



# ICCA Association Success Story

The Healthcare Infection Society COVID-19 challenges and solutions audience-led webinar series

## COVID-19 challenges and solutions: An audience-led webinar series

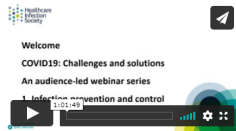
During our COVID-19 challenges and solutions webinar series the audience put their questions to our expert panels. Each webinar is approximately one hour long.

If you have any questions or suggestions for future topics, please email [admin@his.org.uk](mailto:admin@his.org.uk)

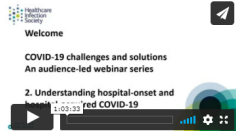


Webinar series

1. Infection prevention and control  
6 May 2020



2. Understanding hospital-onset and hospital-acquired COVID-19  
20 May 2020



## Describe the project/initiative and its objectives

The Healthcare Infection Society support healthcare professionals to manage, prevent and control healthcare-associated infections.

In May 2020, in response to the pandemic, we launched our COVID-19 challenges and solutions audience-led webinar series. Our members were working on the front line of the COVID-19 response, at a time when there were many unknowns. Our webinar series aimed to support our membership and the wider infection control community by disseminating information and expert advice quickly.

The webinars follow a Q&A format (no presentations). The audience submit questions in advance of, and during the event. The 8 most popular questions are discussed during the first 40 minutes of the webinar, with the live questions being discussed during the remaining 15-20 minutes. Our webinars also include interactive polls. It was important to us that the webinars were audience-led to provide real value to our audience, helping them to deal with challenges they were facing, not challenges we thought they were facing. Recordings of each webinar and transcripts are freely available after the event.

## How was the project realized

The idea of a webinar series was proposed to a small group of Officers who met to discuss the most suitable format and ideas for topics. After the success of the first webinar a subgroup of the Professional Development Committee volunteered to plan future webinars. They decide on topics, suggest panel members, and often chair the webinars.

## Were there any innovative approaches taken

At the time most webinars from other organisations were in presentation format. The Q&A format of our webinar series was unique and made them stand out. The format worked so well it has since been adopted by many other organisations.

## What were the challenges faced along the way and how were they dealt with

Our team had no experience of organising online events or webinars and had to learn quickly. We organised several practice sessions before the first webinar to become familiar with the technology. As with all online events there have been occasional technical challenges, to try and avoid these we organise a practice session with panel members beforehand.

Overall, the biggest challenge has been time. To maximise the relevance and usefulness of our webinars they have often been organised in a very short time frame which can make securing panel members difficult. Our panel members and planning group are involved in the COVID response and have been under enormous pressure. We are very grateful to them for finding the time to volunteer their expertise while managing heavily increased workloads.

## What were the results/achievements

To date, there have been 13 webinars in the COVID-19 challenges and solutions series with the 14th planned to take place on 21 July. Over 3,000 people have watched our webinar series live, with 5,000 people watching the recordings. Most importantly, we have been able to support our membership and the wider infection prevention and control community, with 98% of attendees finding the webinars useful or very useful.

## What was the wider impact for the association

Our webinar series has improved awareness of the Society and further developed our reputation for excellence, relevance, and expertise. We have been able to reach an international audience in a way that we have never been able to before, with attendees tuning in from all over the world. The success of the webinar series also gave us the confidence to transform our pre-existing face-to-face events to online events, which have been very well received.

## Feedback/testimonials

“Really helpful to get confirmation that we are doing the right things in line with other people's knowledge and experience when guidance is so new.”

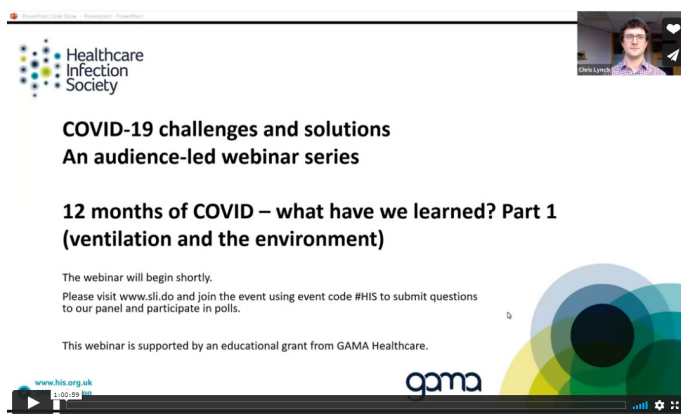
“Very helpful and now more confident in facing challenging conversations.”

“The Webinars are a fantastic way to share information quickly and to a large audience. I am enjoying the format.”

“Fantastic webinar series.”

“I really enjoy listening to the thoughts and experiences of other professional colleagues, which allows for application to my clinical practices. These sessions provide a starting point for discussions to take place in clinical many areas.”

“It is reassuring to know that the IDCs [Infection Control Doctors] are struggling with these issues every bit as much as the rest of us”



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