Healthy Hand Hygiene Behaviors at Fairs: Linking 4-H Peer Education Projects with Guest Education

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www.clarkcofair.com
Overview

- Outbreaks Linked to Fairs
- Response
- Improve Fair Education and Outreach
- Change Behaviors

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Hand Washing: Comparing Behavior Over Time

2008: Tracked hand washing behavior in 222 fair goers

2016: Tracked hand washing behavior in 1,227 fair goers

Research Questions:
• Has there been an improvement in hand washing behavior at the petting zoo between 2008 and 2016?
• Does age of the subject affect hand washing behavior?
• Does the exit chosen affect hand washing behavior?
What Affected Handwashing?

Hand washing behavior in 2008 and 2016 was not statistically significant different.

What did impact hand washing?

- Youth were 2.3 times more likely to wash their hands.
- Adults were less likely to wash their hands.
- People exiting at the southwest door were 3.5 times more likely to wash their hands.
- People exiting at the northwest door were less likely to wash their hands.
The Clark County Fair

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Junior Advisory Board

Application → Interview → Selection
Healthy Fair Hygiene Awareness

Encourage fair-goers to be mindful of germ risks and to change behavior related to hand washing and using hand sanitizer. The purpose would also be to change the habits and behavior of youth dealing with livestock toward creating a cleaner, germ-free environment.
Plan of Action
Junior Advisory Board

- Develop Creative Posters
- Coordinate with Barn Leaders, 4-H Leaders, Youth and the Fair Board
- Support Positive Herdsmanship Practice(s)
- Actively Engage the Public through Education
- Message: *Have a Healthy Fair*
- Use Pencils as Incentive with Fair Guests
Posters

1. **STEER**
   - Clear of Germs
   - Remember to Wash Your Hands

2. **GOAT**
   - SOAP?

3. **Did EWE**
   - Wash Your Hands Dear?
Intervention

Barn Design
4-H Educators
Sanitizers
Control and Experimental Observations
Youth Outreach and Education
Power of Personal Outreach

Intervention works!

Following the intervention, fair goers were 7.2 times more likely to sanitize their hands, as compared to those who had no intervention.

An additional finding:

Youth were 2.0 times more likely to sanitize their hands.

Adults were less likely to sanitize their hands.
Comprehensive Approach
Guest Education and Outreach

Germ City:
Clean Hands, Healthy People Program
For More Information

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