

## Launching the Initiative: The Safe Supply Chain for Infection Control (SSIC)

### Launching Objectives

- Raise awareness about the critical role of appropriate infection prevention & control (IPC) supplies in reducing healthcare-associated infections.
- Highlight national efforts in strengthening the infection prevention & control supply chain management.
- Gain healthcare workers support in related to the SSIC initiative
- Showcase the contribution of partners and stakeholders in the initiative success.

### Target Audiences

Audience	Key Message
<b>Leaders &amp; Decision Makers</b>	<p>A resilient healthcare system begins with a secure and efficient supply chain.</p> <p><i>"Your leadership ensures that infection prevention is built into every delivery, every process, and every policy"</i></p>
<b>Partners</b>	<p>This initiative is a model of partnership-driven progress.</p> <p><i>"Your involvement demonstrates how collaboration across sectors leads to meaningful, lasting change"</i></p>
<b>Healthcare Workers</b>	<p>The initiative is strengthening the infection prevention measures behind the care you provide.</p> <p><i>"Safe supply chains in infection prevention &amp; control reduce the risk of infectious threats for you and your patients"</i></p>

## **Initiative Launching Phases: Initiative Timeline (Suggested Duration: 8 Weeks)**

### **Phase 1: Pre-Launch Phase (Weeks 1–2)**

**Objective:** Spark curiosity and introduce the concept of the initiative.

**Activities:**

- Create posters with questions like:  
What does infection control supplies really mean?
- Social media posts with interactive questions:  
Do you know where your mask really comes from?
- Short video (30 sec) posing a question without revealing full context.
- Launch a campaign hashtag: #SSIC.

### **Phase 2: Official Launch (Week 3)**

**Objective:** Announce the initiative, its goals, and pillars.

**Activities:**

- Official launch virtual meeting.
- Informative poster explaining initiative pillars.
- Internal/external email announcement to stakeholders & healthcare facilities.

### **Phase 3: Engagement & Education (Weeks 4–6)**

**Objective:** Educate target groups and promote participation.

**Activities:**

- **Interactive workshop for healthcare workers:**  
“How Safe Supply Chains in Infection Prevention & Control Protect You on the Frontline”
- Online microlearning sessions or webinars (30–60 min) on IPC + logistics integration.
- **Educational video:**  
“From Factory to Frontline – The Story of Infection Prevention & Control Supplies”.

### **Phase 4: Activation & Impact (Weeks 7–8)**

**Objective:** Showcase impact and sustain momentum.

**Activities:**

- Share short success stories from regional branches or healthcare facilities.
- On-the-ground visits (warehouses, medical supply department, healthcare facility).
- “Impact Snapshot” Newsletter: highlights from the initiative.
- Open feedback channel for partners and healthcare facilities.

**Timetable**

Phase	Objective	Date
Pre-Launch Phase	Spark curiosity and introduce the concept of the initiative.	22/6/2025
Official Launch	Announce the initiative, its goals, and pillars.	7/7/2025
Engagement & Education	Educate target groups and promote participation.	20/7/2025
		21/7/2025