

3M™ Announces “Innovation Award” YouTube Video Contest to Recognize Infection Prevention Practices that Improve Patient Care

ST. PAUL, Minn.--([BUSINESS WIRE](#))--To highlight innovative infection prevention practices nationwide and to showcase original ways of improving patient care, 3M Infection Prevention Division today introduced the *3M™ Innovation Award* YouTube™ Video Contest. This multi-phase contest will recognize the creative and innovative efforts of individuals and teams in healthcare facilities across the country who work to reduce the risk of healthcare-associated infections (HAIs).

“Innovation is at the heart of our company’s mission to help healthcare institutions across the country save lives by reducing HAIs,” said Debra Rectenwald, president and general manager of 3M’s Infection Prevention Division. “The contest will identify innovative approaches to address a wide variety of challenges, and also serve as an educational tool for these facilities in the fight against rising infections rates.”

Starting July 12, infection prevention professionals are invited to upload a short original video to www.youtube.com/3MInnovationAward demonstrating how they have transformed patient care and helped reduce the incidence of HAIs. The entries may be creative, educational or both and must be submitted by September 13, 2010.

All entries will be reviewed by a panel of 3M judges and submissions that meet all eligibility requirements will become finalists in a public voting phase from September 20 through October 8. The winning video will be announced on Monday, October 18, 2010 at the start of International Infection Prevention Week.

The video receiving the most votes during the public voting phase will receive a \$5,000 educational grant from 3M to continue their innovative initiative. They will also receive an expense-paid trip to 3M to meet with the Infection Prevention Division, take a tour of its renowned Innovation Center and participate in educational opportunities with 3M’s Infection Prevention experts. Five runners-up will each receive a \$1,000 educational grant.

For more information and full rules and eligibility requirements, please visit: 3m.com/infectionprevention.

To Upload Your Video to YouTube

Visit www.youtube.com/3MInnovationAward to view a welcome announcement from Debra Rectenwald, president and general manager of 3M Infection Prevention. Click on the link “[view comments, related videos, and more](#)”. Once you arrive to that page, a text box will invite you to “respond to this video” at which time you can enter a short description of your video and your institution. Once entered, a camera icon will appear allowing you to upload your video. You will need to have a YouTube account, which is free and easy to set up.

About 3M Infection Prevention

3M Infection Prevention Division is truly on a mission to help reduce healthcare-associated infections through its infection prevention solutions. With its system of people, products and processes, 3M remains a trusted partner committed to helping hospitals reduce the risk of infections, improve patient outcomes, and control their bottom lines. Learn more at www.3m.com/infectionprevention.

About 3M Health Care

3M Health Care, one of 3M’s six major business segments, provides world-class innovative products and services to help healthcare professionals improve the practice, delivery and outcome of patient care in medical,

oral care, drug delivery and health information markets. Learn more at www.3m.com/healthcare.

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