

Welcome from PFSE



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Today's Line Up



- Welcome / About PFSE / Housekeeping
- Observational Research about Handwashing with Meredith Carothers, MPH, U.S. Department of Agriculture/FSIS
- Handwashing-related Behaviors During the COVID-19
 Pandemic Among U.S. Populations with Dr. Vincent Hill,
 Centers for Disease Control and Prevention
- Scrub Club for Kids with Mindy Costello, NSF International
- NEW! Downloadable Handwashing Resources with Katie Weston, Partnership for Food Safety Education



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Housekeeping





Join the chat!

Or send a question during the webinar.



After the webinar, you'll receive a brief survey. Please fill it out.

Help us improve!



Continuing Education Units



One-hour CEU available from ANFP, CDR, NCHEC & NEHA

- Download certificate from chat box
- Follow-up email tomorrow
- Download at <u>fightbac.org</u> under "Free Resources" tab and "Recorded Webinars" (on October 8)
- Educators seeking NCHEC will receive more info in the follow-up email



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About the Partnership



We are an active network of...

- 13,000 health and food safety educators
- 46 Partner organizations
- Federal liaisons (USDA, FDA, CDC)

All working together to advance trusted, consistent, science-based behavioral health messaging.





Did You Know?

Every year in the United States...

- 1 in 6 Americans (or 48 million people) get sick from foodborne illness, commonly called food poisoning
- 128,000 are hospitalized
- 3,000 die from eating contaminated food

Washing your hands is one of the most effective ways to prevent foodborne illness and the spread of germs.





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Meet Cole, Clayton & Barb





Clayton, Barb (great-grandmother) & Cole



Poll Question



Global Handwashing Day is October 15! How do you plan to promote or participate this year?

- 1. Sharing hand hygiene graphics on social media
- 2. Reminding family and friends to practice good hand hygiene
- 3. Distributing hand hygiene flyers at an in-person event
- 4. Hosting a virtual event
- 5. I'm not sure or still deciding



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Observational Research about Handwashing

Meredith Carothers, MPH Technical Information Specialist October 6, 2021



Background





- **Clean**: Wash hands and surfaces regularly
- **Separate**: Separate raw meat, poultry and seafood from other foods
- **Cook**: Cook food to a safe internal temperature
- **Chill**: Refrigerate or freeze food promptly

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Five-Year Consumer Research Study





Observational Research



Year 1: Turkey burgers and side salad

Year 2: Chicken thighs and side salad

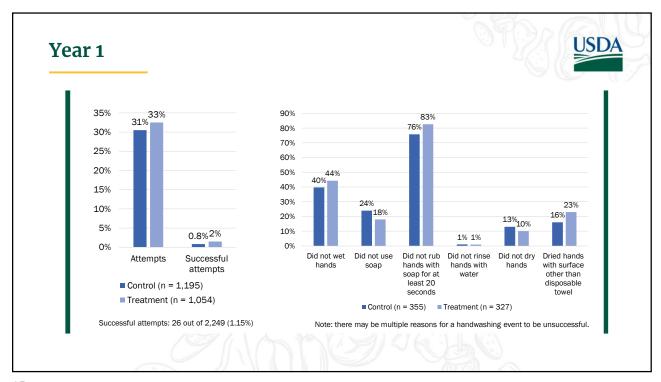
Year 3: NRTE frozen stuffed chicken breasts and frozen corn

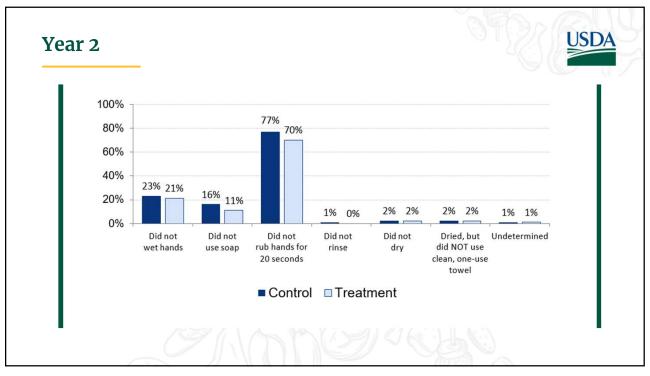
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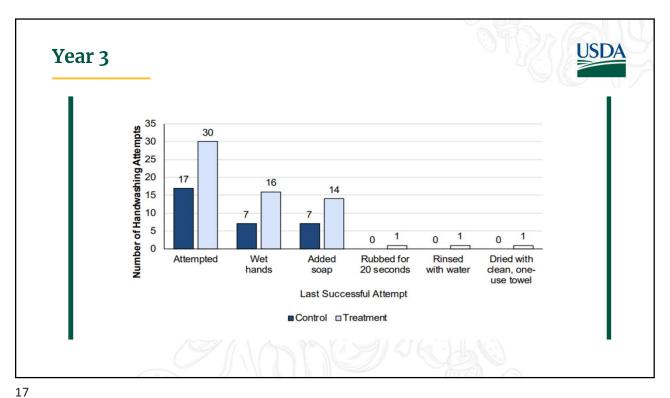
Handwashing

Up to **99% of the time** participants failed to properly clean their hands.





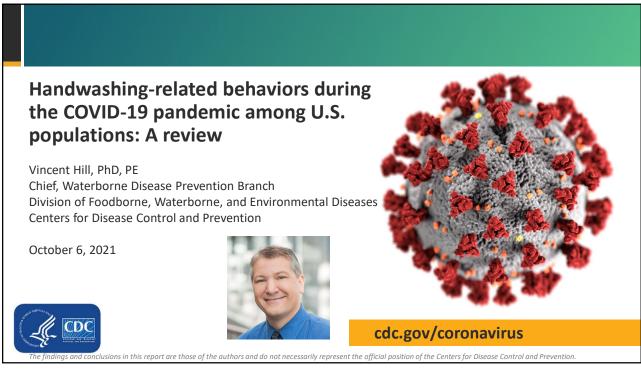




Τ,

Comparison of Multi-Year Outcomes (Control Group) Year 1 Year 2 (n = 185) (n = 154) (n = 196)Handwashing Handwashing Event Required (before or during meal preparation) 1,195 1,299 695 % did not attempt 69% 68% 77% 23% 31% 32% % attempt % successful attempt 3% 4% 0.7% (out of all attempts)







Prevention in community settings



- People who are <u>not fully vaccinated</u> should:
 - · Wear a mask that covers their nose and mouth
 - Stay at least 6 feet apart from others
 - · Avoid crowds and poorly ventilated spaces
- In areas of substantial or high transmission, people who are <u>fully vaccinated</u> should wear a mask indoors in public









 $\underline{https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html}$

Prevention in community settings

- Everyone should continue to practice healthy behaviors, including:
 - Washing your hands often with soap and water for at least 20 seconds
 - Use a hand sanitizer that contains at least 60% alcohol if soap and water are not available
 - Covering coughs and sneezes using a tissue or the inside of the elbow
 - · Cleaning frequently touched surfaces
 - Monitoring your health daily









https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html

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Community handwashing-related behaviors

- We wanted to understand:
 - Who is or is not washing their hands?
 - · When are people washing their hands?
 - What do people know or think about handwashing?
 - How are people engaging in handwashing?
 - What influences people's decisions to wash their hands?



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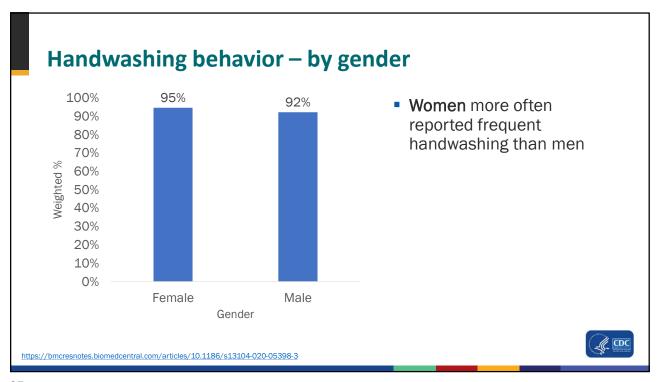
Handwashing behavior

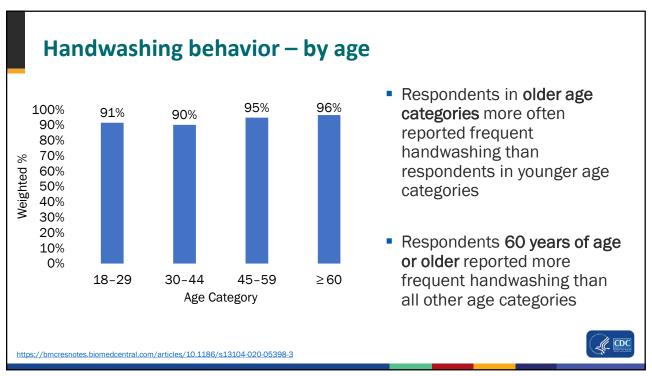
- Porter Novelli Spring ConsumerStyles Survey
 - March 19–April 9, 2020
 - 6,463 participants
- "What, if any, precautions are you taking to prevent coronavirus?"
 - "Washing hands with soap and water"
- 93% reported frequent handwashing

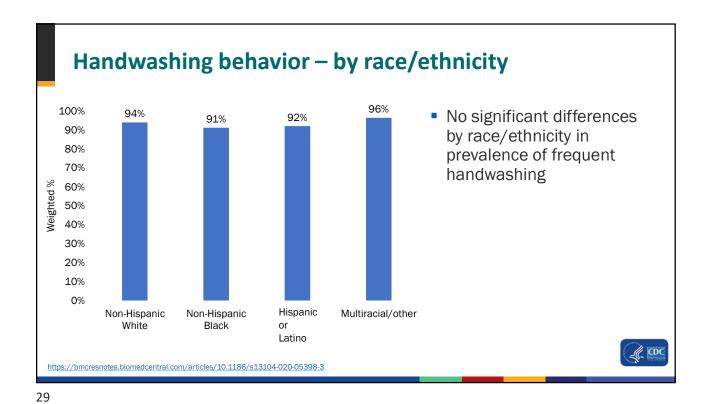


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 $\underline{\text{https://bmcresnotes.biomedcentral.com/articles/10.1186/s13104-020-05398-3}}$







Handwashing behavior

- Qualtrics internet survey
 - June 24-30, 2020
 - 5,000 participants
- "In the last week, how frequently did you wash your hands with soap and water after touching high-touch surfaces in public?"
- 78.5% of respondents frequently (always or often) washed hands

Morbidity and Mortality Weekly Report

Demographic Characteristics, Experiences, and Beliefs Associated with Hand Hygiene Among Adults During the COVID-19 Pandemic — United States, June 24–30, 2020

Mark E. Creisler ^{1,2,3}; Amanda G. Garcia-Williams, PhD¹⁶; Noedle-Angelique Molinari, PhD¹⁶; Radhika Gharpure, DVM¹⁶; Yiman Li, MPH³; Catherine E. Barrett, PhD¹⁶; Robecca Robbins, PhD³⁶; Eline R. Facer-Childis, PhD³⁶; Laura K. Barger, PhD³⁶; Charles A. Czeisler, PhD, MD^{3,2,6}; Mark E. Howard, MBRS, PhD^{1,2,5}; Mark A. Washington, PhD^{3,2,6}; Mark E. Howard, MBRS, PhD^{1,2,5}; Mark A. Washington, PhD^{3,2,6}; Mark E. Howard, MBRS, PhD^{1,2,5}; Mark A. Washington, PhD^{3,2,6}; Mark E. Howard, MBRS, PhD^{1,2,5}; Mark A. Washington, PhD^{3,2,6}; Mark A. Washin

Frequent hand hygiene, including handwashing with soap and water or using a hand sanitizer containing \$60% alcohol when soap and water are not readily available, is one of several critical prevention measures recommended to reduce the spread of SARS-CoV-2, the virus that causes coronavirus disease 2019 (COVID-19). Previous studies identified demographic factors associated with handwashing among U.S. adults during the COVID-19 pandemic (L.2); however, demographic factors associated with hand synthesis and experiences and belieful associated with hand hygiene have not been well characterized. To evaluate these factors, an Internet-based survey was conducted among U.S. adults aged 24 years during June 24–30, 2020. Overall, 85.2% of respondents reported always or often engaging in hand hygiene following contact with high-touch public surfaces such as shopping carts, gas paumps, and automatic teller machines (CRIMS). Respondents who were male (versus female) and of younger age reported lower

During June 24-30, among 9,896 digible U.S. adults.; 5,412 (54.7%) completed Internet-based surveys administered by Qualifics, L.L.C. ap part of The COVID-19 Outbreak Public Evaluation (COPE) Initiative." The Monash University (Melbourne, Australia) reviewed and approved the study protocol on human subjects research. This activity was also reviewed by CDC and was conducted consistent with applicable federal law and CDC policy. If Respondents were informed of study purposes and provided electronic consent before commencement, and investigators received anonymized responses. The 5,412 participants who completed surveys

Eligibility to complete a survey during June 24–30, 2020, was determined following electronic contact of potential participants with criteria of age 218 year and residence within the United States. Age and residence were assented using screening questions without indication of eligibility criteria before commencement of the carliest survey (recontacted respondents Aguil 2–8, 2020; first-time restondents; lune 24–30, 2020). Residence was



https://www.cdc.gov/mmwr/volumes/69/wr/mm6941a3.htm

Handwashing behavior – determinants

- Factors associated with more handwashing
 - Female gender
 - Older age
 - Asian, non-Hispanic race/ethnicity
 - Know someone who tested positive for SARS-CoV-2
 - Higher level of concern about own risk for SARS-CoV-2

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https://www.cdc.gov/mmwr/volumes/69/wr/mm6941a3.htm

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Handwashing behavior before and during the COVID-19 pandemic

- Porter Novelli Fall ConsumerStyles
 - October 8–22, 2019
 - 3,624 participants

- Porter Novelli Summer ConsumerStyles
 - June 10-25, 2020
 - 4,053 participants

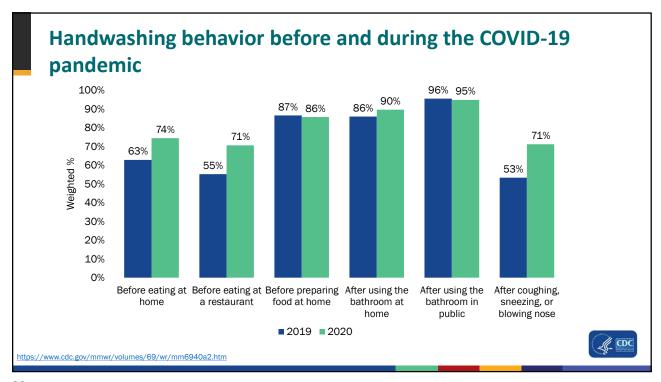
"In which of these situations/settings are you most likely to remember to wash your hands?"

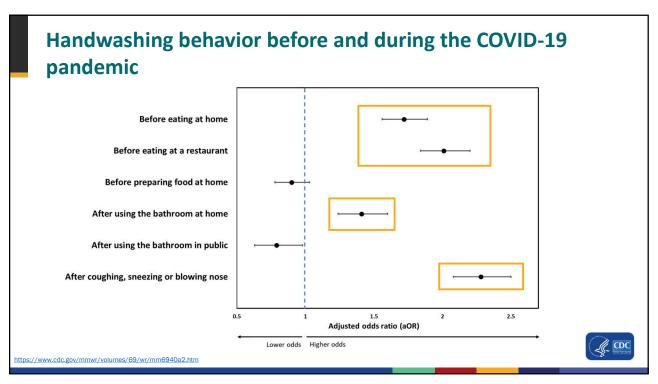
After using the bathroom at home
After using the bathroom in public
After coughing, sneezing, or blowing nose

Before eating at a restaurant Before preparing food at home

https://www.cdc.gov/mmwr/volumes/69/wr/mm6940a2.htm







Handwashing behavior before and during the COVID-19 pandemic

- Largest increases in percentage of respondents remembering to wash hands were:
 - Before eating at home
 - Before eating in a restaurant
 - After experiencing respiratory symptoms
- Despite improvements, <75% reported remembering to wash their hands in these three situations in 2020
- Men, younger adults, and non-Hispanic White adults were less likely to remember to wash hands in many situations

https://www.cdc.gov/mmwr/volumes/69/wr/mm6940a2.htm

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Psychosocial factors associated with handwashing behavior

- Porter Novelli Fall ConsumerStyles Survey
 - September 24 October 10, 2020
 - 3,625 participants
- "What, if any, precautions are you taking to prevent coronavirus?"
 - · "Washing hands with soap and water"
- Additional questions to assess capability, opportunity, and motivation to wash hands, and perceived severity and susceptibility of COVID-19

https://www.cdc.gov/mmwr/volumes/69/wr/mm6940a2.htm



Psychosocial factors associated with handwashing behavior

- 88.6% of respondents reported washing hands with soap and water to prevent COVID-19
- Factors associated with higher odds of self-reported handwashing to prevent COVID-19
 - · Frequent handwashing is a habit in everyday life
 - · Motivation to wash hands to prevent COVID-19
 - Concern about own risk for infection with COVID-19
 - Perceived severity of COVID-19
 - · Behavioral control to prevent COVID-19





https://www.cdc.gov/mmwr/volumes/69/wr/mm6940a2.htm

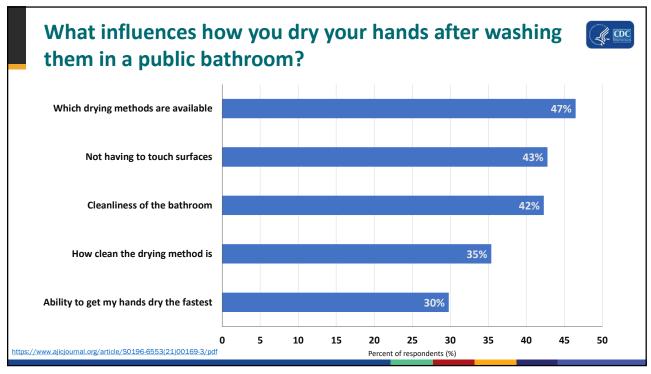
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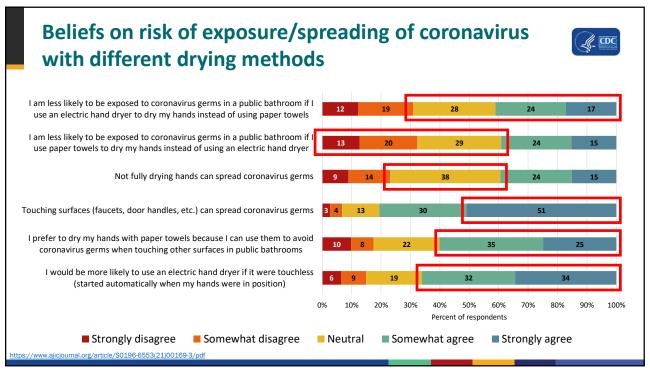
Knowledge, attitudes, and practices around hand drying after washing hands in public bathrooms

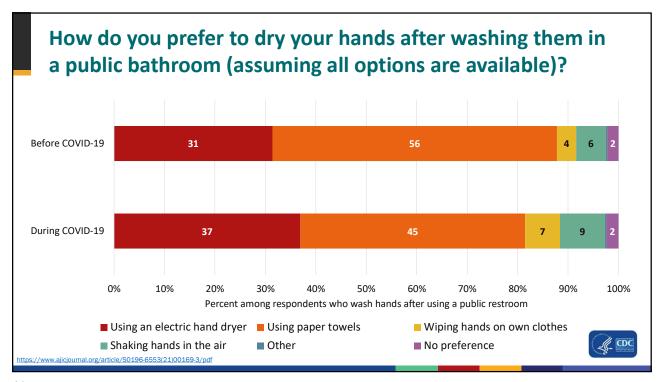
- Porter Novelli View 360 survey
 - October 13-15, 2020
 - 502 participants
- Survey included questions on:
 - Factors influencing choice of hand drying method
 - Beliefs about risk of SARS-CoV-2 exposure and transmission using different hand drying methods
 - Changes in preferred hand drying method before vs. during the pandemic
 - Knowledge gaps in hand drying methods



https://www.ajicjournal.org/article/S0196-6553(21)00169-3/pdf







Knowledge, attitudes, and practices around hand drying after washing hands in public bathrooms



- More messaging on:
 - · Importance of hand drying
 - Risk of transmission from surfaces
- Access to touchless hand drying tools may help increase proper hand drying practices





https://www.ajicjournal.org/article/S0196-6553(21)00169-3/pdf





Summary

- Room for improvement in handwashing-related behaviors
 - Young adults, males
- Health communication and education efforts may need to focus on certain populations to address practice gaps
- Messages can be crafted to leverage psychosocial predictors of hygienerelated behavior such as perceived severity, susceptibility, behavioral control, capability, motivation, and opportunity
- To promote handwashing-related behaviors, need to go beyond health communication to address structural barriers (such as lack of access to handwashing supplies, facilities)



Next steps

- Continue to monitor who is engaging in handwashing-related behaviors and identify changes over time
 - Examine impact of emerging variants and vaccines on handwashingrelated behaviors
- Disseminate new messages and materials to groups with lower levels of behavioral engagement
- Identify strategies to increase access to handwashing supplies and infrastructure



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CDC Handwashing Resources

CDC handwashing resources

- CDC's Handwashing Website
- Hand Hygiene at Home and in the Community
- Handwashing: A Healthy Habit in the Kitchen
- <u>Life is Better with Clean</u> Hands
- Free CDC Handwashing Materials



Handwashing: A Healthy Habit in the Kitchen

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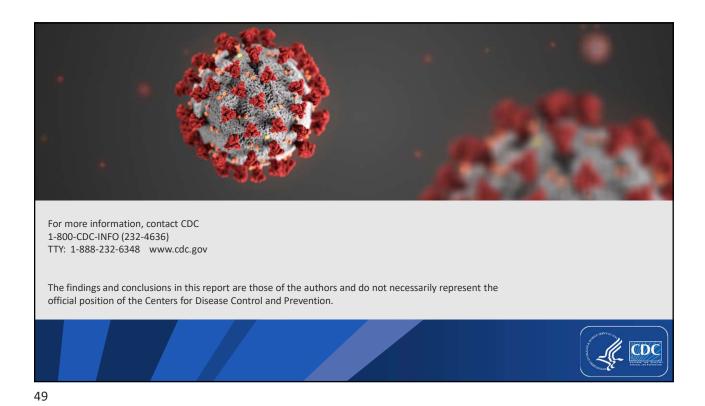
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- Deanne Webber
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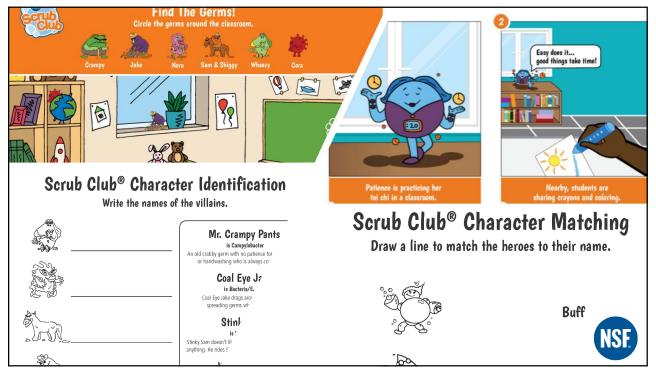




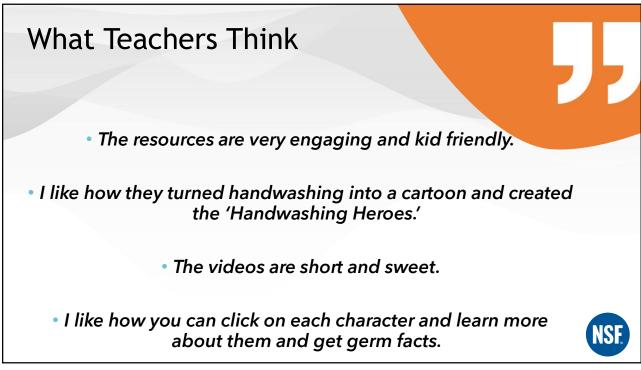


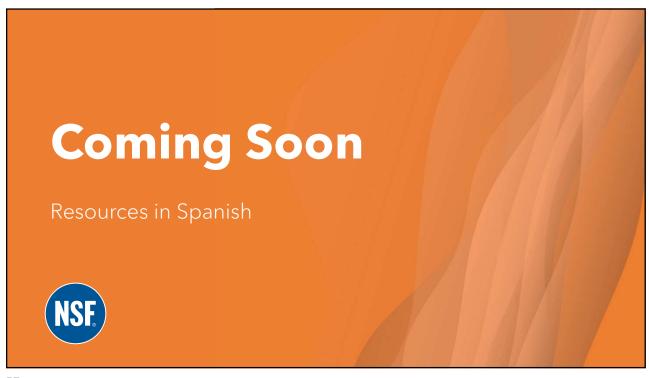


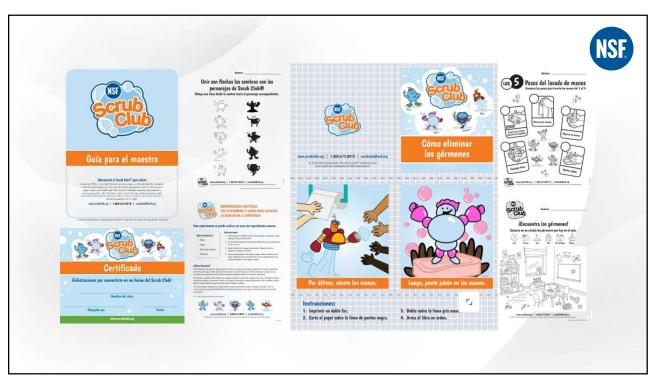


















THANK YOU.

Mindy Costello
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What's New from PFSE











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NEW! Handwashing Infographic

- These new materials teach families how to properly wash hands at home:
 - Before preparing and eating food
 - After handling raw meat, flour and eggs
 - > Five handwashing steps
- Infographic available for social media and as a printable PDF file (8.5 x 11)







Sample social media posts
Social media graphics
Infographic
Infographic
Clean Scene video
Handwashing quiz
Kids activities

Www.fightbac.org/handwashing

W



Get Cooking Times!



- Monthly e-newsletter
- Delicious, safe recipes
- Food safety tips
- Cooking trivia & food facts
- Sign up today!







Continuing Education Units



FINAL REMINDER

Get your CEU certificate

- Download certificate from chat box
- 2. Follow-up email tomorrow
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