



*Guiding You to Healthy  
Hand Hygiene*



*Implementation Guide: Higher Education*







## What this Guide Will Do

Hand hygiene compliance is a serious issue. Approximately 80% of all infections are transmitted by the hands. Higher education facilities must focus on preventing cross-contamination for the well-being of students, faculty and the community. The World Health Organization recommends 5 essential elements for a successful hand hygiene program.

**Step 1 - Gaining Commitment** from all operating areas of your facility is critical. All faculty and staff are 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 handwashing 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 alongside message reinforcement will greatly assist your hand hygiene campaign.

**Step 5 - Communication** strategy to drive hand hygiene compliance is critical. Betco has developed several themes and support materials to implement within your facility. In addition, a suggested press release can be found that can be used to generate public awareness.

## Gain Commitment

### Step 1

#### **How to gain commitment**

Commitment within all levels is vital to be effective and successful in improving health and safety. This means that you and your staff need to be working together. Whether you are a professor, coach, facility manager or dean, 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 in 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.*
- *Take a look at your current attendance rates so you can establish a quantitative measurement for goals after implementation.*
- *Consult and get feedback from parents who are the most committed to students' well-being.*
- *You are an educational facility. Providing this level of hand hygiene guidance will increase your reputation for guiding students for a lifetime of healthy habits.*

## Higher Education

### 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 an alcohol-based 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 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*







## Higher Education

### 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, tabletops, or doorknobs and then transferred to another person's hands.

- Removing germs with proper handwashing 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 an alcohol-based hand sanitizer. 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 to cover all surfaces of your hands and fingers until your hands are dry.*

## **Higher Education Statistics**

**Over 22 million school days will be lost each year due to the common cold.**

- *Handwashing education and proper access to soap in schools can help improve attendance.*
- *Absenteeism in the first month of school can predict poor attendance throughout the school year. Approximately half of 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.*
- *A cell phone has 18 times more bacteria than a public restroom.*
- *33% of adults say they have witnessed friends leaving the restroom without washing their hands.*

**Keeping hands clean through improved hand hygiene 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.**



## Quiz

**Q1: True or False: Since half of all infections are transmitted by 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 correct for handwashing?**

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

**Q5: True or False: A cell phone has 8 times more bacteria than a restroom.**



**Q6: Is handwashing or sanitizing the best way to reduce the number of germs on your hands?**

**Q7: The most critical areas missed by not following the 6-step method of handwashing are:**

1. Palms of your hands and in-between fingers
2. Top of your hands and under nails
3. Top of your hands, in-between your fingers and under your nails

**Q8: Reasons to implement a hand hygiene program at my facility include which of the following:**

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

## Answers

**Q6 Answer: Handwashing.** Handwashing is always the most effective at removing germs when done correctly.

**Q7 Answer: 3** - The 6-step method specifically addresses these areas that harbor harmful germs.

**Q8 Answer: 5** - All of the above

**Q3 Answer: True** - An alcohol-based sanitizer can be effective at removing germs when water is not available.

**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: False** - Cell phones

typically contain 18 times more

bacteria than a restroom.

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

**Q2 Answer: True** - Gaining

Commitment, Educating, Creating a Roadmap, Implementation and

Communication.



## Create a Roadmap

### Step 3

It is important to make handwashing and sanitizing available, where it is needed. A critical element is to ensure proper dispenser placement with the correct type of soap or sanitizer.

Your distributor or trained Betco® representative will guide this plan for you. Consider that food preparation areas require a different rated soap and sanitizer. Placement of dispensers will require ADA compliance and mounting to ensure the guiding screen is visible. Do not assume your previous dispenser placement is 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 the surprises out of the equation.

Your Betco® authorized distribution and installation team will minimize disruption and ensure a professional and seamless transition to your new hand hygiene program. If you have an older system and still have supply, we will complete installation in phases so you can consume your existing soap inventory.

Keep in mind, this is a program that will influence the safety and well-being of students and employees, this 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 create a healthier community. Don't stop there! Your program is newsworthy and should be shared with parents and the community.

We have also included a pre-written press release ready for your use. Send this press release to local news outlets, post on your school's intranet and post on social media sites that you already use.



# Press Release Template

FOR IMMEDIATE RELEASE

**From:** (Name of person issuing the release)  
(Name of long term care facility issuing the release)  
(Contact Information)

## (Facility Name) Builds a Healthier Long Term Care Facility with New Comprehensive Hand Hygiene Program

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(Facility Name) announces the implementation of the hand hygiene program designed to help keep patients and guests healthy by educating them on proper hand hygiene practices.

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. The program aligns with CDC recommendations by promoting the step-by-step instructions for proper handwashing. (Facility Name) will place Soap and Instant Hand Sanitizer dispensers throughout their facility and restrooms to support their commitment to a worry-free path to recovery. These dispensers will use Betco® skin care products, which include green and triclosan-free options. In addition, (Facility Name) will implement educational elements to remind patients, guests and staff about the relationship between proper hand hygiene and health.

“Controlling the spread of germs in a healthcare facility is very important,” says NAME, TITLE at (Facility Name). “Research shows that 80% of all communicable diseases are spread by touch. In order to stay dedicated to improving the health and wellbeing of our patients, (Facility Name) agreed that the program is the best solution to accomplish that goal. I’m convinced that this program can do amazing things to reduce risk during a patient’s journey to recovery.”

“Germs can spread very easily in a treatment facility,” adds NAME, POSITION at (FACILITY NAME). “Otherwise healthy guests and staff can spread them every time they touch a doorknob, faucet or another person. This can mean trouble for patients who are trying to recover from other illnesses.”

The educational elements of the 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 also available as posters and table tents and accompanies the dispenser program. **“Helping our residents, staff and community stay healthy could not be any more in line with our mission.”** said (Long Term Facility Name) President NAME.

*Sources cited:*

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