

TARGETED HYGIENE SURVEY

Reveals opportunities
to improve hygiene in
your facility

targetedhygiene



BREAK the
CHAIN
of infection

scJohnson
PROFESSIONAL
A family company®

Helping you **BREAK** the **CHAIN** of infection in your facility

The COVID-19 pandemic has highlighted the risk of infectious diseases and the need for a practical, targeted approach to hygiene. A need for effective solutions and taking positive action and higher hygiene expectations of users has led to facility managers doing more. However, there is a misconception that facilities can be kept fully hygienic by regular cleaning of all surfaces.

Scientific evidence shows that infections are mostly spread by people interacting with each other either directly by touch or airborne routes, via surfaces commonly touched by others or via infected food or food preparation surfaces.

To help improve hygiene in a variety of facilities, we worked with hygiene experts to develop the **8 Moments for Targeted Hygiene** guidance and used this to create our Targeted Hygiene Programme.



Find out more about the Targeted Hygiene Programme | Get In Touch For A Site Audit

Helping you
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To help find out more about the challenges you face everyday when tasked with providing healthy and safe facility environments, we surveyed over 100 people to understand what was happening in your world so that we could **tailor our solutions to your needs**.

The survey, completed in 2021, pointed a spotlight on crucial cleaning and hygiene issues that we can help you address and **help you break the chain of infection in your facility**.

If you want to know more about who responded, this information can be found at the end of the report.

Key results from what
you told us:
targetedhygiene
break the chain of infection

Targeting the right cleaning & hygiene actions could help break the chain of infection.

Ensuring staff focus more on the targeted areas and less on general cleaning enables you to use less product throughout your facility and provides the opportunity to reduce your procurement costs.

-  Hand hygiene has a high profile, but many opportunities still exist to better target key infection transmission moments.
-  Problems & complaints reported with sanitisers can be easily solved.
-  Helping to change hygiene behaviours of facility users is a challenge we need to address together.
-  Clearer guidance is needed to help you improve hygiene in your workplace.



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The importance of Targeting the Right Actions

97% said the COVID-19 pandemic had changed the way they manage cleaning and hygiene in their facility.

It's clear in the survey results that the pandemic has had a huge impact on cleaning and hygiene; more frequent cleaning, greater provision of hand hygiene facilities and higher costs were consistent across all sectors.

92%

are **cleaning** more **frequently**

83%

have improved hand hygiene provisions

90%

said **cleaning** and **hygiene costs** have **increased**



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The importance of Targeting the Right Actions

Everyone is cleaning more – but are you cleaning the right things?

83% stated that they were cleaning commonly touched surfaces more frequently; as these surfaces are 1 of the 8 moments of highest risk, this is great news. However, 65% are cleaning their whole facility more frequently and 19% are cleaning floors more often meaning that resources are being applied to areas that have little or no impact on hygiene¹.

This result suggests that targeting the other 7 moments with additional effort would be beneficial. Whilst it is important to demonstrate to the users of your facility that you doing the right thing in your facility and cleaning more is a visible way to do this. It is key that staff **focus more on the targeted areas** and **less on general cleaning** which enables you to use less product throughout your facility and provides the opportunity to reduce your procurement costs. **It is important that targeting these key areas is communicated to your users.**

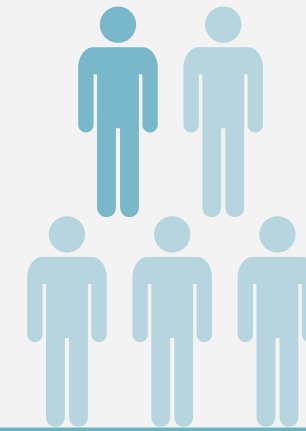
¹ Bloomfield SF, Exner M, Signorelli C, Nath KJ, Scott EA. 2012. The chain of infection transmission in the home and everyday life settings, and the role of hygiene in reducing the risk of infection.

2 in 3



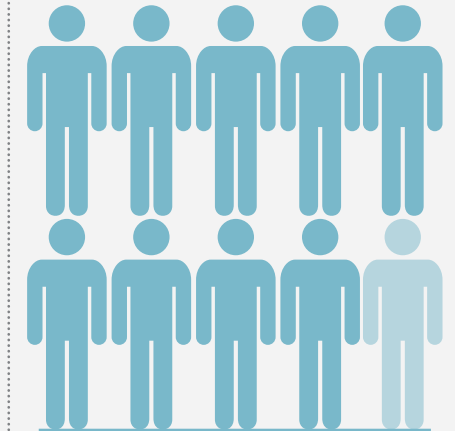
are **cleaning** the whole **facility** more **frequently**

1 in 5



are **cleaning** **floors** more **frequently**

90%



have increased **educational** **resources**

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Hand Hygiene has High Profile

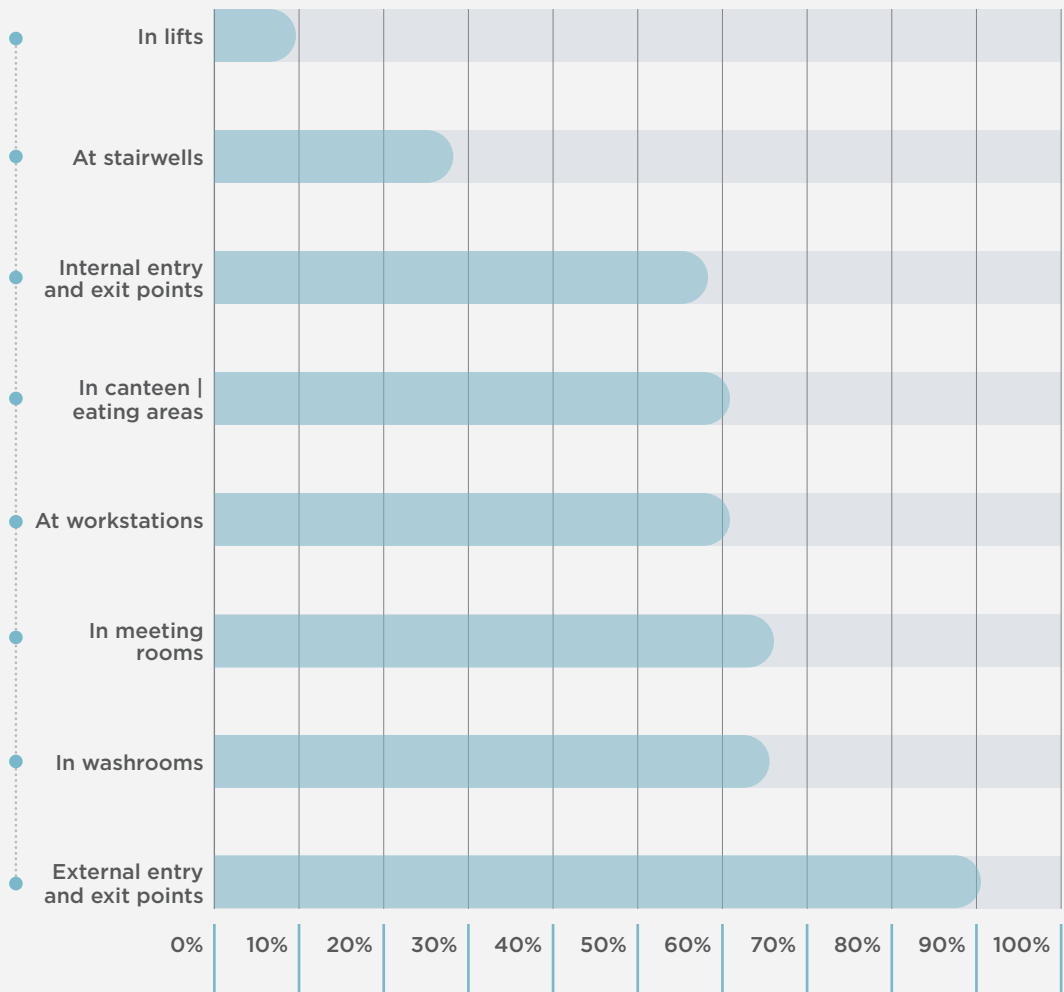
Providing improved hand hygiene facilities ranked as most important action to help break chain of infection.

Scientific research has proven that hand hygiene can help break the chain of infection for many different common diseases.

In our survey, respondents ranked it slightly above more frequent cleaning, showing knowledge of the importance of this action. 83% have also improved the provision of hand hygiene facilities.

Improvements installed include sanitiser stations at building entry and exit points and improved hand washing facilities.

Where have you installed hand sanitisers in your facility?



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Hand Hygiene has High Profile

Opportunity to Target Moments with Hand Hygiene Facilities.

90% of respondents who have improved hand hygiene facilities have installed sanitiser stations at building entry and exit points, making a visible impact for users and targeting one of the key risk moments. Once inside the facility, however, the provision of sanitisers becomes much more variable with 58% placing sanitisers in workstations or classrooms and 57% at internal entry and exit points.

65% have placed sanitiser in washrooms where a sink and hand wash are likely to be available potentially wasting sanitiser and highlighting the need for guidance about when it is best to recommend hand washing and when to recommend sanitising hands. In a poll we conducted of 1,250 people in the UK on Twitter, nearly 30% thought that it was necessary to sanitise hands after washing them revealing this is a common misconception.

[Read more about this topic here.](#)

Within a facility, there are multiple opportunities to target high risk moments; these include near any frequent touch surface such as staircase hand rails and lifts where few have placed sanitiser.



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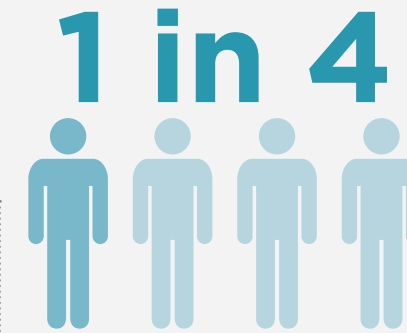
Helping users change their hygiene behaviour is a priority

Problems with sanitisers can easily be solved.

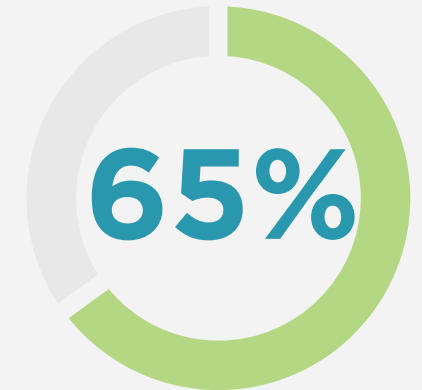
Delving deeper into the provision of hand sanitisers, the survey investigated problems with sanitisers that facility managers had experienced. **Providing good quality sanitisers in the right locations is an eye-catching way to show users you care and will encourage good hygiene behaviours, however, if done poorly it can have the opposite effect.**

Dispensing problems, mess caused by spills and ease of refilling were all highlighted. These can all be easily solved using systems like SC Johnson Professional's InstantFOAM sanitiser with refill cartridges and robust dispensers.

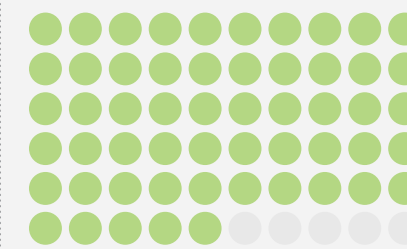
Despite 93% recognising a difference between sanitiser products available, only 40% looked for product standards such as EN14476 and EN1500 when selecting hand sanitisers. Looking for these standards gives you reassurance that the product efficacy has been tested and is proven to work. (All SC Johnson Professional sanitisers have been tested to these standards so that you can choose with confidence that they will perform to high standards when used as directed.) We recommend making these standards a key selection criteria when choosing hand sanitiser.



respondents have
had issues with
sanitiser quality



had dispensing
issues



had issues with
mess and spills



had received
complaints
from users
about
sanitisers in
their facility

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Helping users change their hygiene behaviour is a priority

Helping your users change their hygiene behaviour needs more attention.

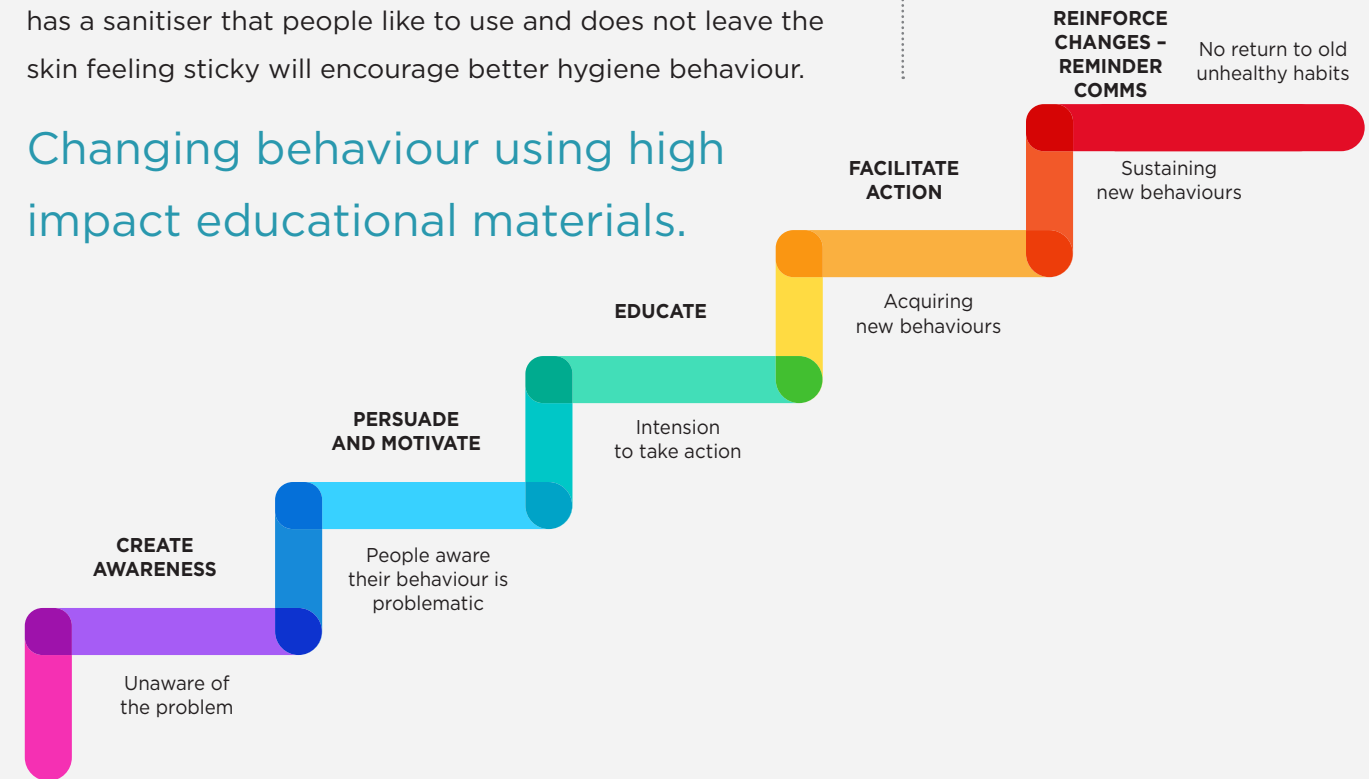
Beyond making sure that your facility takes the right hygiene actions and provides hand hygiene solutions in the right locations, **we all need to improve our hygiene behaviours.**

This is at the heart of the 8 moments of Targeted Hygiene. This means we need to educate and raise awareness amongst facility users about the steps they can take to help break the chain of infection.

Many facilities have placed hand hygiene reminders (90%) and hand hygiene instructions (77%) in their facility, however, there is still much more that can be done to help change people's behaviours. **Using our videos, briefings, toolbox talks, training and other communications tools we can help you take your users through the five stages of behaviour change.**

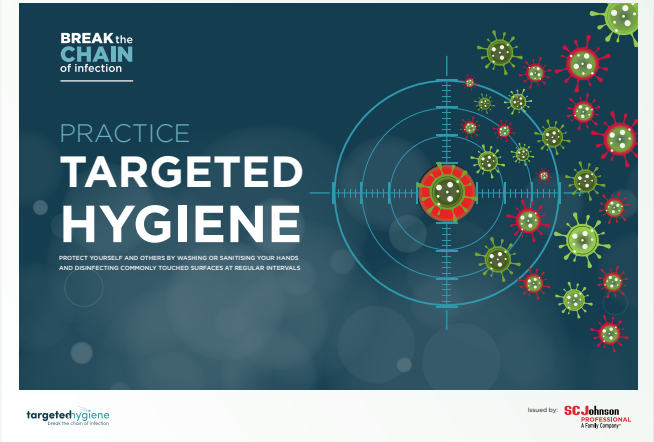
In tandem with raising awareness, making the experience of using hand hygiene products pleasant by solving issues with sanitisers will also help users of your facility to improve their hygiene behaviours. Hand hygiene infrastructure that always has product in, is not clogged or surrounded by spills and mess, has a sanitiser that people like to use and does not leave the skin feeling sticky will encourage better hygiene behaviour.

Changing behaviour using high impact educational materials.



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Targeted Hygiene Programme gives you guidance.

Over 50% of respondents used UK government guidance to help prepare their workplace for the return of users and most have found this guidance useful, however 57% feel clearer help is required.

Our Targeted Hygiene programme can help you to identify where the 8 moments of highest risk can occur in your facility, and make a plan that is focused on targeted hygiene actions and encourages positive hygiene behaviours. We help you by starting with an on site survey or video call to establish the infrastructure your facility needs.



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Essential products that have been extensively tested.

Our Targeted Hygiene Programme was specifically designed with the support of experts to enable managers to equip their facilities with the appropriate infrastructure and systems for **targeted hand and surface hygiene**. To help break the chain of infection the programme incorporates **essential products with impactful education** to inform facility users about targeted hygiene and how to use the products correctly.

From the site survey results we can then help you to specify hand and surface hygiene products that have high performance and that are trusted and liked by the millions of people that use them everyday.

60% of respondents wanted to provide users with touch-free dispensers and 50% wanted easier refills. Our comprehensive range includes solutions for both these requirements.



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Impactful Education to encourage positive hygiene behaviours.

Many facilities have placed hand hygiene reminders (90%) and hand hygiene instructions (77%) in their facility, but what else can be done?



We have carefully created educational materials that you can use to inform and educate, to help encourage positive hygiene behaviours in your facility.



Presentations for educating staff about the 8 high-risk moments



“How-To” videos for training or fixed information screens



Hand-out cards for facility users



“Bus Stop” signs to highlight hand hygiene points



Reminder posters to prompt hygiene behaviours



Header cards to prompt use of free-standing sanitiser stands

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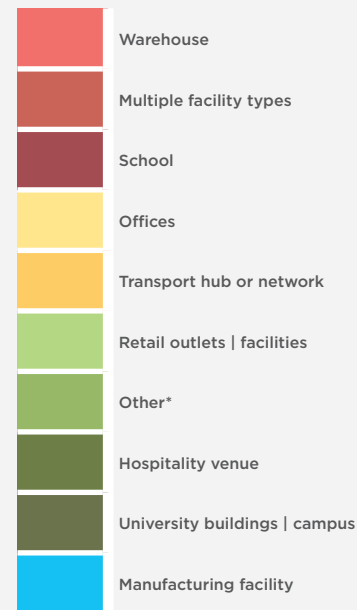
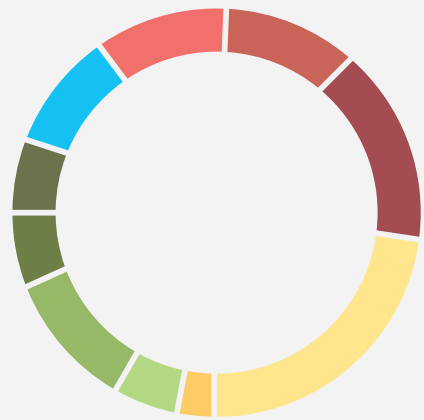
Who responded to our survey?

Many sectors and facilities responded... from a wide range of facility sizes.

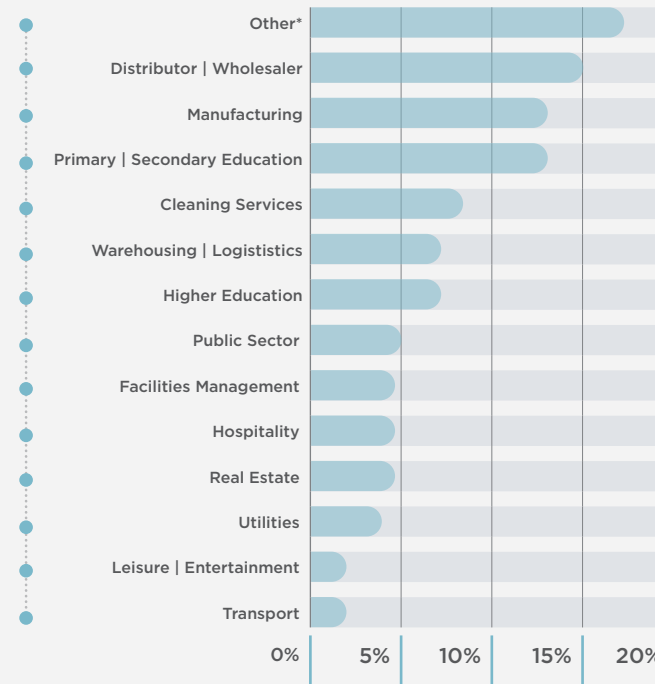
So you know we understand your challenges and our solutions address the cleaning and hygiene needs in your world, we surveyed 102 people from a cross section of workplaces, roles and facility types.

Our research also covered a wide range of facility sizes, from small to large.

What type of facility do you manage?

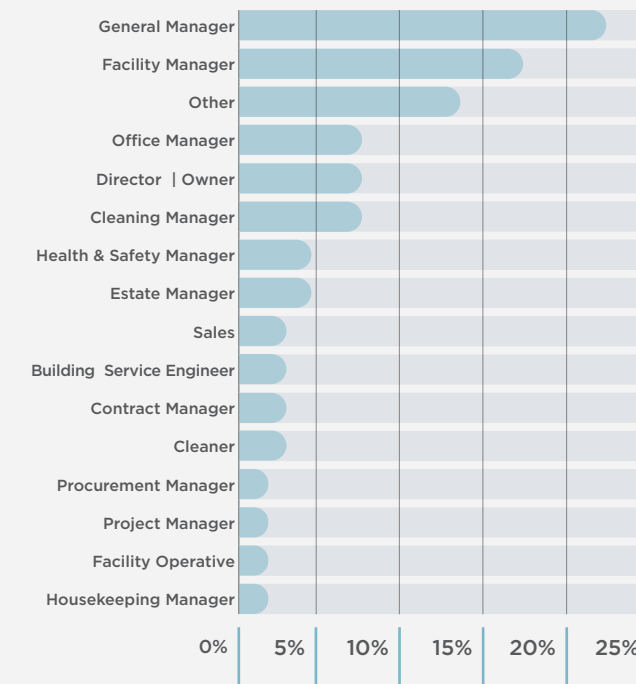


What sector do you work in?

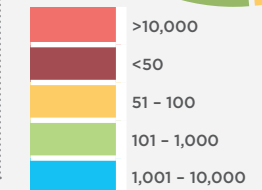
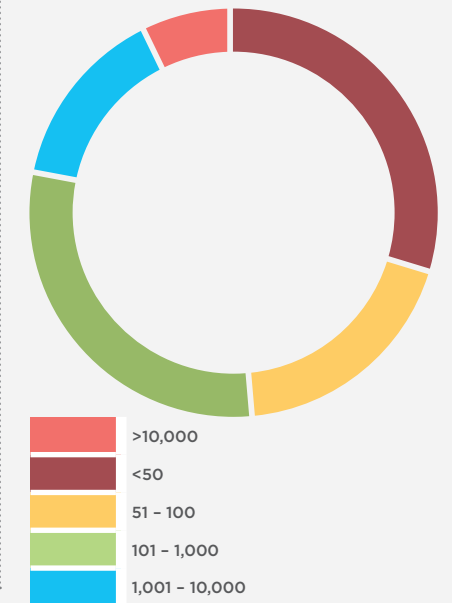


*Common sectors that are categorised under Other include: supplies, wholesale, distributor, service, cleaning, hygiene, facility management

What is your role?



How many people use the facilities you are responsible for?



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Contact

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