



Guiding You to Healthy  
Hand Hygiene



Implementation Guide: K - 12





## What this Guide Will Do

Hand Hygiene compliance is a serious issue. Since 80% of all infections are transmitted by the hands, a school's mission, to sustain high attendance and prevent cross contamination from student to student, or teacher for that matter, is paramount. The World Health Organization recommends 5 essential elements for a successful hand hygiene program.

**Step 1 - Gaining Commitment** from all operating areas of your school is critical. Superintendents, principals, nurses, teachers and parents are all key advocates to reinforce this commitment.

**Step 2 - Educating** those chosen to be hand hygiene advocates on the impact of this implementation is the next step. This guide will give you a basic education on critical facts and the positive impact a proper hand hygiene program can have on your facility.

**Step 3 - Create a Roadmap** by surveying your facility for proper placement of both sanitizing and hand washing stations. Your distributor or Betco® representative will assist in this process.

**Step 4 - Implementation** of the dispenser installation needs careful planning. Optimizing the

educational function, or site zone, of the dispenser along side message reinforcement will assist greatly in your facility campaign.

**Step 5 - Communication** strategy to drive hand hygiene compliance is critical. We have developed several themes and support materials to implement within your facility. In addition, a suggested press release can be found that we encourage you to use for public awareness. Common methods are to link on your website for parents to read and/or announce to local papers and social media sites.

## Gain Commitment

### Step 1

#### *How to gain commitment*

Internal and community is vital for student involvement to be effective and successful improving health and safety. This means that you and your staff need to be working together.

Whether you are a principal, teacher or member of the school board, we all share in the responsibility to keep our students safe. Leadership and commitment from management is important in making this program successful. You can demonstrate the benefits of the hand hygiene program a number of ways.

- *Highlight how adopting a comprehensive hand hygiene program can improve attendance and the positive impact it will have on students' health.*
- *Consult and get feedback from parents who are the most committed to the wellbeing of their children.*
- *Take a look at your current attendance rates so you can establish a quantitative measurement for goals after implementation.*
- *Explain that educating the parents & students will jump start good habits early in their development for a lifetime of good hand hygiene.*

## Education: K-12

### Step 2

#### *When and how to wash your hands*

Keeping hands clean with proper procedures is one of the most important steps we can take to avoid getting sick and spreading germs to others. Many diseases and conditions are spread by not washing hands with soap and clean, running water. If water is unavailable, use a non-alcohol hand sanitizer.

The proper sequence for handwashing is: wet hands, turn water off, apply soap, lather using 6-step method for a minimum of 20 seconds, then rinse and dry.

#### *When you should wash your hands.*

- *Before, during, and after preparing food*
- *Before and after eating*
- *Before and after caring for someone who is sick*
- *Before and after treating a cut or wound*
- *After using the restroom*
- *After changing diapers or helping a child who has used the restroom*
- *After blowing your nose, coughing, or sneezing*
- *After touching an animal, animal feed, or animal waste*
- *After handling pet food or pet treats*
- *After touching garbage*





## Education: K-12

### Step 2 (continued)

#### **Handwashing with soap helps prevent infections because:**

- People frequently touch their eyes, nose, and mouth without even realizing it. Germs can get into the body through the eyes, nose and mouth and make us sick.
- Germs from unwashed hands can get into foods and drinks while people prepare or consume them. Germs can multiply in some foods or drinks, and make people sick.
- Germs from unwashed hands can be transferred to other objects like handrails, table tops, or toys, and then transferred to another person's hands.
- Removing germs with proper handwashing therefore helps prevent diarrhea and respiratory infections and can even prevent some skin and eye infections.

#### **Teaching people about handwashing helps them and their communities stay healthy.**

- Reduces the number of people who get sick with diarrhea by 31%
- Reduces diarrheal illness in people with weakened immune systems by 58%
- Reduces respiratory illnesses, like colds, in the general population by 16-21%

#### **How should you wash your hands?**

- **Wet** your hands with clean, running water (warm or cold), turn off the tap, and apply soap.
- **Lather** your hands by rubbing them together with the soap. Be sure to follow the 6-step method which will address critical areas between your fingers and under your nails.
- **Scrub** your hands for at least 20 seconds.
- **Rinse** your hands well under clean, running water.
- **Dry** your hands using a clean towel.

#### **What should you do if you don't have water?**

Washing hands with soap and water is the best way to reduce germs on the skin. If soap and water are not available, use a non-alcohol hand sanitizer. Non-alcohol hand sanitizers can quickly reduce the number of germs on hands in some situations, but sanitizers do not eliminate all types of germs.

#### **How do you use hand sanitizers?**

- Apply the product to the palm of one hand.
- Rub your hands together.
- Rub the product over all surfaces of your hands and fingers until your hands are dry.
- For K-12 use non-alcohol sanitizer. Ethyl alcohol (ethanol)-based hand sanitizers are safe when used as directed, but can cause alcohol poisoning if a person or child swallows more than a couple of mouthfuls.



## Education: K-12

### Statistics

#### **Not washing hands harms children around the world.**

According to the Centers for Disease Control, about 1.8 million children under the age of 5 die each year from diarrheal diseases and pneumonia, which can be prevented by proper handwashing procedures.

- *Handwashing with soap could protect about 1 out of every 3 young children who get sick with diarrhea and almost 1 out of 5 young children with respiratory infections like pneumonia.*
- *Handwashing education and proper access to soap in schools can help improve attendance.*
- *Good handwashing early in life may help improve child development in some settings.*

- *Absenteeism in the first month of school can predict poor attendance throughout the school year. Half the students who miss 2-4 days in September go on to miss nearly a month of school.*
- *An estimated 5 million to 7.5 million U.S. students miss nearly a month of school each year.*
- *Absenteeism and its ill effects start early. One in ten kindergarten and first grade students are chronically absent. Poor attendance can influence whether children read proficiently by the end of third grade or be held back.*
- *By 6th grade, chronic absence becomes a leading indicator that a student will drop out of high school.*
- *Research shows that missing 10 percent of school days, or about 18 days in most school districts, negatively affects a student's academic performance. That's just two days a month is known as chronic absence.*

- *When students improve their attendance rates, they improve their academic prospects and chances of graduating.*

***If we apply these metrics to roughly 50 million students enrolled in America's pre-K-12 public schools, we estimate that 5 to 7.5 million students each year may not be attending school regularly.***

## Quiz

**Q1: True or False - Since half of all infections are transmitted from the hands it's important to encourage handwashing.**

**Q2: True or False - There are 5 key steps to implement a successful Hand Hygiene program.**

**Q3: True or False. When water is not available, an alcohol based sanitizer should be used.**

**Q4: Which sequence is the correct for handwashing:**

1. Wet hands, apply soap, lather using 6-step method for 20 seconds, rinse & dry
2. Apply soap, wet hands, lather using 6-step method for 30 seconds, rinse & dry
3. Wet hands, turn water off, apply soap, lather using 6-step method for a minimum of 20 seconds, rinse & dry

**Q5: True or False - Handwashing education and proper access to soap in schools can help improve attendance.**



**Q6: True or False - When students improve their attendance rates, they improve their academic prospects and chances of graduating.**

**Q7: Is Handwashing or Sanitizing the best way to reduce the number of germs on your hands?**

**Q8: The most critical areas missed by not following the 6-step method of hand washing is:**

1. Palm of your hand & between fingers
2. Top of your hands & under nails
3. Top of your hands, between your fingers & under your nails

**Q9: Reasons to implement a hand hygiene program at my facility is which of the following:**

1. Keeping children healthy & safe
2. Improving attendance rates
3. Promoting healthy practices to parents, students and community.
4. Keeping teachers & faculty healthy & safe
5. All of the above

## Answers

**Q7 Answer:** Handwashing is always the most effective when you do it correctly.

**Q8 Answer:** 3 - The 6 - step method specifically addresses these areas that harbor harmful germs.

**Q9 Answer:** 5 - All of the above - There are benefits to you, your students, the community and your efforts as a teaching institution.

**Q4 Answer:** 3 - It is always a good habit to turn the water off as you are lathering and using the 6 - step method for a minimum of 20 seconds.

**Q5 Answer:** True

**Q6 Answer:** True - Absenteeism and its ill effects start early. One in ten kindergarten and first grade students are chronically absent. Poor attendance can influence whether children read proficiently by the end of third grade or be held back.

**Q1 Answer:** False - 80% of all infections are transmitted by the hands creating an urgent need to teach our students proper techniques for a lifetime of good habits.

**Q2 Answer:** Correct - Gaining Commitment, Educating, Roadmap, Implementation and Communication. **Q3 Answer:** False - It is never a good idea to have alcohol sanitizer accessible to children. Always have a non-alcohol sanitizer available.

## Create a Roadmap

### Step 3

It is important to make hand washing & sanitizing available, where it is needed. Therefore, a critical element is to ensure proper dispenser placement with the correct type of soap or sanitizer. Your Betco distributor or a trained Betco representative will guide this plan for your school. Consider that food preparation areas require a different rated soap and sanitizer. Placement of dispensers will require to be ADA compliant & mounted to ensure the guiding screen is visible. We strongly suggest to assume your previous dispenser placement is not necessarily correct. We will verify what is compliant for your new program.

## Implementation

### Step 4

Implementation can feel overwhelming, especially if you have hundreds of dispenser changes. The carefully planned roadmap will take most of the surprises out of the equation. Your Betco authorized distribution & installation team will minimize disruption & ensure a professional and seamless transition. If you have an older system and still have supply we will compliment installation in phases so you can consume prior soap inventory. Keep in mind, this is a program that will influence the safety & well-being of your students is not a product exchange.

## Communicate

### Step 5

During your installation, you will select messaging to post in designated areas or on the dispenser itself. Choose from posters, dispenser billboards or tent cards with themes that emphasize the commitment you have made to the community. But we don't stop there! Your program is newsworthy & must be shared with the parents and community. We have included a suggested press release ready for your use. Send this press release to local papers, your schools, Intranet, news outlets and post on social media sites that you already use.



# Press Release Sample Template

FOR IMMEDIATE RELEASE

**From: (Name of person issuing the release)  
(Name of school issuing the release)  
(Contact Information)**

## **(School Name) Builds a Healthier School with New Comprehensive Hand Hygiene Program**

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(SCHOOL NAME) announces the implementation of the hand hygiene program designed to keep students and faculty healthy by educating them on proper hand hygiene practices.

It is a fact that good habits start when we are young. This hand hygiene program provides valuable education for a lifetime of healthy handwashing practices. This program is a sign of (SCHOOL NAME)'s commitment to a productive and healthy atmosphere for children, staff and families. According to the Centers for Disease Control and Prevention, proper hand hygiene education is the most important step in preventing the spread of illness and disease. This hand hygiene program aligns with CDC recommendations by promoting the step-by-step instructions for proper handwashing. (SCHOOL NAME) will place Soap and Instant Hand Sanitizer dispensers throughout the school and restrooms. These dispensers will use Betco® skin care products, which include green and triclosan-free solutions. In addition, (SCHOOL NAME) will implement educational elements to remind students, faculty and visitors about the relationship between proper hand hygiene and health.

"Controlling the spread of germs in our school is very important," says NAME, TITLE at (SCHOOL NAME). "Research shows more than 22 million school days are lost each year to the common cold. I'm convinced that this hand hygiene program can do amazing things to reduce the spread of germs and reduce the amount of absenteeism for students and staff."

The educational elements of this hand hygiene program aim to make proper hand hygiene a habit for everyone. Thorough messaging that increases knowledge surrounding the importance of hand hygiene is available as posters and table tents and will accompany the dispenser program.

**"Keeping our students, teachers and community healthy is very important to us," said (SCHOOL NAME) Principal NAME. "We know this program is a step in the right direction."**

*Sources cited:*

*"Attendance Works." Attendance Works. N.p., n.d. Web. 17 Aug. 2016.*

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*"World Health Organization." World Health Organization. N.p., n.d. Web. 17 Aug. 2016.*



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Item #92378-92



05/2020