

The Global Handwashing Partnership presents

Clean Hands Prevent Cold & Flu

What you need to know to protect yourself through good hygiene!



February 7, 2016

Welcome

Facilitator

Bijan Manavizadeh

Global Handwashing Partnership



Introduction

- In 2016, there were an estimated 52.2 million cases of the common cold and 25 million cases of the flu, with 11 million flu-associated medical visits, 310,000 hospitalizations, and 12,000 deaths in the U.S.
- Between Oct. 2016 and Jan. 2017, the CDC reported 31,238 influenza cases in the U.S.
- There is no vaccine for the common cold and the flu vaccine reduces the risk of contracting the contagion by about 60%.
- Handwashing with soap is all the more necessary to prevent infections, which at key moments can prevent respiratory infections by 16-21%.
- In the U.S., cold and flu infections were the main reasons children missed school and adults missed work.
- In the U.S., 4 of 10 private-sector employees do not receive paid-sick leave. Infections can be a financial burden for low-income families and those without health coverage.
- Furthermore, direct medical costs are estimated at \$10.4 billion a year and an additional \$16.3 billion in lost earnings.

Objectives

To examine the impact that handwashing with soap can have in helping prevent cold and flu infections.

In this webinar you will learn:

- How handwashing with soap can prevent these two infections
- How handwashing with soap and vaccines together can increase protection
- How poor hand hygiene can have consequences for education and the economy
- How federal agencies, local governments, and NGOs are innovating to combat these two infections

Agenda

U.S. Centers for Disease Control – Handwashing: Preventing the Spread of Cold and Flu Germs in the Community

- **Vince Hill**, PhD, Branch Chief, Waterborne Disease Prevention Branch

American Cleaning Institute – Hand Hygiene: Benefits & Resources

- **Martha Chapin**, Associate Director of Education & Web Services

St. Louis County Department of Public Health – Methods in Campaign Advertising for Handwashing and Seasonal Influenza

- **Kyle Foerst**, MS, Emergency Response Planner
- **Karla Howell**, RN, CIC, Communicable Disease Specialist

Handwashing: Preventing the Spread of Cold and Flu Germs in the Community

Vincent Hill, PhD

Division of Foodborne, Waterborne, and Environmental Diseases,
National Center for Emerging, Zoonotic, and Infectious Diseases,
Centers for Disease Control and Prevention

Why is handwashing important?

Handwashing
is one of the most important ways
to prevent the spread of germs.



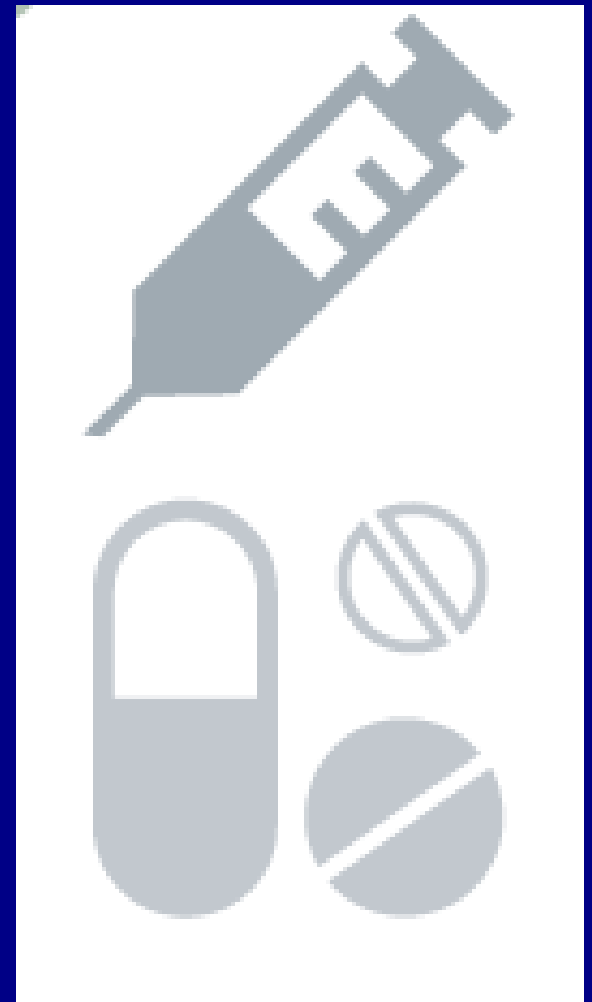
How does handwashing prevent the spread of germs?

- Germs get on hands from contaminated objects
- If we don't wash our hands...
 - Germs can get into foods and drinks
 - Germs can multiply in foods
 - Germs can get on other objects, like handrails, table tops, or toys, and then transferred to another person's hands
 - We can pass germs to other people directly



Helps battle rise in antibiotic resistance

- Antibiotic resistance happens when a bacteria can resist the effects of an antibiotic
- By preventing sickness, handwashing helps reduce the amount of antibiotics people use
- Reducing antibiotic use reduces the likelihood that antibiotic resistance will develop



Steps of Proper Handwashing

1. **Wet** your hands with clean, running water and apply soap.
2. **Lather** soap on palms, backs of hands, around and under fingernails, and between fingers.
3. **Rub** vigorously for 20 seconds.
4. **Rinse** hands.
5. **Dry** hands with paper towel.



Key Times to Wash Hands

- When visibly soiled
- After changing diapers or helping someone in the bathroom
- After touching animals
- Before preparing food or eating
- After handling raw meats
- After using the bathroom
- Before feeding another
- After coughing or sneezing
- Before touching mouth, eyes, or nose



How do we avoid catching colds?

- Cold germs spread easily
- Stop the spread of cold germs!
 - Wash your hands often with soap and water
 - Avoid touching your face with unwashed hands
 - Sneeze or cough into your elbow or tissues



How do we avoid the flu?

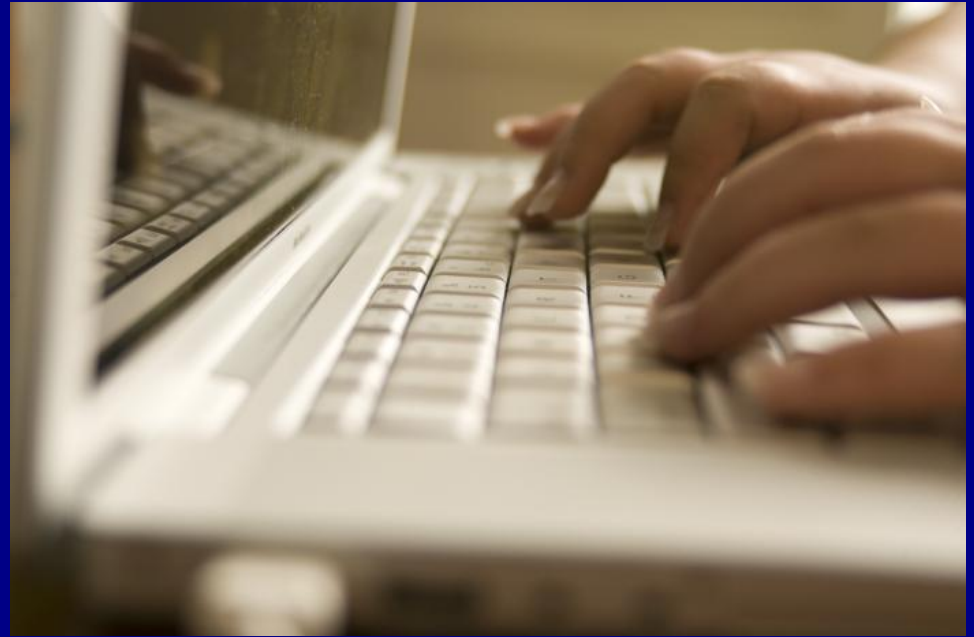
- Flu germs spread easily
 - Through the air
 - Touching objects that have germs
- Prevent getting the flu
 - Flu shot
 - Wash your hands
 - Avoid touching eyes, nose and mouth
- Stay home when you're sick



Can I use hand sanitizers to prevent the flu and colds?

- If you can't get to soap & water, you can use hand sanitizer
- Use a hand sanitizer with >60% alcohol
 - Apply about a quarter size of hand sanitizer on your hands
 - Rub together until your hands feel dry (~20 seconds)
- Do not use hand sanitizer if your hands are visibly dirty or greasy





**WHAT IS THE SCIENCE BEHIND
CDC'S HANDWASHING
RECOMMENDATIONS?**

Evidence for disease prevention through handwashing

- Handwashing can prevent
 - 30% of diarrhea-related sicknesses in children
 - 21% of respiratory sicknesses



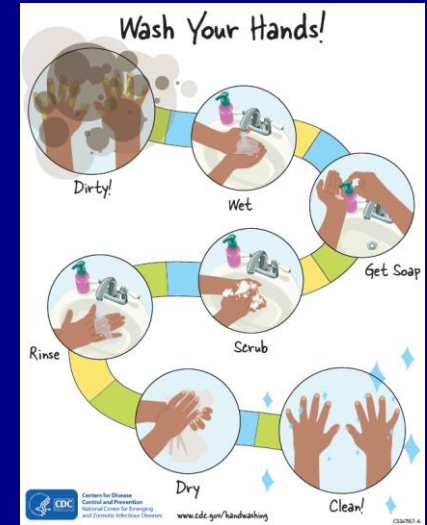
Why Do People Wash Their Hands?

- Disgust
 - Visible dirt or perception of being unclean
- Social factors
 - Good parenting
 - Personal beauty
 - Tidiness
 - Status
- Ritual washing before prayer
 - Often does not involve soap or vigorous rubbing together of hands



How do we motivate people to wash their hands?

- Make handwashing a habit early on!
- Remind people to wash their hands
 - Handwashing posters
 - Fact Sheets
 - Global Handwashing Day



Thank you!

For more information on handwashing, visit:
[cdc.gov/handwashing](https://www.cdc.gov/handwashing)

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or
www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Hand Hygiene: Benefits & Resources

Martha Chapin

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February 7, 2017

www.cleaninginstitute.org

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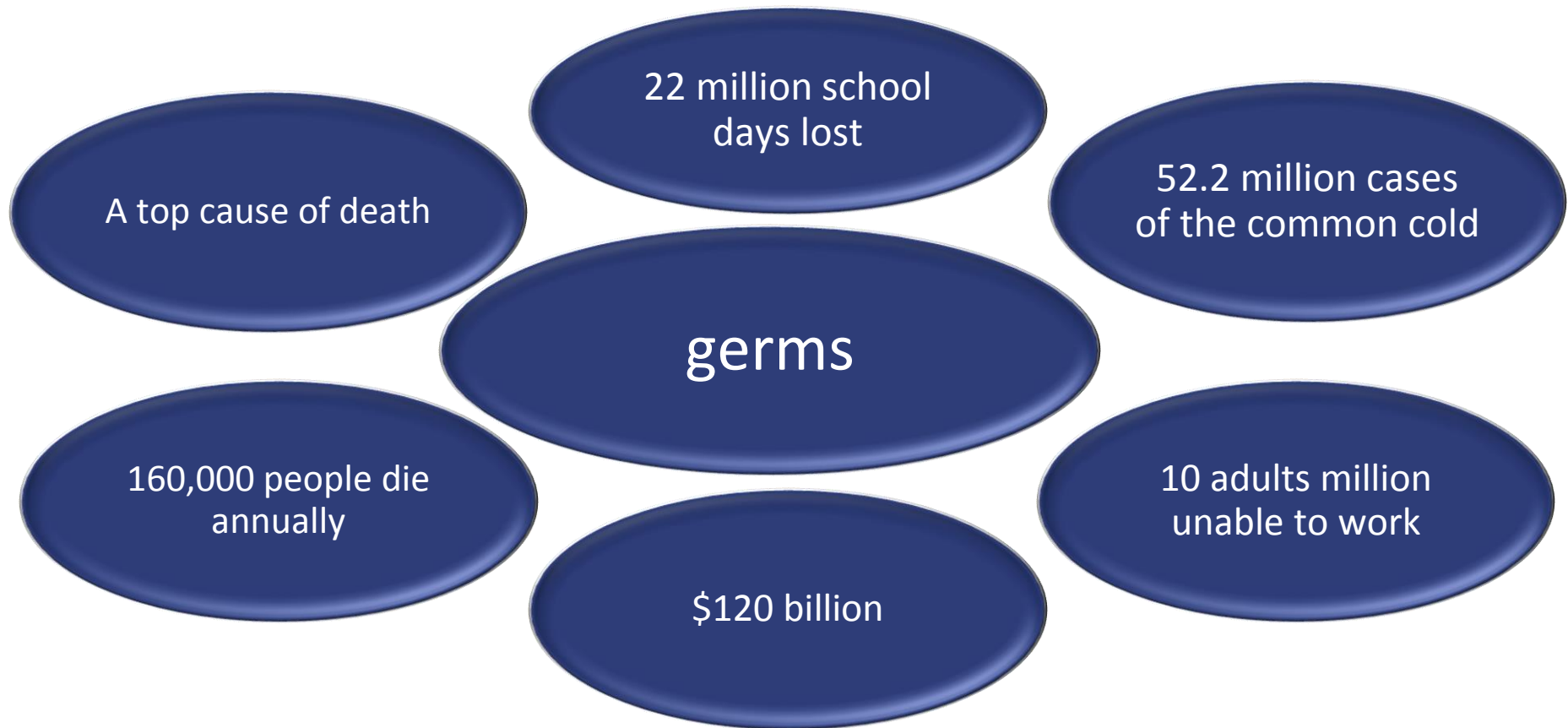
[VIDEOS](#)



HANDWASHING IN SCHOOLS

Presented by the National Association of Public Health Administrators
October 2011
1001 14th Street, NW, Suite 1000
Washington, DC 20004

Economic and Educational Impact



Costs in Time and Money



Students

Teachers

Administrators

Food Service

Parents



Benefits of Proper Hand Hygiene Proven in Research

- Reduce gastrointestinal illness and related absences by more than 50%
- 20% fewer absences due to illness
- Fewer absences and prescribed antibiotics



Healthy Schools, Healthy People, It's a SNAP!

School Network for Absenteeism Prevention

- Improve student handwashing
- Reduce absenteeism
- Help the school community stay healthy
- Partnership between ACI and CDC



www.itsasnap.org

What's in it for you?

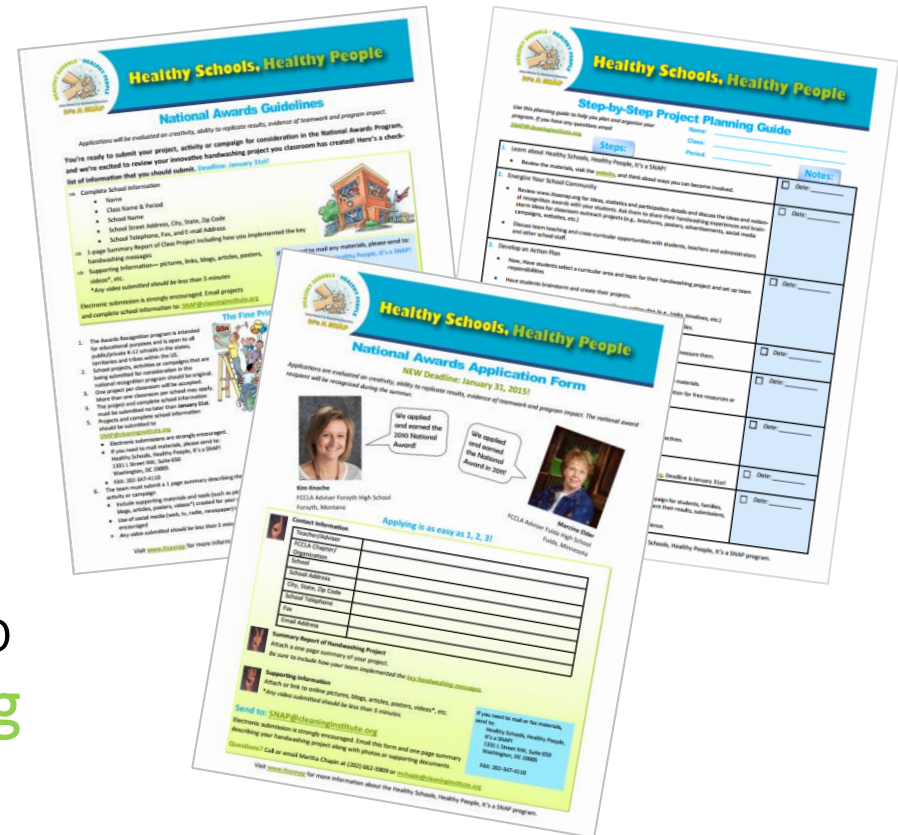
- National recognition
- Educational trip to Washington, DC or Atlanta, GA
- Meet with leaders from CDC, ACI, industry and Capitol Hill
- Cleaning products for your school
- Cash award



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How does it work?

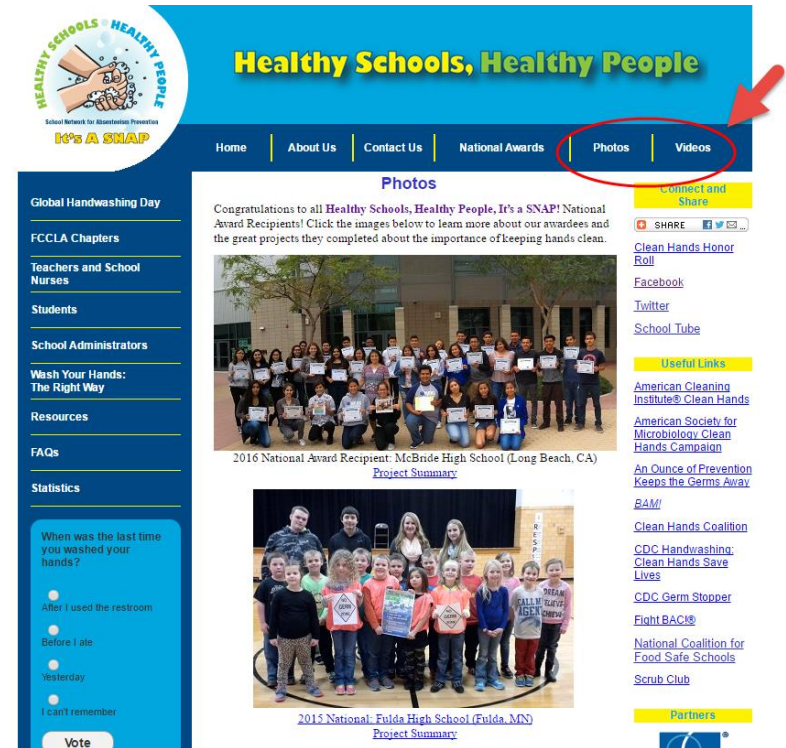
1. Learn and practice proper handwashing.
2. Have students create a clean hands awareness project, activity or campaign.
3. Submit a one-page summary for recognition to **SNAP@cleaninginstitute.org**



www.itsasnap.org

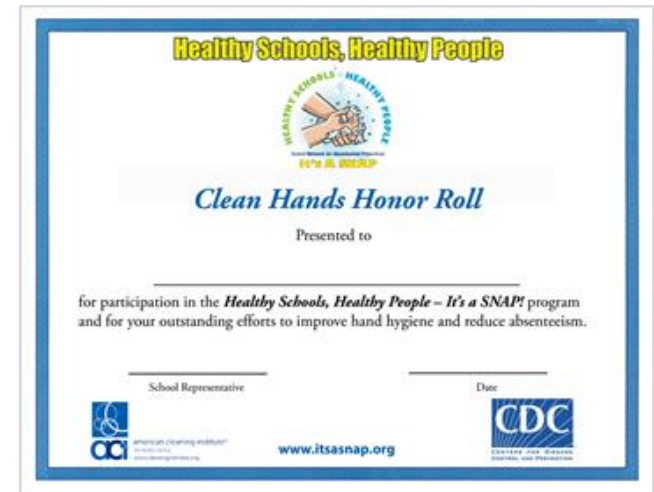
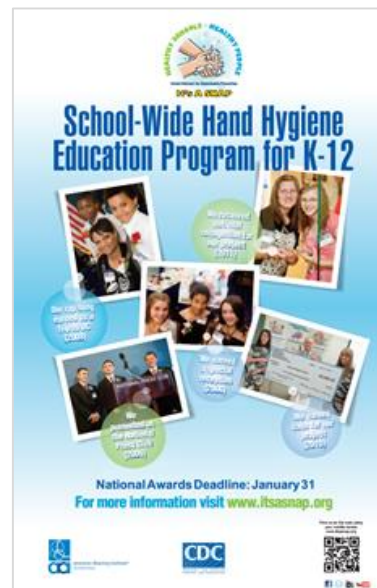
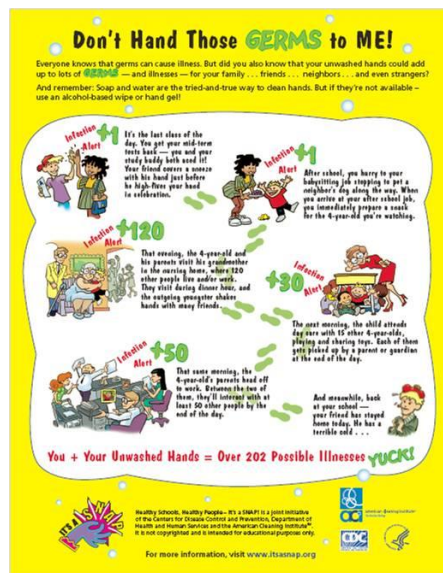
Need ideas?

- Check out the **Videos** and **Photos** pages at itsasnap.org
- Follow us on Facebook and Twitter
 - ✓ Rap song
 - ✓ Read to younger students
 - ✓ Video contest
 - ✓ Handwashing stations
 - ✓ Science experiments
 - ✓ Flash mob
 - ✓ Community play
 - ✓ Social media campaign



www.itsasnap.org

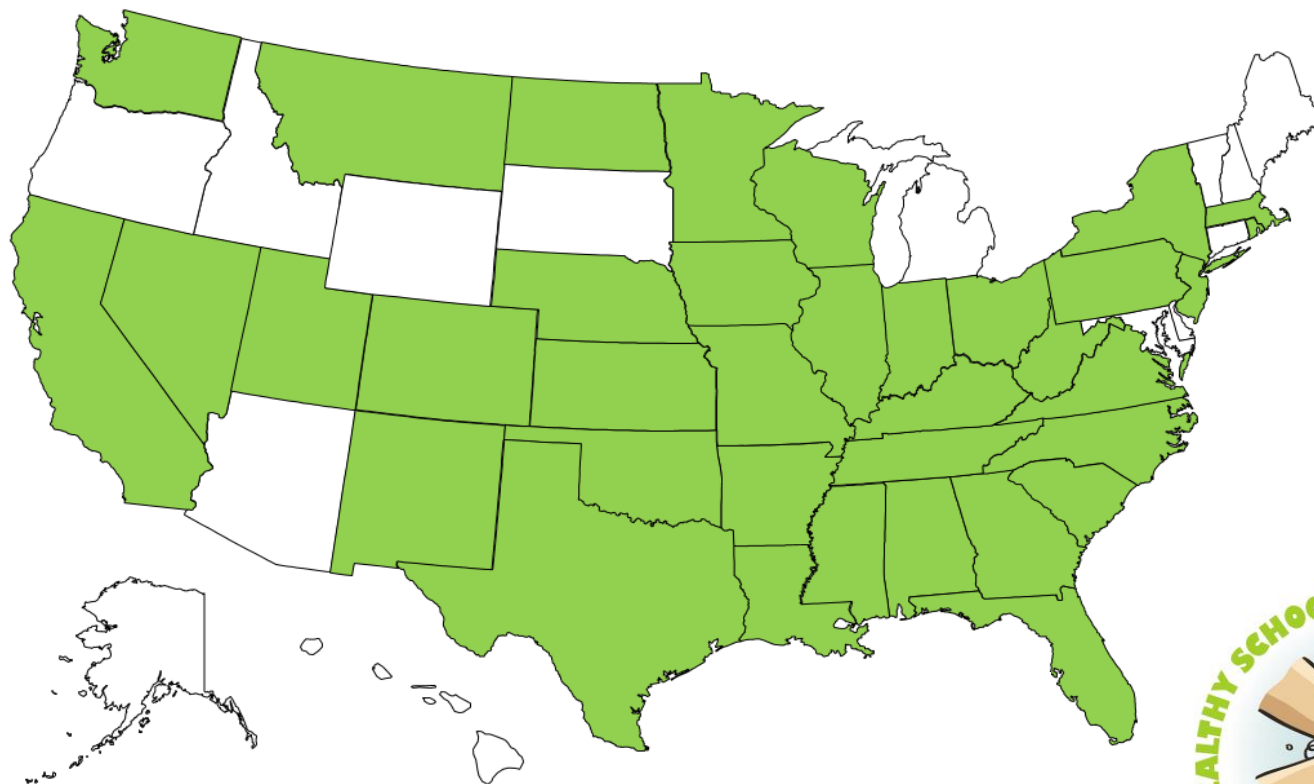
Resources: Bookmarks, Posters & Certificates



www.itsasnap.org

Healthy Schools, Healthy People, It's a SNAP

Application Deadline: Jan. 31



www.itsasnap.org



More Free Educational Materials



www.cleaninginstitute.org/cleanhandspublications

CleaningInstitute.org
education@cleaninginstitute.org

www.itsasnap.org

SNAP@cleaninginstitute.org



Dirty Hands **Can Be Scary!**

Methods in Campaign Advertising for Handwashing and Seasonal Influenza

Kyle Foerst, M.S.

Emergency Response Planner

Saint Louis County Department of
Public Health (DPH)

Karla Howell, RN, CIC

Communicable Disease Specialist

Saint Louis County Department of
Public Health (DPH)

DPH Efforts for Seasonal Influenza

- St. Louis County population > 1 million
- 3 immunization flu clinics at beginning of influenza season (North, South, main campus)
- DPH webpage
- Epidemiological surveillance of hospitals
- Nurses provide guidance during outbreaks
- *No Flu For You* education and promotion campaign



Campaign Introduction

- Grant-funded project
- Designed to increase handwashing practices within Saint Louis County, Missouri.
- Goal was to create something unique and eye-catching.
- Original idea had travelers in mind as the target audience – work plans called for collaboration with local transit agencies.
- Idea and designs based off a previous campaign launched in Brazil.

Partnerships

- Request for Proposals (RFP) for graphic design
- Saint Louis University's Heartland Centers for Public Health Preparedness
- Lambert-Saint Louis International Airport and contract agency.
- MetroLink – Saint Louis train and bus transit organization
- Printing Agencies



Design of Visuals

- Designed through the Heartland Centers for Public Health Preparedness at Saint Louis University
- Slogan: Prevent Illness-Wash your hands often with soap and water
- Universal font design for slogan and tagline.
- Original drafts included 8 total designs; top 4 were chosen through a vote at DPH.
- Made visuals more effective, such as brighter colors, more dirt on hands, and altered backgrounds.

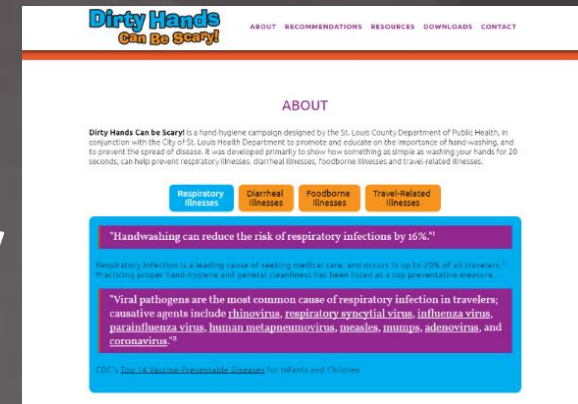


Website

- Last-minute idea

www.dirtyhandscanbescary.com

- Saint Louis County and Saint Louis University
- Compiles information from CDC and WHO
- Four main sections:
 - About/Illness information (respiratory, diarrheal, foodborne, and travel-related infections)
 - recommendations
 - Resources
 - Downloads
- Visits tracked through Google Analytics



Campaign Launch

- MetroLink (October 17th, 2016)
- Lambert-Saint Louis International Airport (November 18, 2016)
- Both locations run through Mid-March
- Estimated audience based on transit agency statistics:
 - Lambert-Saint Louis International Airport – 4.2 million passengers, with around 11.8 million views within the given period
 - MetroLink Transit Organization – 73 million views based upon the 20 advertisements provided and differing routes.



Additional Outreach

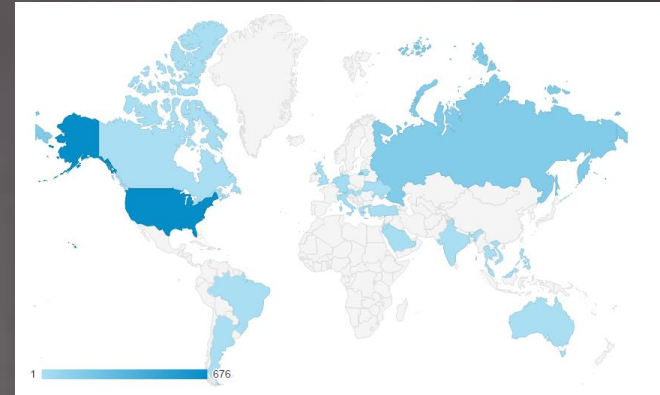
- General Outreach
- Local school district lead nurses (24 total)
- Local PIOs
- NACCHO
- Global Public Private Partnership for Handwashing
- CDC, WHO, APIC, BBB, DHSS, MHA, AHA, ACI
- Hand Sanitizers



Outreach Results

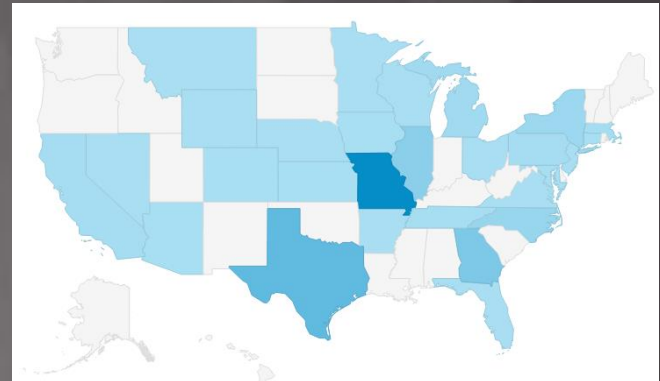
Data Collection

- Website data collected weekly
- Demographics and categories collected monthly.



Results

- 971 sessions (interactions) and 1,548 views
- 27 countries and 29 US states
- Highest country counts:
 - US, Russia, Austria, Germany, Italy, Saudi Arabia
- Highest state counts:
 - Missouri, Texas, Illinois, Georgia, New York, North Carolina



Thank you!

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kfoerst@stlouisco.com

Key Take-Home Messages

- Annually, 22 million school days are missed and costs \$120 billion in losses.
- Direct medical costs are estimated at \$10.4 billion a year, and an additional \$16.3 billion in lost earnings.
- Protection against cold and flu can increase as result of handwashing habits when people are reminded to wash their hands frequently and at key moments.
- Handwashing can prevent 21% of respiratory sicknesses and if combined with vaccine prevention can increase protection against the flu.
- Handwashing reduces illness-related absences by 20%.
- If there is no access to water and soap, you can use hand sanitizer with >60% alcohol.
- By preventing sickness, handwashing helps reduce the amount of antibiotics people consume. Reducing antibiotic use decreases the likelihood that antibiotic resistance will develop.

Questions?

Thank you!

Global Handwashing Partnership

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