

FOR IMMEDIATE RELEASE

**From: (Name of person issuing the release)
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(College/University Name) Builds a Healthier Campus with New Comprehensive Hand Hygiene Program

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

The Compass hand hygiene program provides valuable education for a lifetime of healthy handwashing practices. Compass is a sign of (UNIVERSITY NAME)'s commitment to a productive and healthy learning environment for students and staff. 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 Compass program aligns with CDC recommendations by promoting the step-by-step instructions for proper handwashing. (UNIVERSITY NAME) will place Compass soap and instant hand sanitizer dispensers throughout campus. These dispensers will use Betco® skin care products, which include green and triclosan-free solutions. In addition, (UNIVERSITY 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 on campus is very important," says NAME, TITLE at (UNIVERSITY NAME). "Research shows more than 22 million school days are lost each year to the common cold. Reinforcing proper hand hygiene is vital to reduce the amount of stress on our students and staff."

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

Creating a healthy learning community is essential for students to learn at an optimal level," said (UNIVERSITY NAME) President NAME. "We know the Compass program will resonate with our students and community."