

# handwashingforlife®

## Handwashing to Documented Standards

How to awaken foodservice management and ignite a cleanliness culture

March 25, 2010

2010 Food Safety Education Conference  
Atlanta, Georgia

Jim Mann

Executive Director



**The Handwashing  
Leadership Forum**

# Reality in motion

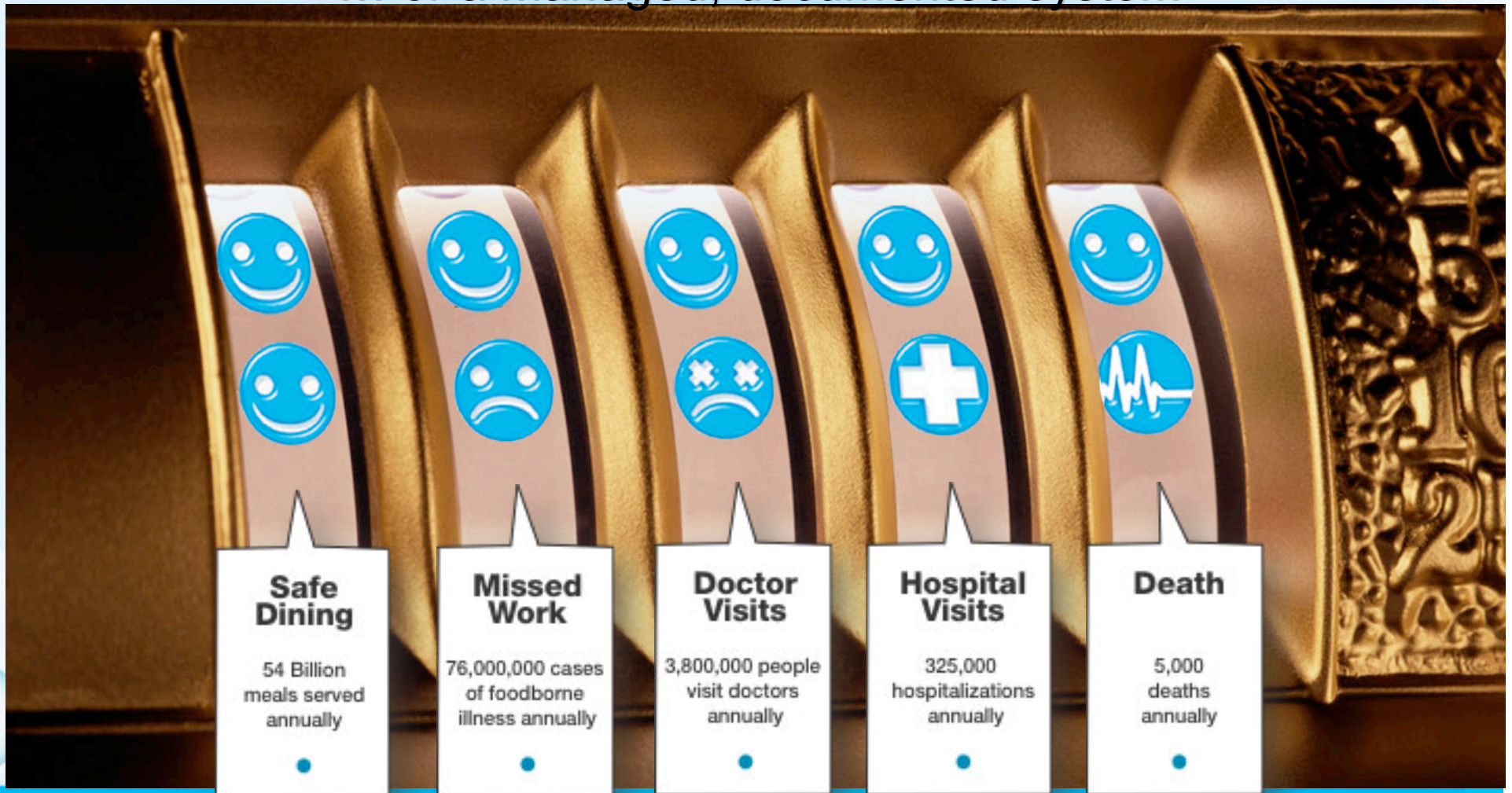
*Escherichia coli* (*E. coli*)  
Cell division shown at  
440 x normal speed

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# Handwashing: A Game of Chance

... or a managed, documented system

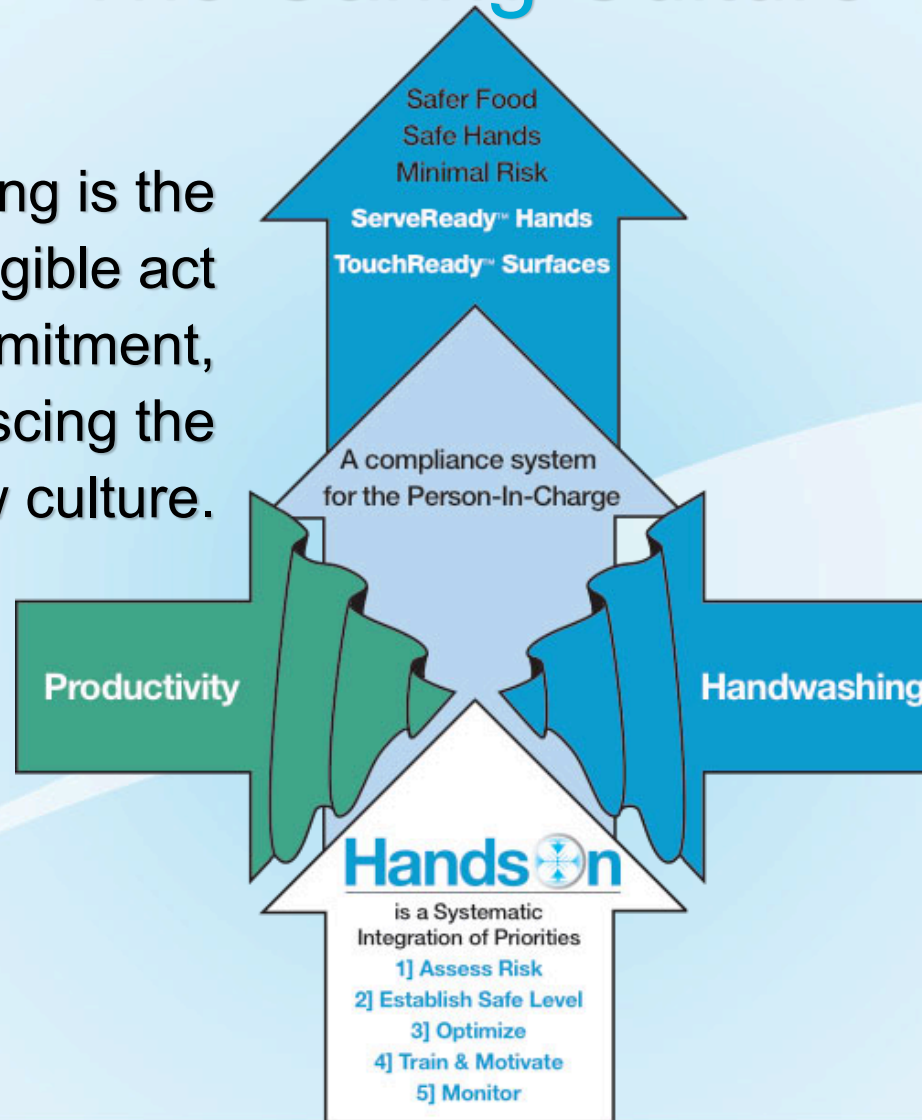


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# The Caring Culture

Handwashing is the repeated tangible act of commitment, coalescing the new culture.



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# 7 Steps to Sustainable Behavior Change



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# Yeah! My bucket's got a hole in it.

Hank Williams Jr.



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# Plug the 'Training Bucket' before you start

- ServeReady Handwashing Quality
- SafeLevel Handwashing Frequency
- TouchReady Surfaces  
ATP monitored to keep clean hands clean



# Hands n

Driving Behavior Change to Lower the Risk of Foodborne Outbreaks

Serve **Ready**  
HANDS

Touch **Ready**  
SURFACES

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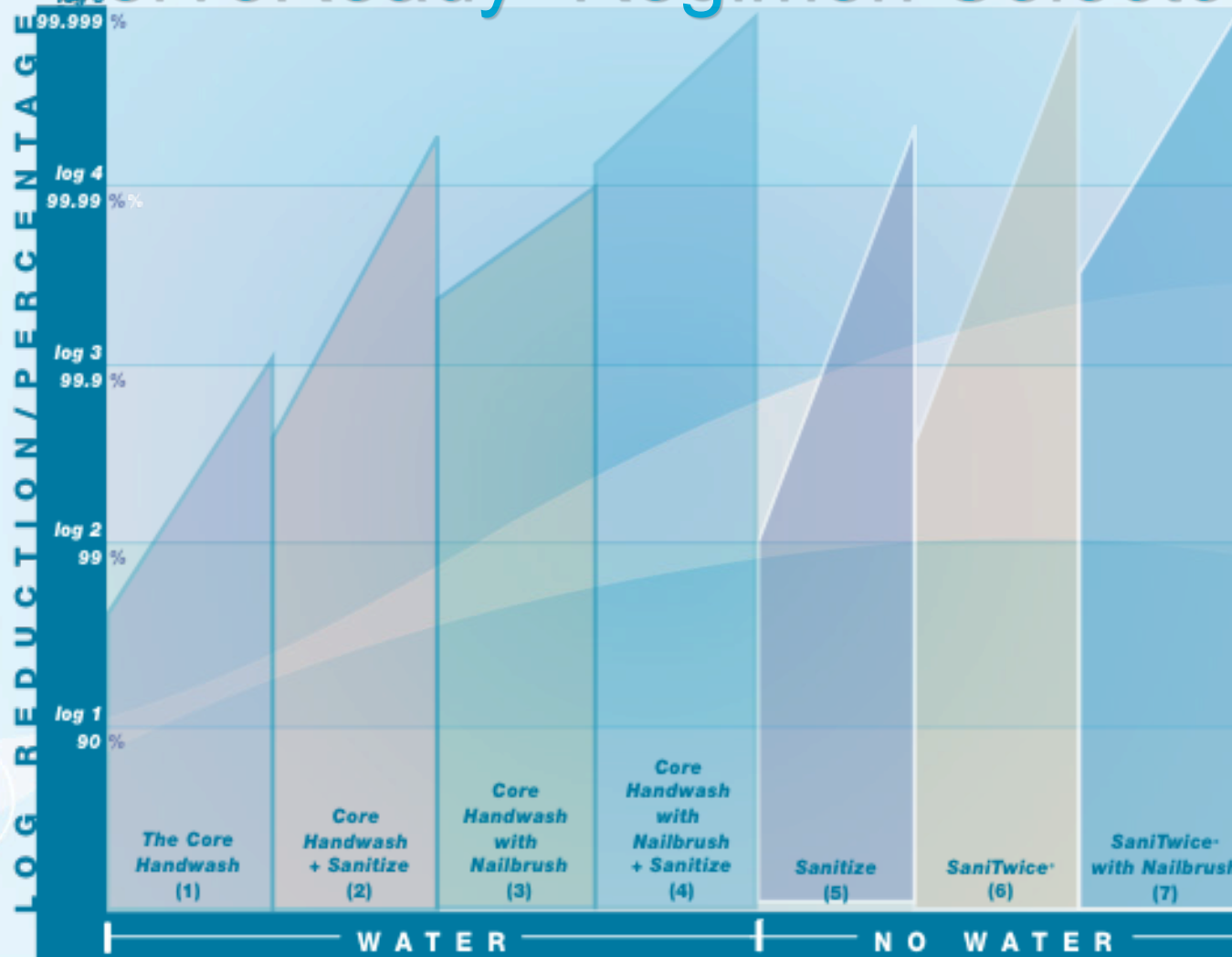
# Monitor

Feedback is ...  
the motivation for  
sustainability.

Build into reporting  
cycles.



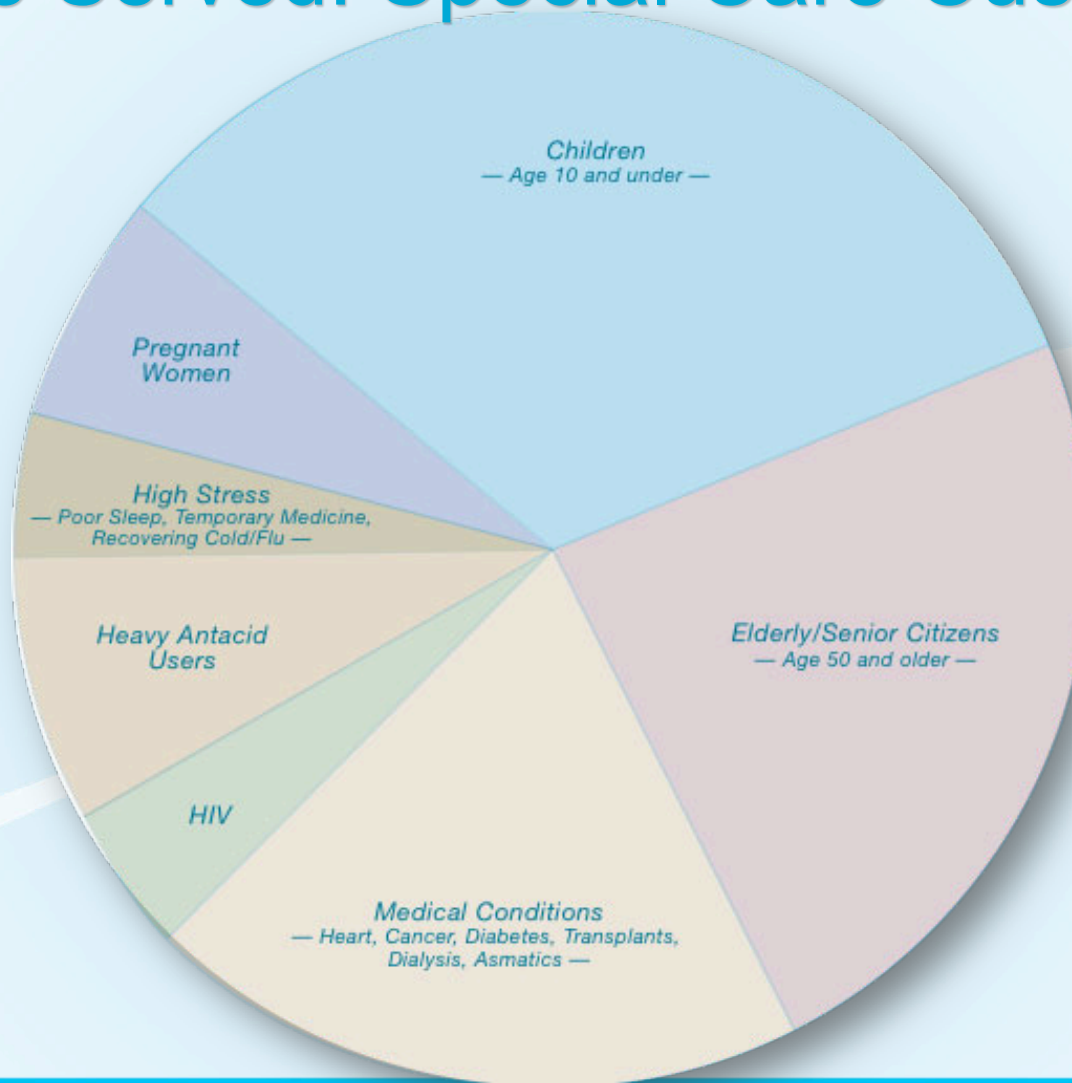
# ServeReady™ Regimen Selector



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# People Served: Special Care Customers



# Risk Approximation Scale

What is our acceptable level of risk?

Setting risk-based hand cleanliness standards.



Number of Organisms	Log Reduction	% Reduction	Risk by Immunity Level*		
			Above Average	Average	At-Risk
1,000,000					
100,000	Log 1	90	Moderate	High	Very High
10,000	Log 2	99	Low	Moderate	High
1,000	Log 3	99.9	Very Low	Low	Moderate
100	Log 4	99.99	Very Low	Low	Low
10	Log 5	99.999	Very Low	Very Low	Low

\* One's immunity level is inversely proportional to their risk and severity of symptoms [Low Immunity = High Risk/Severe Symptoms]



# Day 1 Handwashing

- Motivate
- Visualize & Personalize
- Document

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**+ PROGRADE +**  
- Handwashing Assessment -

is the Proficiency Grading component of the Hands-On System.  
From a 100 point scale: 1 point is deducted for each unwashed spot  
and 5 points deducted for each unwashed area.  
Passing score is established by your manager.

Serve Ready

100
Perfect Score
-1
Spots/nails - 1 point each
-2
Spots/other - 1 point each
1 (-5)
Areas/unwashed - 5 point each
-8
Total Deductions
92

Nailbrush Used:  
 Yes  No

**Yes I did!**  
Take the Hand Hygiene Pledge of Professionalism

Name: \_\_\_\_\_ Employee #: \_\_\_\_\_  
Company: \_\_\_\_\_ Date: \_\_\_\_\_

www.handwashingforlife.com **Hand Condition** (Circle One) ©2010, HandwashingForLife (PGS-101Feb)

1. Dry, cracked, callused, cut, and/or long nails | 2. Dry, cracked | **3. Dry** | 4. Healthy, rough skin | 5. Healthy, smooth

# The Safe Level Concept

## Handwashing Frequency Selector



Our Handwashing Frequency Standard — Handwashes per employee per hour  Handwashes per customer served

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# Safe Level Employee Worksheet

<b>Event</b>	<b>Prep</b>	<b>Server Drive Thru</b>	<b>Busser</b>	
<i>Arrival</i>				
<i>Pre/Post Break</i>				
<i>Restroom Use</i>				
<i>Task Change</i>				
<i>Pre/Post Gloving</i>				
<i>Nose/Facial Touch/Sneeze</i>				
<i>Customer Contact</i>				
<i>Departure</i>				
<b>Totals</b>				

W = Wash / S = Santize

**Shift Total**

# Motivating by Monitoring



- Feedback to employee
- Baseline for Continuous Improvement
- System for proactive auditing

“What gets measured gets managed.”



Solution: SaniTwice®

Tired of The Trickler?



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# SaniTwice® Stations

Adds cleaning to kill power of sanitizer at remote locations



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# What Does Your Hand Look Like After SaniTwice?

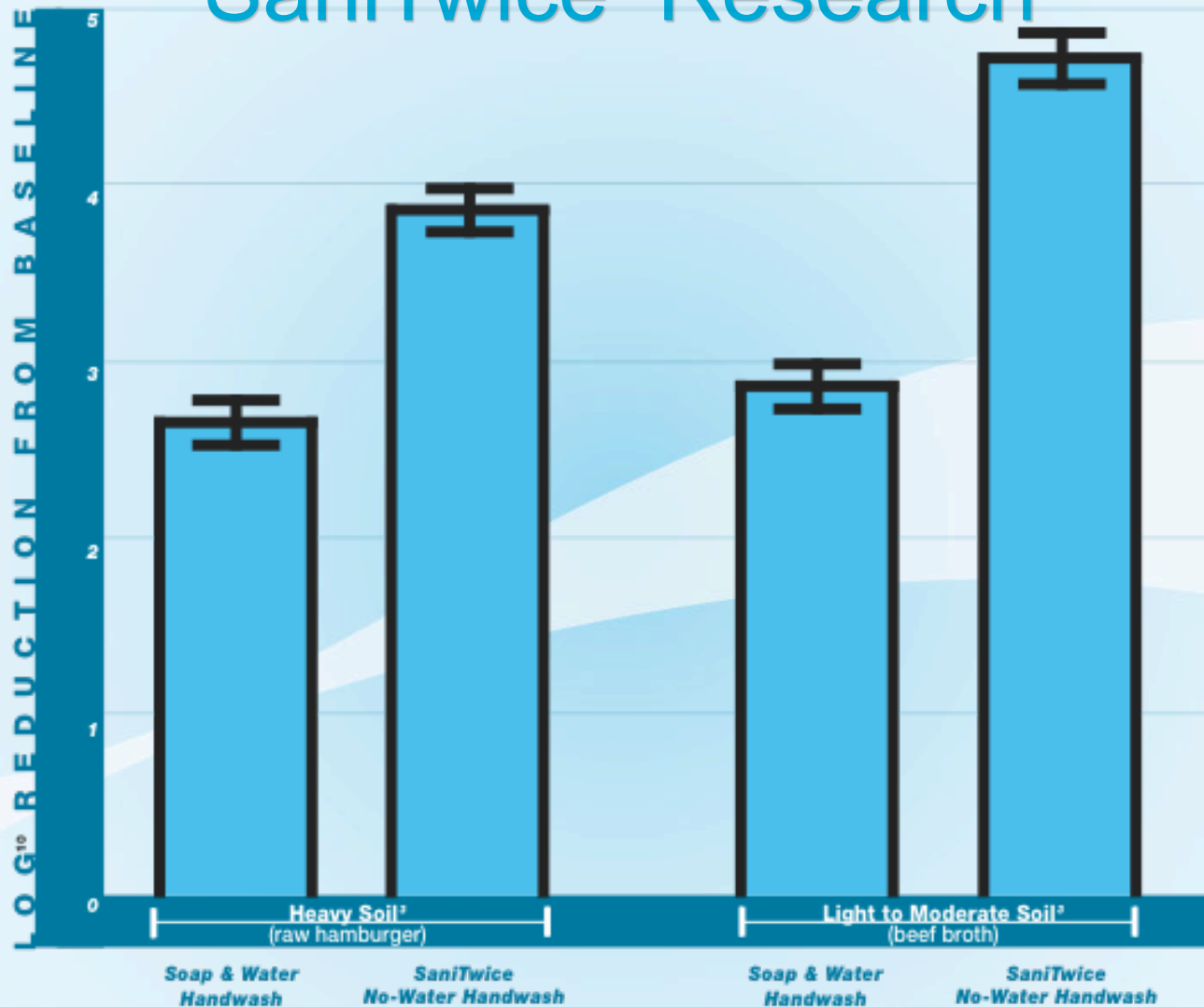


Hand Print contaminated with E. coli



Hand Print after performing SaniTwice  
with 70% EtOH gel

# SaniTwice® Research



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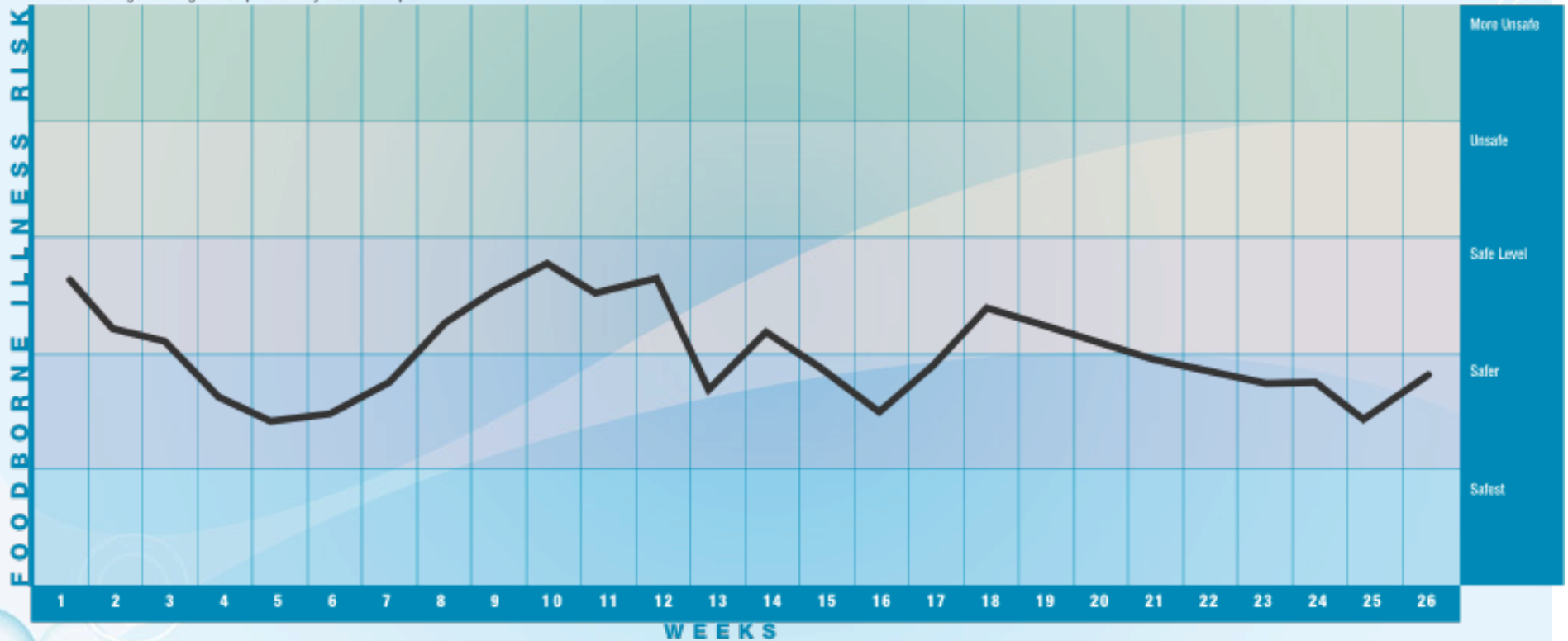
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# TouchReady™ Surfaces: 26-Week View

## Surface-to-Hand Contamination Safe Level Report

RLUs - Average reading of composite Dirty Dozen sample

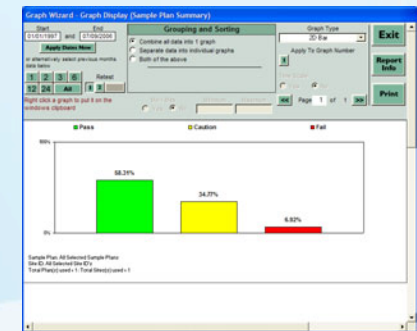
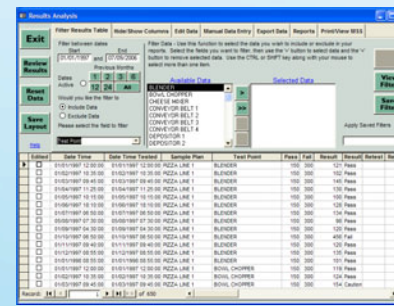
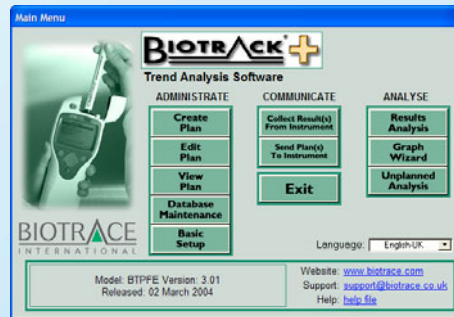


Start Date:  End Date:

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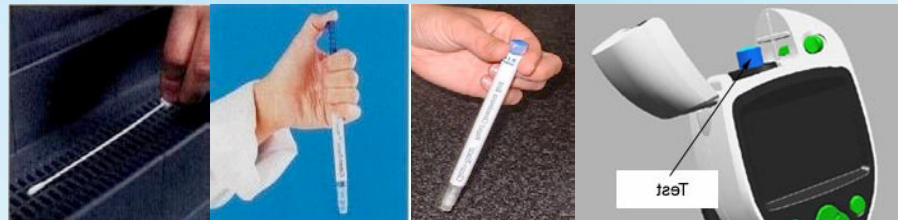
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# Identify, Train & Monitor: Prioritize hand-contamination surfaces (HACCP)



- ATP - The 25 second affect on training
- Personal Touch - Prioritizes handwashes
- Dirty Dozen - Prioritizes surfaces

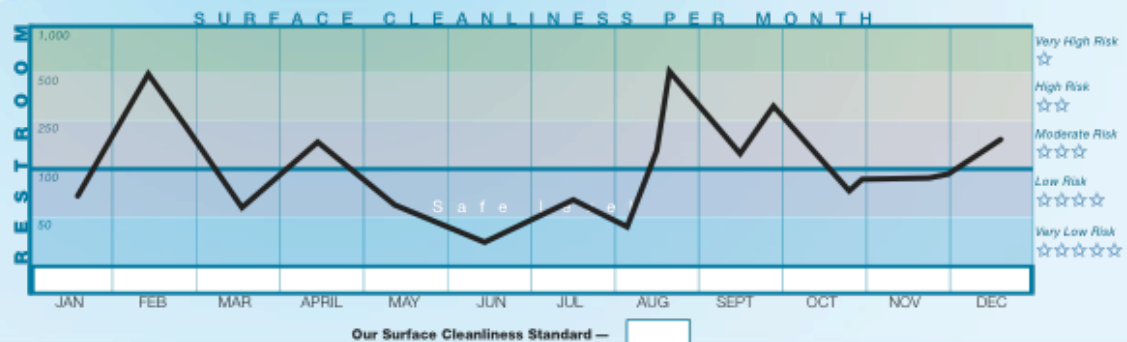
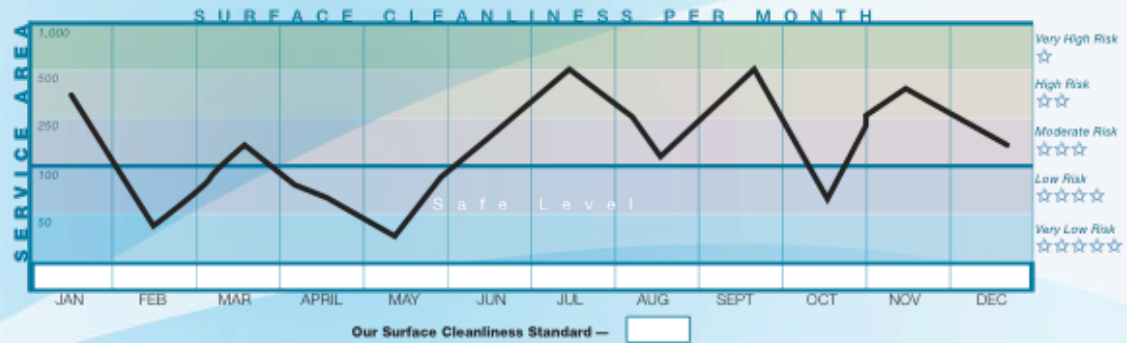
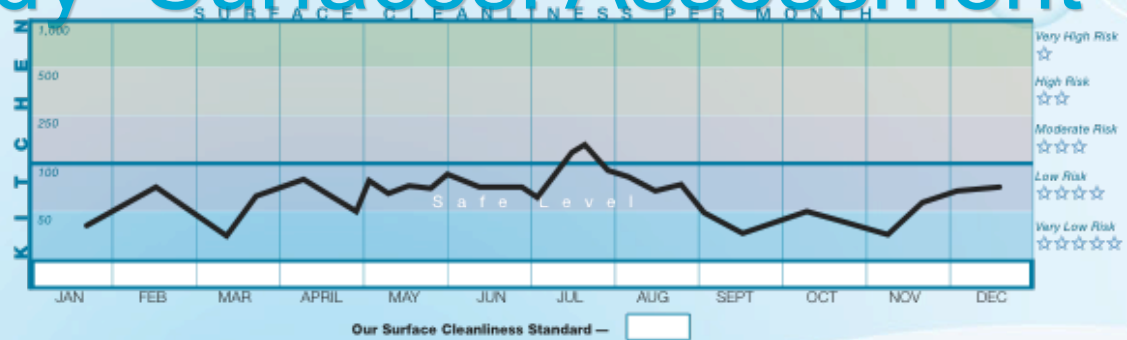
1. Swab
2. Click and mix
3. Measure



“Clean to sight & touch is no longer a sufficient standard.”

# TouchReady™ Surfaces: Assessment

## Surface Cleanliness Monitoring



# Xchange Zone

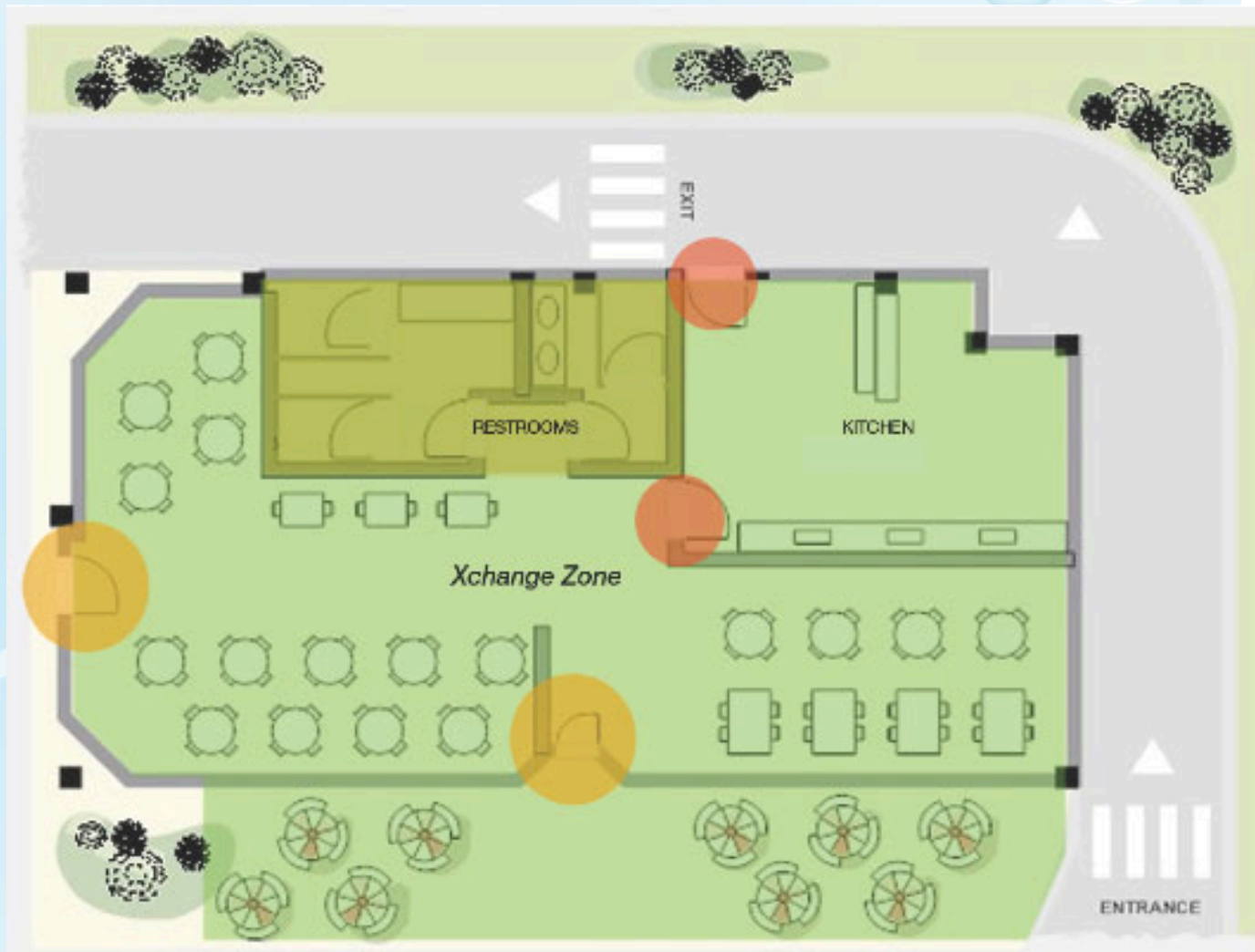
Establish the  
III Customer  
& III Employee  
Blockade

III/Contaminated Customer  
Intervention Zone

III/Contaminated Employee  
Intervention Zone

Xchange Zone

Prime Xchange Zone

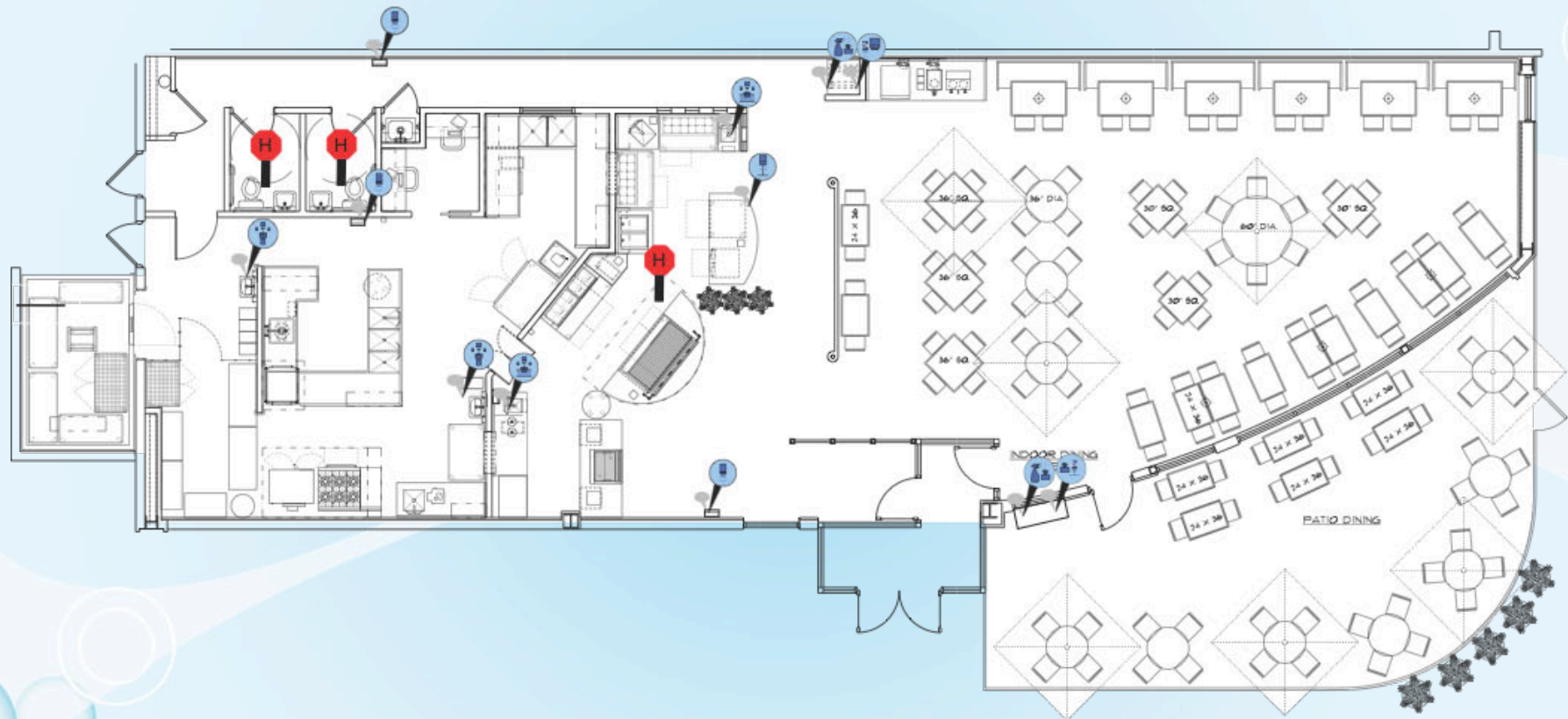


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# Integrated Hand Hygiene



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# Findings - San Francisco Study

## Management Matters!

- Culture of cleanliness & caring
- Standards & reporting
- Operating System/Continuous Improvement

# Findings – San Francisco Study

## Process Control Matters!

"Sleep at Night" — Peace of Mind

Training

Reproducibility 24/7/365

# Enhancing The Culture of Caring

## Sustainability Matters!

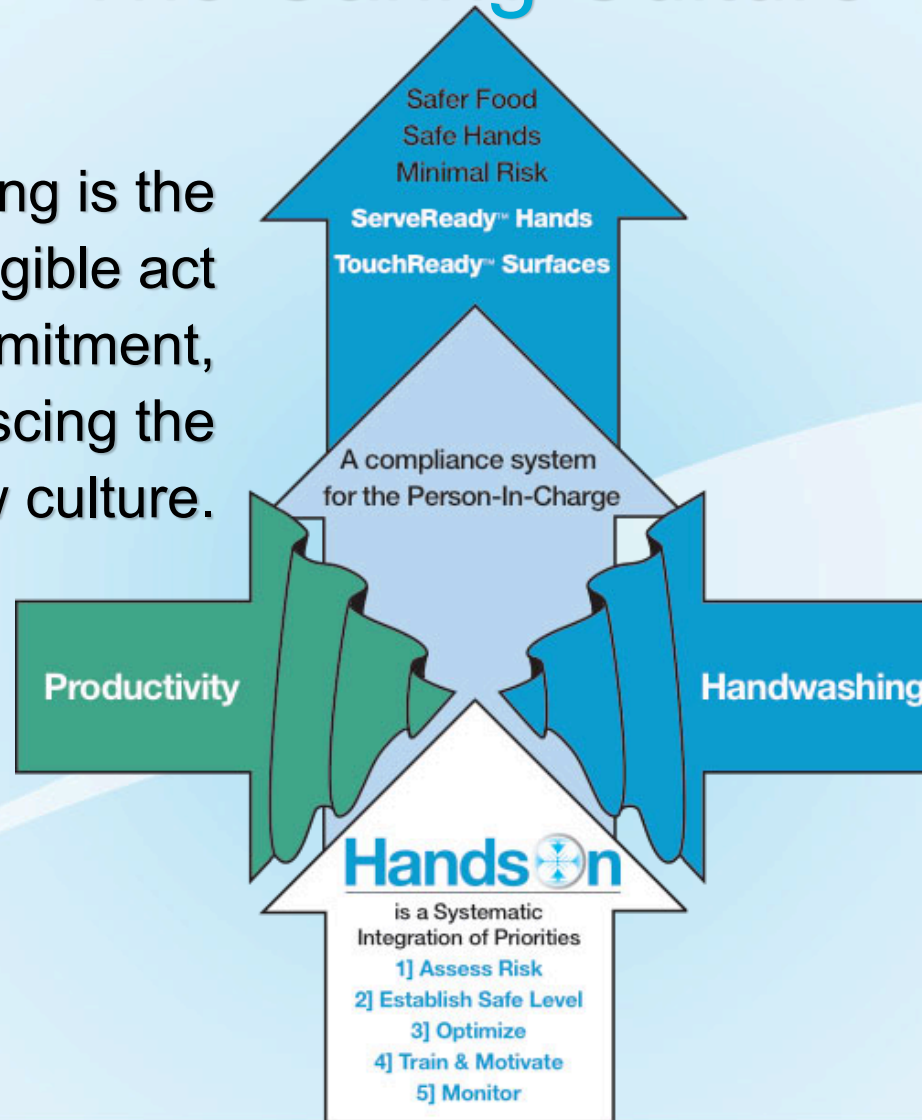
### Five Restaurants Continue

- Implement Safe Levels as standards
- Minimize barriers
- Modeling the Culture of Caring
- Involve Health Inspectors
- Present restaurants with patron advisory of hand hygiene leadership
- Path of Continuous Improvement



# The Caring Culture

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# Working Together

Plan, Build, Equip

Supply

Operate



CINI LITTLE



Steton  
Mobile data collection  
& reporting software



RELIABILITY BUILT IN™

EAGLE  
GROUP  
Profit from the Eagle Advantage



TUCEL®

SAN JAMAR  
Smart → Safe → Sanitary



GlaxoSmithKline

HILL & KNOWLTON

FoodHandler®



3M

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# Contact Us:



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