

GET READY FOR

cold & flu season

2014 – 2015

2014 Cold & Flu Webinar

Sponsored by the American Cleaning Institute

GET READY FOR

cold&flu season

2014 – 2015

Nancy Bock

American Cleaning Institute



GET READY FOR
cold&flu season

2014 – 2015

The American Cleaning Ins...  

www.cleaninginstitute.org      

For Better Living

Welcome to the American Cleaning Institute®

CLEAN LIVING SCIENCE POLICY SUSTAINABILITY NEWS CENTER CALENDAR ABOUT ACI



Clean Living
Laundry Safety, Handwashing, Accident Prevention, Cleaning Matters »

Science
Research and science behind cleaning product safety »

Policy
Advancing the interests of the industry before domestic and global forums »

Sustainability
How the cleaning products industry – and the products you use – are contributing to global sustainability »

What's New

FEATURE NEWS CALENDAR

You are the KEY to your family's safety



Is your family safe from potential laundry packet hazards?
Be the KEY to your family's safety – always store liquid laundry packets out of reach and sight of young children and in their original container or pouch! Laundry packets contain highly concentrated laundry detergent and can pose serious harm if children are given access.



American Cleaning Institute®

GET READY FOR

cold&flu season

2014 – 2015

Webinar Goals

- Update from experts
- Share relevant information
- Questions and Answers
- Free educational materials



GET READY FOR

cold&flu season

2014 – 2015

Presenters



Nancy Bock
American Cleaning
Institute

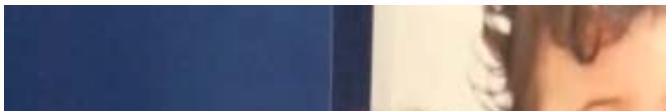
Anna Bowen
Centers for Disease
Control and
Prevention

Hanna Woodburn
Global Public-
Private Partnership
for Handwashing

Martha Chapin
American Cleaning
Institute

Marcine Elder
Family, Career and
Community Leaders
of America, Fulda
High School

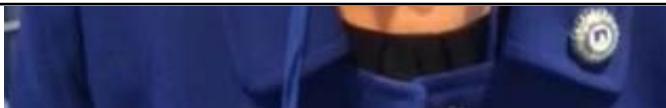
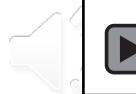




Question:

“...will this year’s flu season be worse than last year...?”

— Sally Mineer, Kentucky



GET READY FOR

cold&flu season

2014 – 2015

Anna Bowen, MD, MPH

Centers for Disease Control and Prevention



GET READY FOR

cold & flu season

2014 – 2015

Prevention of Influenza and Ebola Virus Infection

Anna Bowen, MD, MPH

Centers for Disease Control and Prevention

Why all the fuss about flu?

- Circulates widely in the U.S. every year, fall through spring
- Easily transmitted
 - Affects all age groups and geographic areas
- Complications
 - Illness can last 2 weeks → many days of missed work and school
 - Pneumonia, bronchitis, ear infections, asthma exacerbations, death
 - Between 1976 and 2006, there were 3,000 – 49,000 U.S. flu-associated deaths per year¹
- Potential for flu virus to make genetic “shifts” that could lead to a pandemic



How flu spreads

- Droplets are produced when people with flu cough, sneeze or talk
These can land
 - In others' noses and mouths
 - On surfaces that others touch. These people then touch their mouth, eyes or nose
- People may be able to pass the flu to someone else beginning 1 day **before** and up to 5–7 days **after** symptoms begin





Preventing flu

● Vaccination

- Routine annual influenza vaccination is recommended for all persons aged ≥6 months who do not have contraindications¹
- Vaccination optimally should occur before onset of influenza activity in the community¹

● Handwashing

- Wash with soap and water or a waterless hand sanitizer at key times

● Cough etiquette

- Cover coughs and sneezes with a tissue, then discard it and wash hands, or cough into your elbow

● Surface cleaning²

- Flu virus can live on surfaces for ~2 – 8 hours
- Heat and many chemical germicides can kill flu virus

● Social distancing

- Avoid close contact with ill people
- Stay home for >24 hours after your fever is gone except to get medical care or for other necessities



U.S. influenza season 2013 - 2014

- H1N1 viruses were most common
- The number of illnesses peaked early (the week ending Dec 28)
- Severity
 - >9,600 flu-related hospitalizations
 - Among adults hospitalized, 89% had an underlying medical condition
 - Among children hospitalized, 60% had an underlying medical condition
 - 105 children died
- Vaccine
 - >134 million doses were distributed
 - Reduced the risk of having to go to the doctor for flu by ~60%

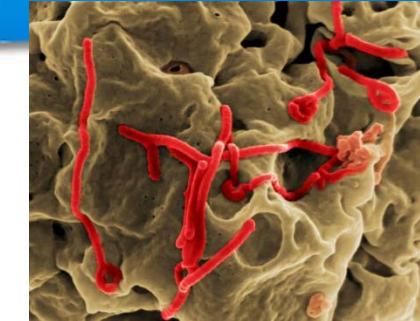


What to expect in the 2014-2015 flu season...

- Influenza will be circulating in many U.S. communities by early October and will continue circulating for several months
- Vaccination will remain the most important influenza prevention method
 - U.S.-licensed influenza vaccines will contain the same vaccine virus strains as those in the 2013–14 vaccine¹
 - Manufacturers have projected they will provide between 154-160 million doses of vaccine for the U.S. market¹
- CDC will continue collecting and monitoring flu viruses for changes
 - Information will guide public health interventions and use of antiviral drugs to treat flu



Ebola



- The current outbreak in West Africa is unprecedented in scale and complexity
- Ebola virus can be transmitted through
 - A sick person's blood or body fluids (urine, saliva, feces, vomit, and semen)
 - Objects (such as needles) contaminated with infected body fluids
 - Infected animals
- Risk of contracting Ebola virus infection in the U.S. is exceedingly low
 - Airlines are required to report any deaths onboard or ill travelers meeting certain criteria to CDC before arriving into the U.S.
 - CDC continues to use routine processes to detect ill travelers at U.S. ports of entry
 - Even if Ebola is introduced, widespread transmission in the U.S. is highly unlikely due to our systematic use of strict, standard infection control precautions in health care settings
- Prevention of Ebola virus transmission in the U.S.
 - Stop the outbreak in Africa
 - Practice contact precautions and appropriate hygiene measures; isolate infected patients



For more information:

- Influenza: <http://www.cdc.gov/flu/index.htm>
- Ebola: <http://www.cdc.gov/vhf/ebola/>
- Handwashing: <http://www.cdc.gov/handwashing/>
- Healthy Schools, Healthy People: <http://www.itsasnap.org/>

The findings and conclusions in this presentation are those of the author and do not necessarily represent the views of the Centers for Disease Control and Prevention/the Agency for Toxic Substances and Disease Registry.



Question:

“advice for preventing the spread of colds in the workplace?”

— Kimberly Edmonds, Virginia Cooperative Extension

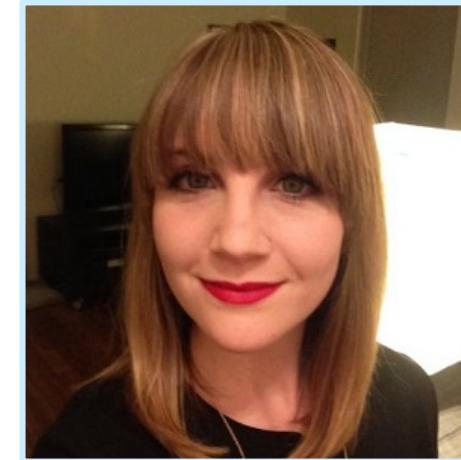


GET READY FOR

cold&flu season

2014 – 2015

Hanna Woodburn



The Global Public-Private Partnership for Handwashing



About the Global Public-Private Partnership for Handwashing

- A coalition of international stakeholders whose focus is handwashing and child health.
- Aims to give families, schools, and communities in developing countries the power to prevent diarrhea and respiratory infections by supporting the universal promotion and practice of proper handwashing with soap at critical times



Handwashing with Soap: Five Facts

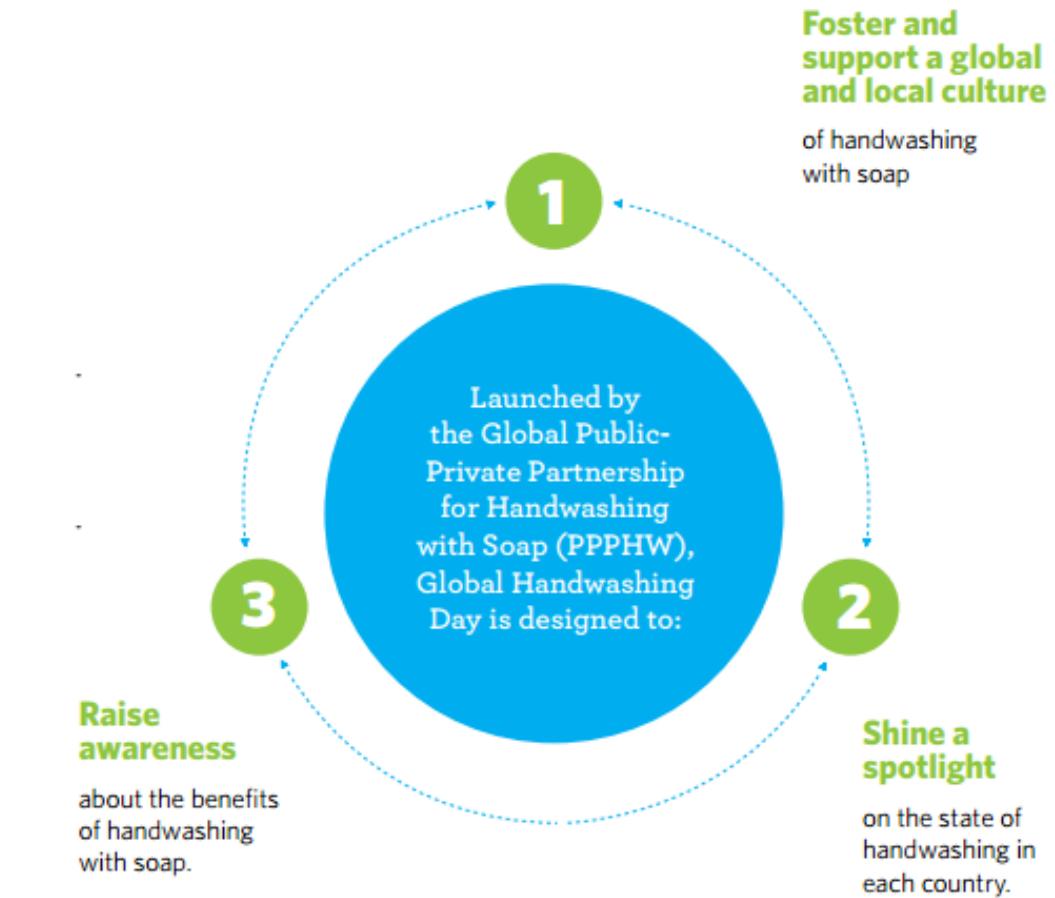
1. It's a “do-it-yourself” vaccine
2. It's cost-effective
3. Everyone can do it...
4. ...but soap is a must!
5. Critical times are after using the toilet and before contact with food



Global Handwashing Day

October 15

- Blog
- Host an event
 - Brown bag lunch
 - Handwashing demonstration
 - Partner with local schools
- Social media messages
 - #iwashmyhands



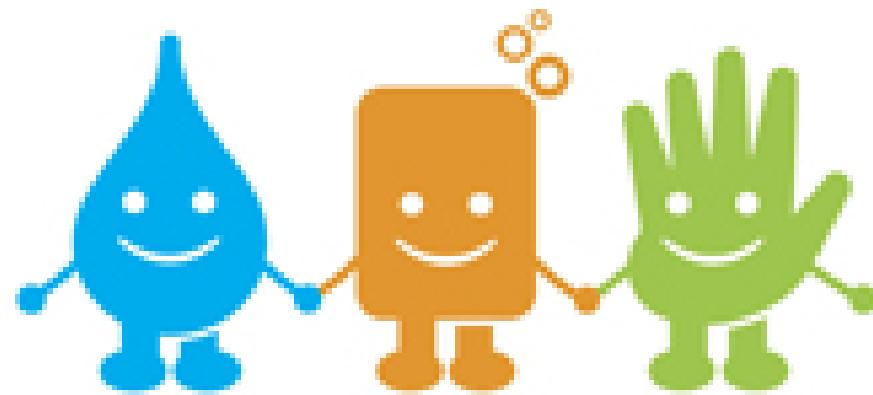
GET READY FOR

cold&flu season

2014 – 2015

#iwashmyhands

- GlobalHandwashingDay.org
- fhi360.org
- hwoodburn@fhi360.org



Global Handwashing Day
October 15



GET READY FOR

cold&flu season

2014 – 2015

Question:

*“how can I keep from getting sick
when visiting families with
children?”*

— Carol Miller, Ohio



GET READY FOR

cold&flu season

2014 – 2015

Martha Chapin

American Cleaning Institute



GET READY FOR

cold & flu season

2014 – 2015

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

www.itsasnap.org

SNAP@cleaninginstitute.org



School Network for Absenteeism Prevention

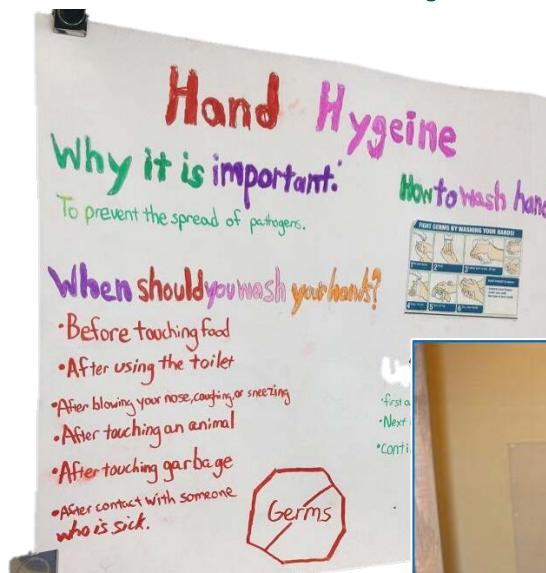
It's A SNAP

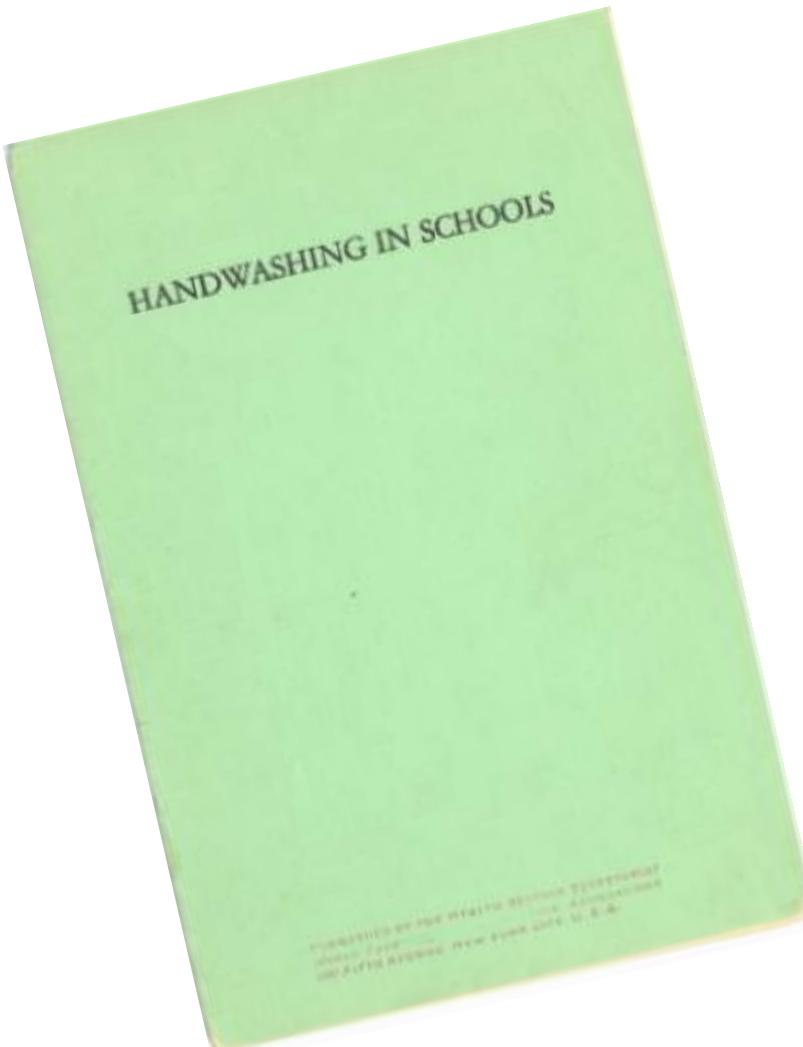
American Cleaning Institute

About the Healthy Schools, Healthy People, It's a SNAP! program

- Established in 2003
- CDC and ACI joint partnership
- Improve handwashing in schools to reduce absenteeism
- Healthier school community
- Peer-to-peer education by students

SNAP: School Network for Absenteeism Prevention





ACI History on Handwashing

- Teaching the importance of handwashing in schools since 1926
- Past surveys show people don't wash their hands often enough and they don't wash correctly



What's in it for you?

- National recognition
- Trip to Washington, DC
- Meet with leaders from CDC, ACI, industry and Capitol Hill
- Free cleaning products
- Cash award



How does it work?

- 1.** Integrate hand cleaning activities into your curriculum.
- 2.** Have students create a clean hands awareness project, activity or campaign.
- 3.** Submit your project ideas for recognition to
SNAP@cleaninginstitute.org!

Healthy Schools, Healthy People

Step-by-Step Project Planning Guide

National Awards Guidelines

National Awards Application Form

Contact Information

Summary Report of Handwashing Project

Supporting Information

Send to: SNAP@cleaninginstitute.org

Questions? Call or email Martha Chapin at (202) 662-5909 or mchapin@cleaninginstitute.org

Visit www.itsasnap.org **for more information about the Healthy Schools, Healthy People, It's a SNAP program.**

Rules and tools on **itsasnap.org**

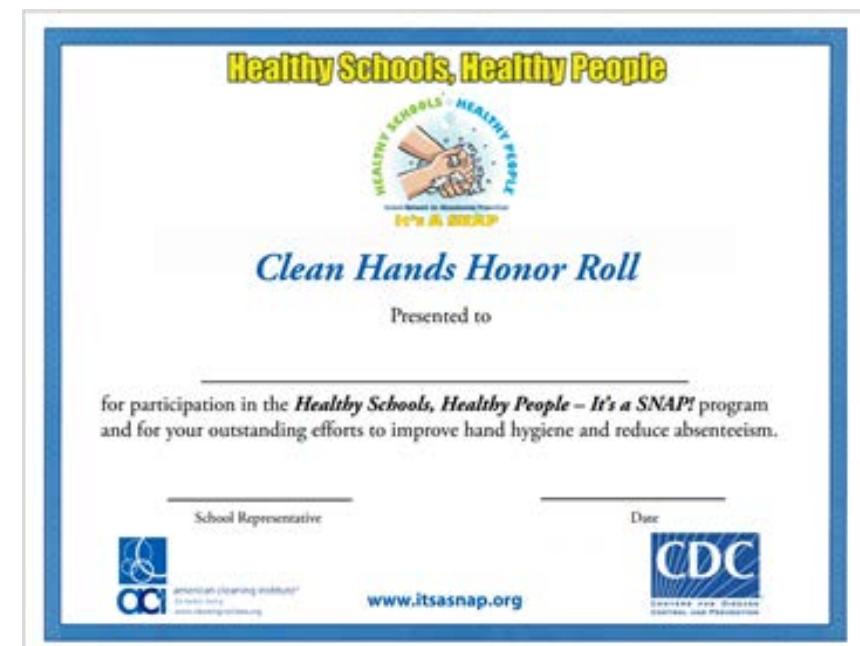
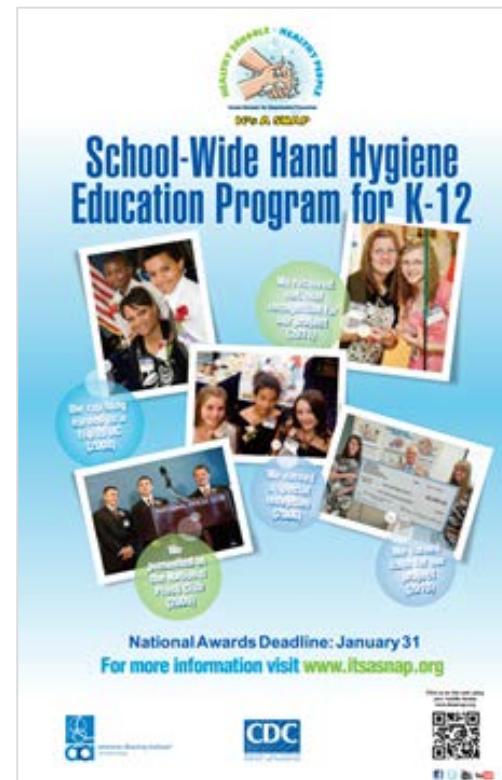
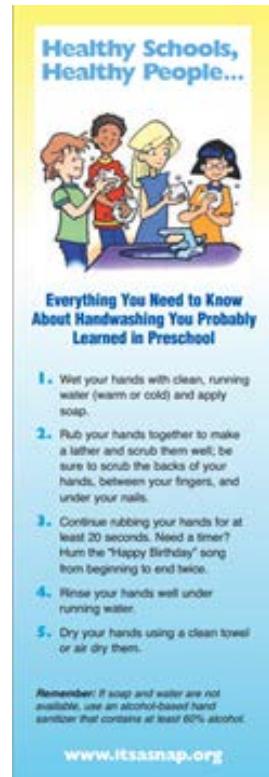


GET READY FOR

cold&flu season

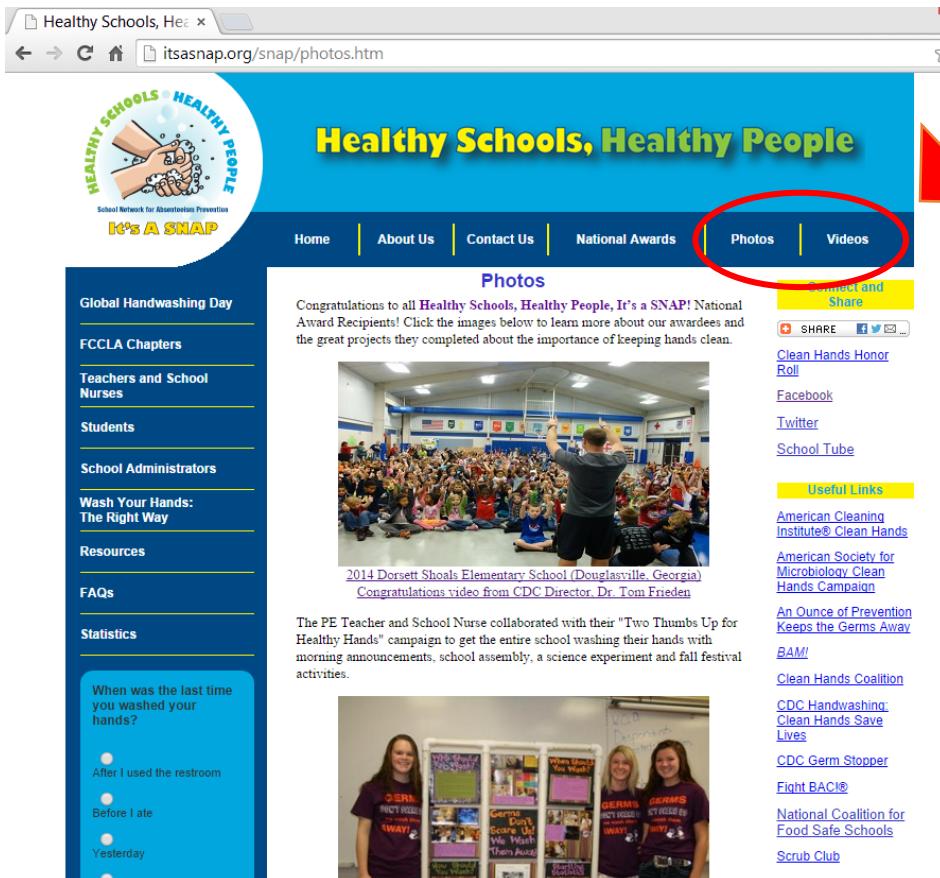
2014 – 2015

Resources: Bookmarks, Posters & Certificates



American Cleaning Institute

Need ideas?



The screenshot shows the homepage of itsasnap.org/snap/photos.htm. The top navigation bar includes links for Home, About Us, Contact Us, National Awards, Photos (which is circled in red), and Videos. Below the navigation is a section titled "Photos" featuring a large image of a PE teacher interacting with students. To the right of the image are links for "Share", "Clean Hands Honor Roll", "Facebook", "Twitter", "School Tube", and "Useful Links" which include American Cleaning Institute® Clean Hands, American Society for Microbiology Clean Hands Campaign, An Ounce of Prevention Keeps the Germs Away, BAM!, Clean Hands Coalition, CDC Handwashing: Clean Hands Save Lives, CDC Germ Stopper, Fight BAC!®, National Coalition for Food Safe Schools, and Scrub Club.

- 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



Question:

*“...how can I get restaurant workers
to wash their hands more often?”*
— Cheryl Syracuse North Carolina



GET READY FOR

cold&flu season

2014 – 2015

Marcine Elder

Family, Career and Community Leaders of America
Fulda High School



Teachers and students can play a vital role in preventing colds and flu germs from spreading.

Peers teaching peers has been very effective.

High school students teaching elementary students gives a different voice to the subject matter.



Creating a student led project is very easy.

- Encourage students to plan their own projects.
- Provide students with materials from a variety of resources.
- Form several different partnerships.
- Work with Health Teachers to set teaching opportunities.
- Finally, fill out the HSHP award forms and submit.



Resources and Community Partnerships are essential.

- Possible resources are found on the HSHP and ACI websites. Also, use the CDC and Mayo Clinic websites.
- Partnerships such as School Nurses, Health Teachers, local Health Care personnel, and Mayo Clinic.

HSHP (Healthy Schools, Healthy People, It's a SNAP)
www.itsasnap.org



The benefits received when our FCCLA project was selected as the winner of the HSHP Award.

- We received a great deal of press and public recognition.
- The students were asked to present workshops about their project.

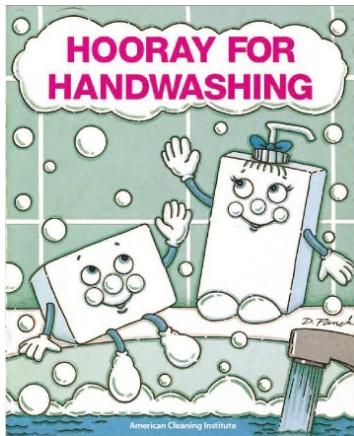
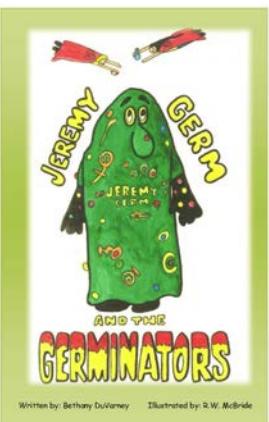
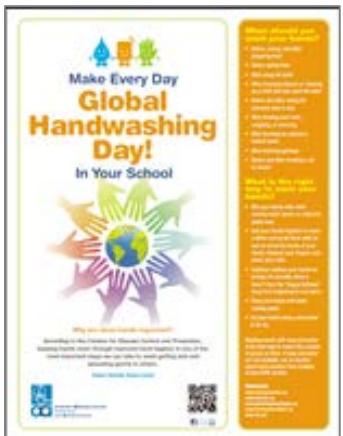


GET READY FOR
cold&flu season

2014 – 2015

Free Educational Materials

cleaninginstitute.org/publications



GET READY FOR

cold & flu season

2014 – 2015

Thank You!

cleaninginstitute.org/cold-flu-prevention

education@cleaninginstitute.org

