

Global Handwashing Day
October 15, 2019

FIRST WE WASH OUR HANDS
www.fightbac.org

Partnership for Food Safety Education

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Welcome from PFSE



Shelley Feist
Executive Director

Partnership for Food Safety Education
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Today's Event Line-up

- Dr. Mindy Brashears – observational research giving us new insights
- Ashley Andújar –new handwashing campaign from the CDC
- Dr. David Berendes – a visit with Jolly Elementary School in Clarkston, GA
- Celebrate Clean Hands! Bruce-Munroe at Park View Elementary School in Washington, DC (Spanish immersion school)
- Glenda Hyde – high speed hand washing
- Keeping a Clean Scene! A new shareable video from PFSE

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To ask a question, please use the chat box which can be opened from the control bar on the bottom of the screen.



After the webinar, you will receive a brief survey. Please fill it out.
Help us improve!



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Continuing Education Units

One-hour CEU available from ANFP, CDR & NEHA

- Links provided in follow-up email
- Download at fightbac.org under “Events” tab and “Webinar Recordings”



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Dr. Mindy Brashears

Deputy Under Secretary for Food Safety
U.S. Department of Agriculture



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Ashley Andújar

Health Promotion & Communication Team Lead
Centers for Disease Control and Prevention



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National Center for Emerging and Zoonotic Infectious Diseases



New CDC Handwashing Campaign:
Life is Better with Clean Hands

“First We Wash Our Hands” Global Handwashing Day Event
October 15, 2019

Ashley Andújar
Health Promotion and Communication Team Lead
Waterborne Disease Prevention Branch
Division of Foodborne, Waterborne, and Environmental Diseases

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Life is Better with Clean Hands Overview

- Launch today on Global Handwashing Day!
- Developed using focus group research and message testing
- Target Audiences
 - Parents of children 11 years and younger
 - U.S. adults, focus on:
 - People on the go
 - Home cooks



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Partner Toolkit

To encourage the public, health organizations, schools, facility managers, parents, and caregivers promote handwashing content within their networks. Includes:

- promotion and outreach suggestions
- sample social media messages
- sample newsletter announcements
- online list of resources



https://www.cdc.gov/handwashing/pdf/LifeIsBetterWithCleanHands_CampaignToolkit-p.pdf

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Print Materials

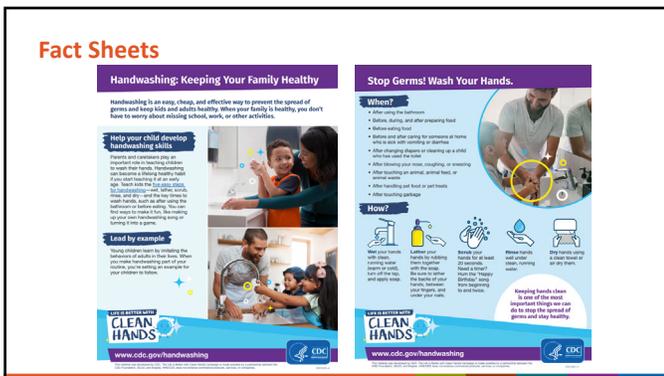
- Free posters on CDC INFO On Demand
 - 11" x 17"
- Downloads available on <https://www.cdc.gov/handwashing/campaign.html>
 - 11" x 17"



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Social Media Graphics

Facebook and Twitter
1200 x 675

Instagram
1080 x 1080

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Web Banners

300 x 250

160 x 600

160 x 600

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Additional Materials

- Stickers
- Four audio PSAs
 - Two for General Public (15-second and 30-second)
 - Two for Parents (15-second and 30-second)

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Adobe Campaign Newsletters

- CDC's Handwashing Listserv
 - Sign up at www.cdc.gov/handwashing

Get Email Updates

To receive email updates about this topic, enter your email address:

[What's this?](#)

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Web Content

- Campaign section with new health promotion material - <https://www.cdc.gov/handwashing/campaign.html>
- New handwashing content related to food safety and family:
 - <https://www.cdc.gov/handwashing/handwashing-kitchen.html>
 - <https://www.cdc.gov/handwashing/handwashing-family.html>
- Update web feature - <https://www.cdc.gov/handwashing/when-how-handwashing.html>
- CDC Public Health Media Library - Content syndication



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Spanish Content

LA VIDA ES MEJOR CON LAS MANOS LIMPIAS



www.cdc.gov/lavadodemanos



<https://www.cdc.gov/handwashing/esp/index.html>

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aandujar1@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

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.



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Dr. David Berendes

Senior Service Fellow, Epidemiologist
Centers for Disease Control and Prevention



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Attendee Chat

- Chat is in the controls at the bottom of your screen
- When you click on chat, the chat window will appear
- It will be on the right if you are not in full screen
- If you are in full screen, it will appear in a window you can move around your screen
- Type your message and press Enter to send it



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Let's Share!

Tell us about your work to encourage proper handwashing

Use the **chat** function



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Say HOLA! to the students at Bruce-Munroe at Park View Elementary

Teachers: Ms. Elizabeth & Ms. Stefani

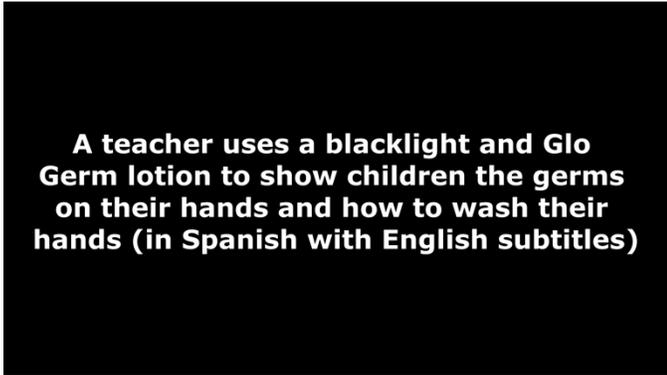
Students: Abraham, Alia, David & Laila



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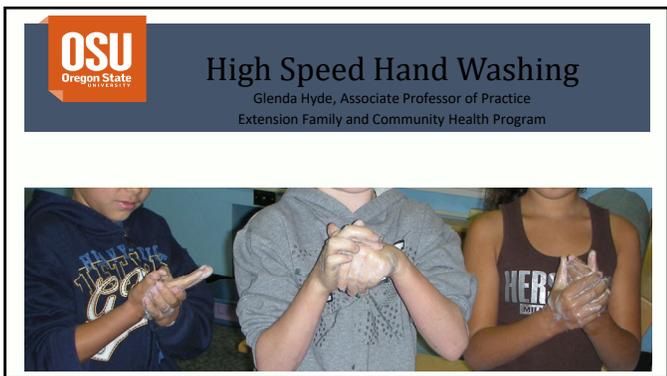

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High Speed Hand Washing

Using a hands-on learning method with food samples, how do you model food safety in a 30-minute nutrition lesson?



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High Speed Hand Washing Technique

Wet, Shake (& move), Soap, End of the Line (lathering), Rinse, Dry



Find the 2015-revised HSHW lesson plan and supplemental activities at <https://extension.oregonstate.edu/deschutes/enjoying-our-healthy-harvest>

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What We Learned

High Speed Hand Washing Works!

It is easy to understand and implement, and can be done quickly. It can be fun and empowering for students. It helps prevent food borne illness and the spread of communicable diseases. It also promotes water and energy conservation.

Reminders, refreshers and fresh, age-appropriate approaches are important to re-engage commitment, at least annually.



Hyde, G., & Braverman, M. (2017). High Speed Hand Washing Helps Build Healthy Habits. *Journal of National Extension Association of Family and Consumer Sciences*, Volume 12, 2017. <https://neafcs.memberclicks.net/assets/documents/journal/2017%20neafcs%20final%202.pdf>

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Keeping a Clean Scene Video – NEW!



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Safe Recipes



- Wash hands with soap and water.
- Gently rub green peppers and onions under cold running water.
- Wash hands with soap and water.
- Cook until internal temperature reaches 165 °F on a food thermometer

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Save the Date!

“Safe Baking at Home” Webinar
Tuesday, November 19



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Thank You
2019 Tier II PFSE Partners

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Thank You
2019 PFSE Contributing Partners

<p>Academy of Nutrition and Dietetics American Frozen Food Institute Association of Food and Drug Officials Cargill, Inc. Chipotle Mexican Grill Conagra Brands Consumer Federation of America Food Marketing Institute Foundation FoodLogIQ Instacart International Association for Food Protection International Dairy-Deli-Bakery Association International Food Information Council Foundation McDonald's Corp. Meijer, Inc. National Association of Convenience Stores National Chicken Council National Grocers Association National Pork Board</p>	<p>National Restaurant Association National Turkey Federation North American Millers' Association NSF International Produce Marketing Association Publix Super Markets Charities, Inc. Refrigerated Foods Association Smithfield Sysco Corporation The Center for Food Integrity Tyson Foods, Inc. United Fresh Produce Association Walmart</p> <p>Federal Government Liaisons Centers for Disease Control and Prevention U.S. Food & Drug Administration, CFSAN U.S. Department of Agriculture, FSIS FSES U.S. Department of Agriculture, NIFA</p>
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Continuing Education Units

****FINAL REMINDER****
Get your CEU certificate – 2 ways

1. Links in a follow-up email
2. Download at fightbac.org under "Events" tab and "Webinar Recordings"

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 Thank You, Speakers and Students!

				
Dr. Mindy Brashears USDA	Ashley Andujar CDC	Dr. David Berendes CDC	Glenda Hyde OSU Extension Service	Shelley Feist PFSE

Jolly Elementary School & Bruce-Munroe at Park View Elementary School

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