, Lavender S, Barnes S. A pilot model for mentoring the next generation of infection preventionists. *Infection Control and Hospital Epidemiology*. 2014;39(1):1-8.

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**CONTACT PRECAUTIONS**

These precautions are implemented in addition to **STANDARD PRECAUTIONS**.  
 On entering the room the following must be worn.

**Hands to be washed on entering & leaving room.**

Short duration/minimal patient contact & bare below the elbows **OR** Prolonged/close patient contact or not bare below the elbows

**APRON + GLOVES**

Wash hands on removal of GLOVES.

**GOWN + GLOVES**

Wash hands on removal of GLOVES.

Please refer to Infection Control procedures for further information.

**STOP!**

**YOU NEED TO WEAR THESE ITEMS WHEN ENTERING THIS ROOM**

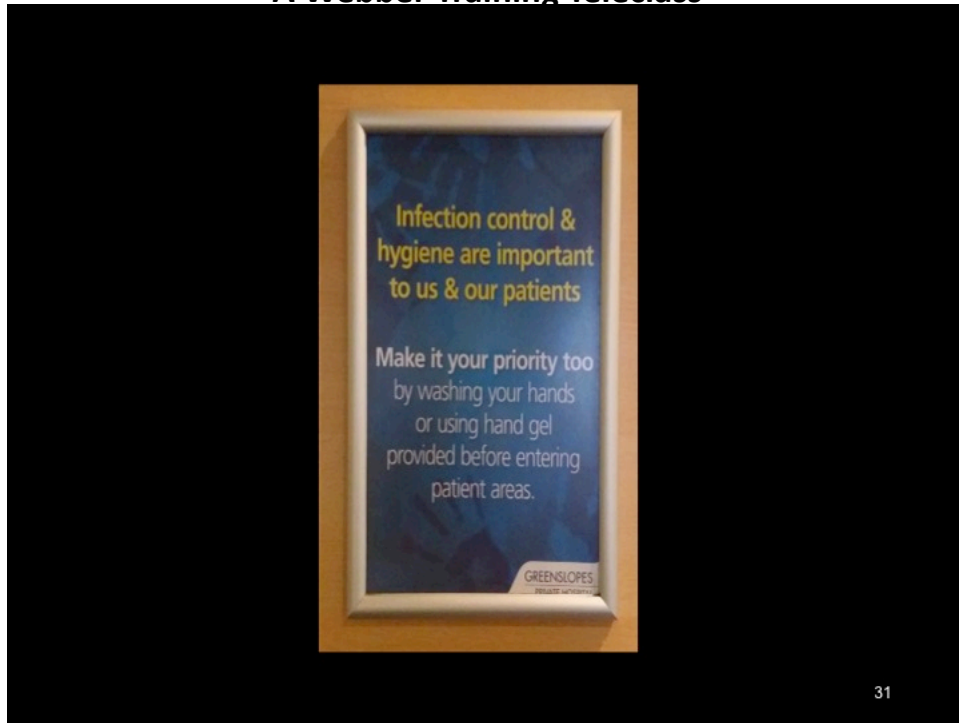
<b>MASK</b>	<b>GLOVES</b>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Only if contact with body fluid likely
<input type="checkbox"/>	<input type="checkbox"/>
<b>APRON / GOWN</b>	
<input type="checkbox"/>	Only if contact with body fluid likely
<input type="checkbox"/>	<input type="checkbox"/>
<b>EYEWEAR</b>	
<input type="checkbox"/>	Only if contact with body fluid likely
<input type="checkbox"/>	<input type="checkbox"/>
<b>HAND HYGIENE</b>	<b>CLEANING</b>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Clean reusable equipment with detergent wipe
<input type="checkbox"/>	Clean items and equipment with detergent and water followed by disinfectant (e.g. alcohol) before reuse

NUM/RN TICK (✓) ALL THAT APPLY AND UPDATE EACH SHIFT  
 LAST UPDATED: \_\_\_\_\_

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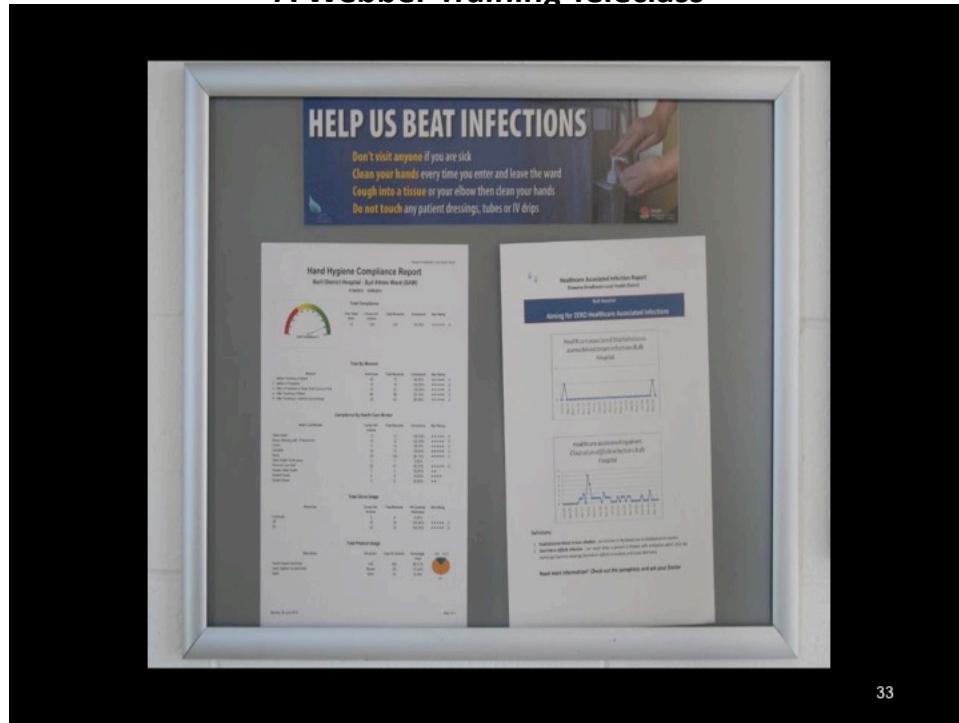
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## Raise Interest or Inject Humour



## How Non-Clinicians Use Infection Control Images

- record and support reports of non-compliance
- “click and dob”
- political reassurance
- mass media distribution & sensationalism
- documentation of important infectious events
- scanning electron microscopy imaging
- overcome ESL issues
- show local equipment in use

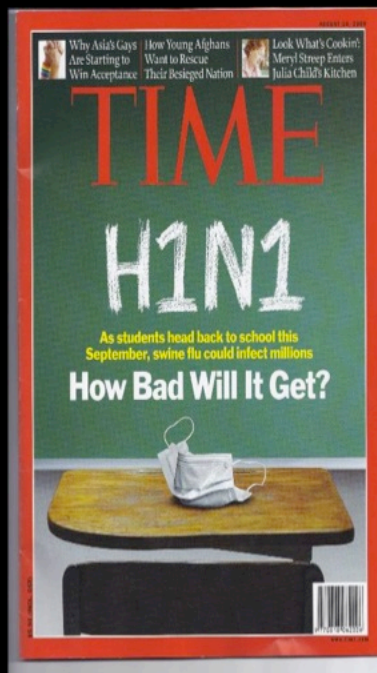
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Inadequately cleaned surface in patient room. Major teaching hospital, Sydney. 2008. Taken by patient's family and supplied to Infection Control Plus. 37



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Scanning Electron Microscopy. MERVs 2014. Accessed CDC Public Health Image Library. Accessed 12/11/14.

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# Ethics and legalities

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# Now Everyone's A Photographer

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**“any owner of a camera can  
be a medical photographer”**

Burns K, Belton S. "Click first, care second" photography. The Medical Journal of Australia 2013;198:22.

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## **How is Clinical Photography Different?**

- often involves what people would prefer to keep private
- happens when people are vulnerable
- permanent record of what is typically an undignified experience
- subject is usually passive within the photographer-subject relationship
- environment may be uncontrolled and unpredictable
- relevant state and federal privacy legislation, codes of practice and standards apply

Burns K, Belton S. "Click first, care second" photography. The Medical Journal of Australia 2013;198:22.

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## The Cairns Convention - 2005

- pts' right to privacy – no photography without informed consent
- anonymisation of images does not guarantee anonymity and does not replace the need for informed consent
- in the case of publication, the requirements of the international committee of journal editors should be applied
- patients should be made aware that they may withdraw their consent to further use at any time & once it is on the www it cannot be contained
- patients have the right to access clinical photographs, video and audio recordings taken of them

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<b>Medical Photography Consent Form</b>	Affix label here										
<b>PATIENT CONSENT</b> I, _____ given names surname consent to medical images and / or video being made of me or my child / dependent. I agree that duplicates may be made for the referring doctor.  I agree that the images and results of my investigative tests may be: (please tick below to show consent)											
... placed in my medical record for future treatment  ... electronically emailed to my treating health professional  ... used by health professionals for education and training  ... used in paper or electronic health publications	<table border="1"> <tr> <th>Yes</th> <th>No</th> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>	Yes	No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>										
By signing below, I confirm that I understand this consent form.  Signature of Patient/Parent or Guardian: _____ Date: _____ If Guardian, proof of status is required, e.g. Family Law Court Order. Signature of Doctor/Health Professional: _____ Date: _____  Proof of Guardianship sighted by: _____ Type of proof: _____ Department Use Only Comments:  Name and signature of staff member: _____ Date: _____											

<b>Queensland Government</b>	<b>Film/Photo Consent Form</b>
Activity/location/context/purpose: _____ (insert description) Date: _____ (insert date) I, _____ (insert name) of _____ (insert address)	
For parent/legal guardians of children (if applicable) I, _____ 1. declare that I am the parent/legal guardian of the following child or children (collectively, 'the Children') _____	
2. agree to the State of Queensland, its employees, officers, agents and contractors ('the State') (a) making images or recordings, whether sound, digital or otherwise, of me and the Children ('Images and Recordings'); (b) using, publishing or reproducing the Images and Recordings in any form (in whole or in part) and by any medium, including but not limited to newspapers, magazines, brochures, television advertisements, promotional videos, websites, CD-ROM or other multi-media, for public relations, promotional, commercial and advertising purposes ('Promotional Materials'); and (c) retaining or storing the Images and Recordings (including those incorporated into Promotional Materials), in hard copy or digitally, including but not limited to, deposit of the Images and Recordings into a Queensland Government Image Library.	
3. agree that the rights granted to the State under clause 2 of this Photo Consent Form are perpetual and that I will not receive any payment, royalty or other consideration (whether monetary or otherwise) from the State in connection with the making, use or storage of the Images and Recordings.	
4. agree to the State collecting, storing, handling, accessing, managing, transferring, using and disclosing personal information about me and the Children, including but not limited to my name, details and image, in connection with the Images and Recordings or the Promotional Materials.	
5. acknowledge and agree that any Promotional Materials which refer to me and the Children, expressly or by implication, are, at the date of publication, made in good faith and are not intended to defame or offend me or the Children or bring me or the Children into disrepute and, to the best of the State's knowledge, are true and correct.	
6. agree that the State is the owner of the copyright in the Images and Recordings and the physical Images and Recordings, and	
7. acknowledge that a representative of the State has explained the contents of this Photo Consent Form to me and I am signing this Photo Consent Form of my own free will, on the full understanding and comprehension of the terms of this Photo Consent Form.	
Signed by: Print name: _____ Signature: _____ Date: _____	Witnessed by: Print name of witness: _____ Signature: _____ Date: _____
Contact Officer: _____ Department/Agency: _____ Phone: _____ Photographer/Credit: _____	
Privacy Notice The Department/Agency is collecting the information on this Photo Consent Form in order to use Images and Recordings of you or the Children in Promotional Materials for the Queensland Government or otherwise as stated. The information will not be disclosed to commercial enterprises within the Department/Agency. Some of this information may be given to other departments/agencies, contractors of this Department/Agency and other qualified agencies and other staff within the Queensland Government except where the purpose of using Images and Recordings of you and the Children is Promotional Materials. Your information will not be given to any other person or agency unless you have given your consent to be included as provided by law.	

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## Uniform Requirements - ICMJE

- patients have a right to privacy that should not be violated without informed consent. identifying information, including names, initials, or hospital numbers, should not be published in written descriptions, photographs, or pedigrees unless the information is essential for scientific purposes and the patient (or parent or guardian) gives written informed consent for publication.
- nonessential identifying details should be omitted. informed consent should be obtained if there is any doubt that anonymity can be maintained. for example, masking the eye region in photographs of patients is inadequate protection of anonymity
- de-identification should not distort scientific meaning.

<http://www.icmje.org/recommendations/browse/roles-and-responsibilities/protection-of-research-participants.html> Accessed 18/11/14

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## The Cairns Convention - 2005

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<p><b>PATIENT CONSENT</b></p> <p>I, _____ given names surname</p> <p>consent to medical images and / or video being made of me or my child / dependent. I agree that duplicates may be made for the referring doctor.</p> <p>I agree that the images and results of my investigative tests may be: (please tick below to show consent)</p> <table border="1"> <thead> <tr> <th></th> <th>Yes</th> <th>No</th> </tr> </thead> <tbody> <tr> <td>... placed in my medical record for future treatment</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>... electronically emailed to my treating health professional</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>... used by health professionals for education and training</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>... used in paper or electronic health publications</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table> <p>By signing below, I confirm that I understand this consent form.</p> <p>Signature of Patient/Parent or Guardian: _____ Date: _____ If Guardian, proof of status is required, e.g. Family Law Court Order.</p> <p>Signature of Doctor/Health Professional: _____ Date: _____</p> <p>Proof of Guardianship sighted by: _____ Type of proof: _____</p> <p>Department Use Only</p> <p>Comments:</p> <p>Name and signature of staff member: _____ Date: _____</p>			Yes	No	... placed in my medical record for future treatment	<input type="checkbox"/>	<input type="checkbox"/>	... electronically emailed to my treating health professional	<input type="checkbox"/>	<input type="checkbox"/>	... used by health professionals for education and training	<input type="checkbox"/>	<input type="checkbox"/>	... used in paper or electronic health publications	<input type="checkbox"/>	<input type="checkbox"/>
	Yes	No														
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... used by health professionals for education and training	<input type="checkbox"/>	<input type="checkbox"/>														
... used in paper or electronic health publications	<input type="checkbox"/>	<input type="checkbox"/>														
<p style="text-align: center;"><b>Queensland Government Film/Photo Consent Form</b></p> <p>Activity/Location/Context/Purpose: _____ (insert description) Date: _____ (insert date)</p> <p>_____ (insert name) of _____ (insert address)</p> <p>For parents/legal guardians of children (if applicable)</p> <p>I, _____ collectively, 'the Children'</p> <p>2. agree to the State of Queensland, its employees, officers, agents and contractors ('the State')</p> <p>(a) making images or recordings, whether sound, digital or otherwise, of me and the Children ('Images and Recordings');</p> <p>(b) using, publishing or reproducing the Images and Recordings in any form (in whole or in part) and by any medium, including but not limited to newspapers, magazines, brochures, television advertisements, promotional videos, websites, CD-ROM or other multi-media, for public relations, promotions, commercial and advertising purposes ('Promotional Materials'); and</p> <p>(c) retaining or storing the Images and Recordings (including those incorporated into Promotional Materials), in hard copy or digitally, including but not limited to, deposit of the Images and Recordings into a Queensland Government Image Library;</p> <p>3. agree that the rights granted to the State under clause 2 of this Photo Consent Form are perpetual and that I will not receive any payment, royalty or other consideration (whether necessary or otherwise) from the State in connection with the making, use or storage of the Images and Recordings;</p> <p>4. agree to the State collecting, storing, handling, accessing, managing, transferring, using and disclosing personal information about me and the Children, including but not limited to our names, details and images, in connection with the Images and Recordings or the Promotional Materials;</p> <p>5. acknowledge and agree that any Promotional Materials which refer to me and the Children, expressly or by implication, and, at the date of publication, made in good faith and are not intended to defame or offend me or the Children or bring me or the Children into disrepute and, to the best of the State's knowledge, are true and correct;</p> <p>6. agree that the State is the owner of the copyright in the Images and Recordings and the physical Images and Recordings; and</p> <p>7. acknowledge that a representative of the State has explained the contents of this Photo Consent Form to me and I am signing this Photo Consent Form of my own free will, on the full understanding and comprehension of the terms of this Photo Consent Form.</p> <p>Signed by: _____ Witnessed by: _____ Print name of witness</p> <p>Signature _____ Date _____ Signature _____ Date _____ Photographer/Credit</p> <p><small>The Queensland Agency is collecting the information on this Photo Consent Form in order to use Images and Recordings of you or the Children in Promotional Materials for the Queensland Government and its otherwise related above. This information will not be accessed by other employees within the Queensland Agency. Some of the information may be given to other Queensland Agencies, contractors of the Queensland Agency and other Queensland Government and related agencies of the Queensland Government Image Library for the purpose of using Images and Recordings of you and the Children in Promotional Materials. Your information will not be given to any other person or agency unless you have given your consent to be included or recorded by us.</small></p>																

## Uniform Requirements - ICMJE

- patients have a right to privacy that should not be violated without informed consent. identifying information, including names, initials, or hospital numbers, should not be published in written descriptions, photographs, or pedigrees unless the information is essential for scientific purposes and the patient (or parent or guardian) gives written informed consent for publication.
- nonessential identifying details should be omitted. informed consent should be obtained if there is any doubt that anonymity can be maintained. for example, masking the eye region in photographs of patients is inadequate protection of anonymity
- de-identification should not distort scientific meaning.

<http://www.icmje.org/recommendations/browse/roles-and-responsibilities/protection-of-research-participants.html> Accessed 18/11/14

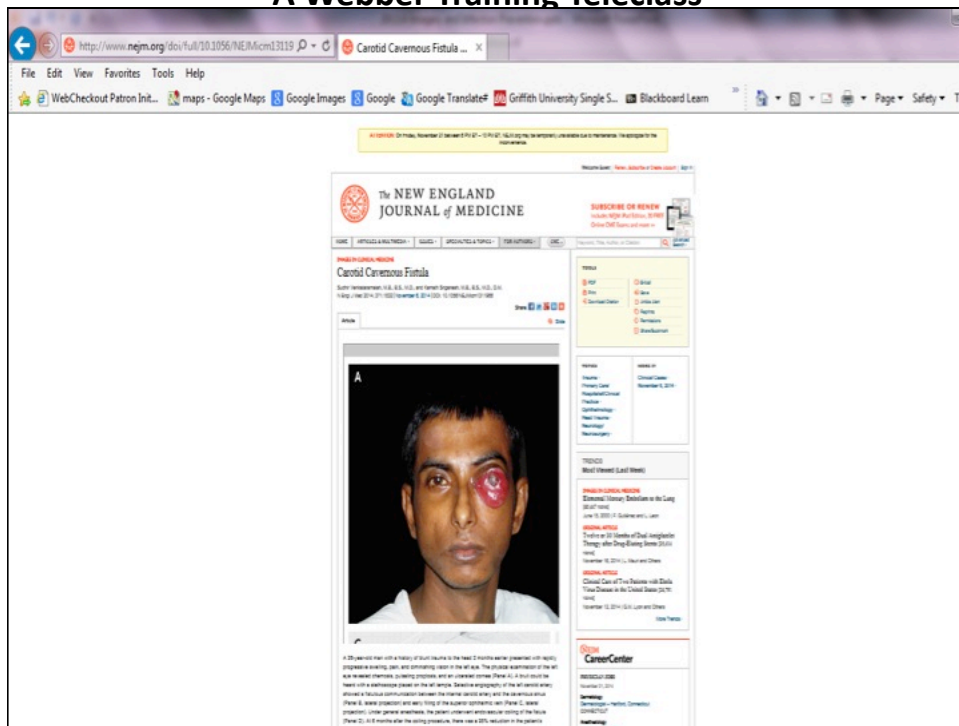
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# Imagery and Infection Prevention: An Under Appreciated Medium

## Dr. Cath Murphy, Infection Control Plus, Australia

### A Webber Training Teleclass



## Local Requirements

- will be guided by relevant federal and state privacy legislation
  - *Privacy Act 1988* (Cwlth) & 13 Australian Privacy Principles
  - various Health Records Acts
- individual organisation's/ groups may have specific locally applicable guidelines
- become familiar with all of these
- NB.

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## Copyright

- ownership of a photo depends on the circumstances under which it was taken
- photos taken in the course of employment - first owner of copyright is employer
- if government is employer, the govt is the first owner of copyright in material created or first published under its direction or control
- copyright lasts until 70 years from the end of the year the photographer died
- if govt owns copyright, work is protected by copyright for 50 years from end of the year it was first published or indefinitely if not published
- ownership of files vs copyright

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The screenshot shows the Australian Copyright Council website. The header includes the logo and navigation links: Home, Find an Answer, Bookstore, Seminars, Legal Advice, News & Policy, and About Us. The breadcrumb trail reads: You are here → Home → Find an Answer → Browse by What You Do → Photographers. The main heading is 'Photographers' with a sub-heading: 'In this section you will find user-friendly information sheets and FAQs relevant for Photographers.' Below this, there are two sections: 'Related Info Sheets' and 'Related Books'. The 'Related Info Sheets' section lists: 'Assigning & Licensing rights (G024v11)' (142.4 KB PDF), 'Moral Rights (G043v14)' (173.8 KB PDF), 'Photographers & Copyright (G011v17)' (206.87 KB PDF), 'Street Art & Copyright' (181.85 KB PDF), and 'Thumbnail Images (G116v02)' (148.33 KB PDF). The 'Related Books' section lists: 'Photographers & Copyright' (View), 'Copyright Essentials' (View), and 'Moral Rights: A Practical Guide - NEW EDITION' (View).

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*February 11 (Free WHO Teleclass - Europe)*  
**WHO GUIDELINE AND SYSTEMATIC REVIEW ON HAND HYGIENE AND THE USE OF CHLORINE IN THE CONTEXT OF EBOLA**  
*Dr. Joost Hopman, Radboud University Medical Center, The Netherlands*

*February 12* **SLEEP QUALITY IN ADULT HOSPITALIZED PATIENTS WITH INFECTION: AN OBSERVATIONAL STUDY**  
*Prof. Farrin Manian, Harvard Medical School*

*February 19 (Free WHO Teleclass - Europe)*  
**USE OF HYGIENE PROTOCOLS TO CONTROL THE SPREAD OF VIRUSES IN A HOTEL**  
*Prof. Charles Gerba, University of Arizona College of Public Health*

*March 5* **PREVENTING CATHETER-ASSOCIATED URINARY TRACT INFECTION**  
*Prof. Sanjay Saint, University of Michigan Medical School*

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