

THE HANDWASHING FIX

FOODSERVICE

handwashingforlife®



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Motivation matters. Data is the difference.

HandwashingforLife[®]'s <u>HandsOnTM Process</u> is a practical set of proven measures to change foodservice handwashing behaviors, protecting the business, the staff and the people they serve.

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A. DESIGNED FOR A SUSTAINABLE SOLUTION

DESIGNED FOR A SUSTAINABLE SOLUTION

Years of poor handwashing^[1] in food-prep/ serve venues have resulted in unnecessary operator risk and losses. Owners and their onsite representatives have enthusiastically endorsed waves of cost-cutting initiatives under the banners of either valueengineering or value-based purchasing, without any way to defend the most important values, those of public safety and business continuity. These recurring shortterm initiatives top the operational priority list year after year, until poor handwashing has become the accepted norm.

Handwashing competes with operational efficiency. It is unproductive time and hand hygiene stations occupy prime kitchen space, squeezing out room for incomegenerating assets like ovens, prep tables and beverage dispensers. The handsink location is often thought of in terms of the permitting process and "getting by" the Plan Review where having handsinks is the standard rather than being positioned on the basis of use and risk reduction. Good handwashing starts at the design phase of restaurants, delis and kitchens from the smallest to the largest.

Kitchen-design consultants can drive the needed innovation and help their clients install process-controlled handwashing. Compliance data can then be gathered without shift supervisor time and be fed back to stakeholders in real-time if so desired.

¹ https://nypost.com/2017/07/25/one-sick-worker-is-to-blame-for-chipotles-1b-value-loss/

BEYOND THE PLAN REVIEW & PERMITTING

Consultants who design kitchens are increasingly searching for businesssustainable solutions that benefit their clients well beyond the Plan Review. This service is highly valued as costs to establish strong consumer brands are running high and taking years. Outbreaks can kill a concept with a single incident. The evolution of social media also adds to the need for more focus on prevention. Tweets of food poisonings travel fast, multiplying the risk of business loss and the costs associated with immediate reaction. Outbreak prevention is much cheaper than crisis management. This has been recognized in both the Food Modernization Act (FSMA) and the FDA's "New Era of Smarter Food Safety". Both encourage operators to seek, find and invest in technologies that improve process control and public safety. Kitchen designers are strategic partners, measuring their own success by that of their client's. Consultants interested in following this path to increase the value of their services are well-advised to start with resolving the #1 factor contributing to outbreaks, out-of-control handwashing. Thanks to new wireless data collection technologies, good solutions are now available. The designers can set up handwashing as a controllable process for their clients and minimize risk #1 from day #1. Poor handwashing is now a matter of choice rather than an inevitable consequence of management limitations in motivating food handlers

CLEANLINESS, COMFORT & PROFITABILITY

Away-from-home diners in most all age groups increasingly value cleanliness in their decision to return and operators generally know their handwashing rates are well below levels they themselves consider as safe. While Millenials and Gen Xers seek operational transparency, this unasked question would frighten Risk Management executives: "Would they return if they knew what we know?"

The COVID-19 experience has educated and engaged the public, raising awareness of the importance of handwashing in public environments. Handwashing, including hand sanitizing, is a major Coronavirus terminator.

High-touch surfaces must be cleaned frequently to minimize hand contamination but cleaning faster than the frequent touching is all but impossible. What is possible is frequent handwashing/ sanitizing, avoiding facial or food touches between hand washes. Post-COVID-19 handwashing is on stage in service areas and in the growing inventory of open kitchens. This visually active hand care, including use of the out-front hand sanitizers, goes a long way in convincing consumers of management's dedication to customer care. Living it has much more meaning than the corporate mission statement plaque covering quality, service, commitment etc.

"Research has shown that consumers are concerned with restroom cleanliness, with a functioning restroom having a positive influence on customers' perception of the restaurant; and has also been shown to impact the choice of where to eat or whether to return to a restaurant."

Customers are increasingly seeing the condition of the restroom as an indicator of the unseen kitchen cleanliness and a visual expression of the organization's true culture. It is proving to be one of the best little spaces to invest in big-time customer loyalty.

Sustainable restroom cleanliness has this basic challenge: No one wants to clean them but everybody wants them clean. Restrooms will never meet customer expectations until this paradox is resolved. Its resolution lies in identifying workers who do actually care, understand the why and see the restroom's connection to wellness, including their own. They must then commit to the caring for all users and be rewarded for their professionalism as restroom heroes. Besides payday recognition, supplying the crew with best practice restroom products - handsoap, paper towels, hand sanitizer, cleaners and reliable equipment—is also a meaningful signal of management's appreciation of their mission-critical role.

A well-chosen, best practice restroom services contractor can help periodically apply deep-cleaning methods to make the interim staff cleaning more rewarding and effective.

B. THE CULTURE CHANGE APPROACH

AGREEING THE RISK AND ACCOUNTABILITIES

"Handwashing is

the single-most

important means

of preventing the

- CDC

spread of infection."

Trivializing hand hygiene results in a pervasive attitude often blocking the path to an informed solution. The CDC's advice that *Handwashing is the single-most important means of preventing the spread of infection* is ignored this year, as it was last. Poor handwashing continues to be the

restaurants' number one unresolved issue with regard to the potential risk of an outbreak. A common organizational issue often restricts common-sense solutions. Quality Assurance (QA) led food safety departments are more likely seen internally as Quality Control (QC). This flawed interpretation encourages Operations to speed prep lines and cut manpower until QC says stop.

> Operations, the "offence", has numbers to make their case while QA, the "defence", does not. This misplaced view of control subtly transfers food

safety accountability from Operations to Quality Assurance/Food Safety. This tension between QA and Operations can deter investing in effective handwashing process control. Data is needed to resolve this issue no matter how an operation is organized.

COLLABORATIVE RISK-BASED HANDWASHING

FDA's New Era Of Smarter Food Safety will help organizations reduce interdepartmental friction by advocating the use of metrics to provide a common language and keep the focus on public safety.

An operator's food safety risk is managed by a focused team of professionals with specific skills, objectives and measurements for success. Each works within a different time frame as the restaurant is planned, built, equipped, staffed and the menu finalized. Then comes the variance reporting and corrective actions where required.

The prep-line and wait staff are closest to the food and those served. Their skills and languages may differ but they share a primary objective – service. Service has its measurements ranging from plate appearance, food temperature and service times to smiles, tips, customer surveys and social media. They manage the moment where all the planning and prepping come together.

Operations are led locally by shift managers. They are charged with leadership and are accountable for the performance of the staff. Their objective is to deliver all the numbers



that have been set according to the business model – sales, customers served, tableturn time and spend per customer. They are rated by the shift, week, month and year, primarily on productivity measures and growth.

Quality Assurance knows the science of food safety. Their objective is to monitor the measurable in order to help Operations avoid outbreaks. They keep logs, look for trends and support Operations in their quest to do it all while delivering sales and cost-control numbers. Quality Assurance is first about safety and outbreak prevention. Success is also measured by teamsmanship and lack of related customer complaints.

BUSINESS SUSTAINABILITY

Who manages for the out-years? Who is lighting the path of business sustainability for the 5-7-year horizon? Consider the watershed food safety event at Jack-In-The-Box (JITB) in 1993. Their organization changed forever as their prime measurement became survival.

The lost opportunity at JITB was immeasurable, including the dropping of international expansion plans. Brand protection became a strategic goal. More emphasis was placed on prevention and they started measuring anything and everything that could assure customer wellness. They survived and once again thrive, taking years to get back on the growth curve. In 2015 the series of Chipotle multistate outbreaks of Norovirus, E-coli and Salmonella sent sales and stock prices tumbling. The costs, including lost opportunity and brand damage, become the measurement criteria and redefine the value of risk-based food safety.

Other chains and individual restaurants suffered outbreaks and were unable to recover. The list of independents is lengthy. The Chi-Chi's chain in 2003 closed after an outbreak in Pennsylvania. Most chain incidents have been survived with moderate disruption. A Chili's property in Illinois endured an outbreak and is now a Jared Jewelry location. Chili's struggled unsuccessfully for months to get their customers back before shuttering the operation and rebuilding in another location. Handwashing by restaurant staff is rarely measured by anything more than an informal observation. Handwash reporting is non-existent at the restaurant manager level. Operations all but ignores handwashing as it is not measured, interferes with service and no one asks them for handwash reports.

C-Suite executives see no problem, hear no problem and speak of no problem. They can comfortably ignore the CDC's warning knowing they have talented staff, excellent PR resources and great lawyers.

Handwashing is low-cost liability insurance and a major contributing factor in reducing staff absenteeism. Thanks to wireless data collection, handwashing compliance is now measurable, giving operators process control and a baseline to gauge behavior change initiatives.

... BUSINESS SUSTAINABILITY

Poor handwashing is now by choice. Research shows these technologies not only raise handwashing compliance but also lower the incidence of infectious illness. Operators typically manage their overall risk by looking at a projected income flow disruption, self-insuring a portion and buying commercial policies to fill gaps. Risk managers for chain operations spend a lot of their efforts on Workman's Comp issues and chipped teeth. The sheer quantity of these claims overwhelms any concern for the much bigger risk, that of foodborne outbreaks. Case studies of outbreaks provide a clear accounting of costs. Over time the risk is blurred and can slowly morph into corporate complacency:

- 1. We haven't had a problem.
- 2. If we have an incident, we have an Outbreak Readiness Plan in place, agreed with our legal department and public relations.
- 3. Maybe we are fine just the way we are.

THE COLLABORATIVE RISK-BASED SOLUTION

Individual departmental differences regarding the priority of handwashing are reeled in and resolved by an understanding reached via a collaborative process starting with a risk assessment.

The HandsOn[™] System is a process to facilitate the needed collaboration to both identify the solution and guide decision making in its implementation.

C. SERVEREADY® HANDS

THE HANDS-ON SYSTEM'S CORRECTIVE ACTIONS

A simple sequence of five problem-solving steps provides a fact-finding framework to assess the reality of the risk and set up a sustainable solution:

- 1. Assess the Risk.
- 2. Set Standards.
- 3. Optimize. Set Conditions For Success.
- 4. Motivate & Train.
- 5. Monitor & Report Performance.



This chronology of thought keeps the objective in focus and wraps up with a sustainable risk-based resolution. The process opens with an intuitive approximation for each step by experienced stakeholders. The sequence is repeated again and again as drill-downs open collective eyes to new solutions. The HandsOn System's pattern of analysis serves the continuum of planning from the Strategic Plan down to the Budget and helps assure daily cost-saving decisions are first measured by potential compromises in customer safety.

The HandsOn System is an answer to the risks created by overzealous staff, rewarded for productivity and cost-savings, without adequate consideration of the risks to the enterprise. **"Measured-savings trumps the unmeasured risk."** (Jim Mann, Founder, The Handwashing For Life Institute)

1. RISK ASSESSMENT



THE RISK APPROXIMATION CURVE

A workshop is an expedient vehicle to commence the transition to a truly cleanliness-valued culture. It facilitates a collaborative hand hygiene risk assessment by a panel of internal experts whose support can be mission-critical when implementing any corrective actions should they be required.

The members of this cross-departmental team are selected for their knowledge and experience of current operations. The size of the group is limited to seven to encourage all-in participation. A team of five is even better for reaching decisions in less time.^[1]

Operators seldom know their specific handwashing frequency rate but generally feel it is well below what they would like. Agreeing a standard is facilitated with the MyWIN template, displayed under the "Setting Risk-Based Standards" section. Armed with a risk consensus from step one, the cross-functional team turns their attention to setting the Handwash Frequency Standard. Based on recipes, food flow, atrisk customer profiles and the owner's tolerance for risk, it is time to answer "How frequently should we wash our hands?"

This instrument is best utilized in a series of three executions. First, a range is established as participants differ and explain their positions. Secondly, the same team is charged to arbitrarily narrow the range, cutting it in at least half. Finally, the standard is agreed, preferably the same one for prep and wait-staff. It is stated as Hand Washes per Employee Hour, HW/ EH. This simple normalization becomes a marker to compare performance by work stations, shifts, days, stores and regions. HW/EH most importantly provides the worker with a clear expectation, motivation and measurement of success.



This agreed number serves as an educated reference point as employees are then surveyed to recruit their buy in. This methodology is detailed in the MyWIN-OurWIN template.

¹ Gordon, W. J. J. Synectics. New York: Harper and Row, 1961.

The next instrument of collaboration initiates the needed discussion with an interactive assessment of current handwashing hurdles and compliance estimates.

The team first agrees if they have a problem, a gap between their agreed standard and current practices. If so, they determine

which of the five categories (reasons and excuses) apply in their operation and prioritize. This downloadable graphic depicts the hurdles to achieving a safe level of handwashing. It serves to facilitate collaboration and the ranking of factors. The assessment team now moves on to develop a summary statement of the current handwashing risk along with a numeric approximation – your Hand Hygiene Risk Credit Score, your handwashing "FICO" number^[1]. These two elements are critical work-products of this collaboration and serve as decision support when lighting the path of continuous improvement.



1 ServeReady[®] Hands https://handwashingforlife.org/5-step-process/

THE CIRCLES OF SUCCESS

The Circles of Success is another collaborative tool to facilitate drilling down on each of the five HandsOn System steps. It takes its name from the fact that every business that is able to keep its doors open is operating at some level of success but could likely do better when it comes to handwashing.

Each step is scored after asking and discussing "How are we doing in (insert step)?" The 5 scores are added, divided by 5, yielding the FICO style score equivalent for the current handwashing practices – your Handwashing Risk Credit Score.

Handwashing For Life's experience in 20+ years of monitoring handwash compliance enhancement programs dictated that only operations with electronic monitoring could reach the Very Safe range of 700-850. Without electronic monitoring and appropriate reporting, gains were found to be unsustainable. Electronics exponentially increase the surveillance factor, converting



Each of the five steps of the HandsOn System are assessed by an internal, cross-functional team. How well are we doing at understanding the risk of missed handwashes? What do we see? What do we hear? This sequence is repeated for each step, assigning grades for each, using a numeric scale that mimics the famous FICO scores of credit worthiness.

Add the numbers and see how prone the operation is to an outbreak from missed handwashes.

... THE CIRCLES OF SUCCESS

subjective estimates based on random observation to statistically significant, verifiable compliance data. Handwashing behaviors become part of a measurable process and an active expression of the operation's food safety culture.

Today's practices in risk assessment tend to ignore those flowing from missed handwashes. First, it is not a topic reaching C-Suite agendas. Variances from our standard? Near misses? This void in executive awareness is the first symptom of a process that is likely out of control. It flies under the radar until a crash occurs without any warning! This breach in the defenses against foodborne outbreaks is not one of pure complacency but it has simply slipped into a routine that now serves as an indicator of the current culture of cleanliness. Poor handwashing is baked into the daily routine. It has become an accepted but unrecognized standard from the boardroom to the dish room. Breaking this timehardened pattern starts with interrupting it long enough to seed a solution and attentively nurturing the replacement behavior for at least three months.

A remodel or new construction project provides one of the best stages for this HandsOn System driven transformation, breaking through the barrier of the status quo. The consultant-designer brings forward a discussion based on construction objectives, menus, food flow and control of risk. This is a timely window to conduct the Handwashing Risk Workshop, capturing the views of multiple departments and to set the stage for collaborative process-controlled designs.

2. SETTING STANDARDS



ASSIGNING RISK-BASED MEASUREMENTS

Handwashing and high-touch surface cleanliness serve as starting points to set up a level of process control to minimize the potentially existential threat of an outbreak. Collaboratively achieved and agreed numeric standards is the intention.

HACCP, HARPC, AMC (Active Managerial Control), FSMA and now FDA's SFS (Smarter Food Safety) all call for metrics to achieve cross-departmental commitments and to verify a path of continuous improvement. Numbers provide the common language, neutralize the hidden departmental agendas and add program sustainability.

Some risk is directly connected to the pathogen's profile and may hold some

surprises. Below is a payout by pathogen. The Norovirus tally, for instance, indicates it is 5 times as deadly and 8 times as costly as headline-grabbing E.coli. USDA reports the latest foodborne risks in terms of annual costs and deaths. Norovirus, second only to the common cold in prevalence, is not normally considered a killer but in reality, ranks #4 and is likely much higher if nursing home numbers were included. There is no vaccine for Norovirus. Time will tell if COVID-19 registers as a foodborne pathogen as it moves through professional kitchens and service areas.

THE 15 COSTLIEST FOODBORNE PATHOGENS ARE AS FOLLOWS:

The Billion Dollar Bugs:

- SALMONELLA
 \$3.7 billion; 1,027,561 total cases; 19,336 hospitalized; 378 deaths
- TOXOPLASMA GONDII
 \$3.3 billion; 86,686 cases; 4,428 hospitalized; 343 deaths
- LISTERIA MONOCYTOGENES
 \$2.8 billion; 1,591 cases; 1,173 hospitalized; 306 deaths
- 4. NOROVIRUS\$2.3 billion; 5,461,731 cases; 14,663hospitalized; 149 deaths
- CAMPYLOBACTER
 \$1.9 billion; 845,024 cases; 8,463 hospitalized; 76 deaths

The Million Dollar Pack:

- CLOSTRIDIUM PERFRINGENS
 \$343 million; 965,958 cases; 438
 hospitalized; 26 deaths
- VIBRIO VULNIFICUS
 \$320 million; 96 cases; 93 hospitalized; 36 deaths
- YERSINIA ENTEROCOLITICA
 \$278 million; 97,656 cases; 480 hospitalized; 29 deaths
- 4. E. COLI 0157
 \$271 million; 63,153 cases; 2,138
 hospitalized; 30 deaths
- VIBRIO (all other non-cholera species)
 17,564 cases; 83 hospitalized; 8 deaths

- 6. SHIGELLA\$138 million; 131,254 cases; 1,456hospitalized; 10 deaths
- 7. CRYPTOSPORIDIUM
 \$52 million; 57,616 cases; 210
 hospitalized; 4 deaths
- VIBRIO PARAHAEMOLYTICUS
 \$41 million; 34,664 cases; 100 hospitalized; 4 deaths
- E. COLI NON-0157
 \$27 million; 112,752 cases; 271 hospitalized; 1 death
- 10. CYCLOSPORA\$2 million; 11,407 cases; 11 hospitalized; zero deaths

TOUCHREADY® SURFACES

Operators are encouraged to set an initial standard by documenting what they currently do with regards to the cleaning and monitoring of high-touch, non-food contact surfaces. (This methodology can also be used to assess food-contact surface cleanliness.)

Surface cleanliness is a powerful message of customer care and they are increasingly seeing restroom cleanliness as an indicator of the organization's culture and the reflection of their true commitment. It is proving to be one of the best spaces to invest in customer loyalty.

Science confirms the importance of surface cleanliness, particularly when looking at

Norovirus which survives on surfaces for days and continues to close schools, send cruise liners back to port and kill nursing home residents.

ATP, Adenosine TriPhosphate, is the technology of choice to first provide a numeric expression of current practices and second, to motivate improvements. Mere measurement increases the importance of the task and its compliance.

A UV tracer system such as MarX[®] is a lowtech method to verify compliance. This too improves adherence to established protocols but does not directly provide numeric values. It is a simple yes-no measurement. Cleaned or not. Operators may mark and monitor as few as three target surfaces at a time. This simplifies the recording and yet provides the incentive for the staff to comply. Some operators draw on the HACCP principle of taking the corrective action as close as possible to the occasion of the compliance breach. It is a powerfully visual training step and doesn't require any written reports.

Numerics can be assigned to the MarX protocol by reporting the verified-cleaned surfaces as a percentage of total: stamped 10, 9 cleaned off=90%.

Clean surfaces keep clean hands clean.

SERVEREADY[®] HANDS

Handwashing effectiveness can be measured and documented with a highly impactful individual experience. The staff simply self-applies a UV tracer like GlitterBug[®]. Hands are washed according to operator policy. Results are visually observed and transferred to a ProGrade[™] template that serves as a record. The operator sets the passing grade that calls out the importance of handwashing technique and sets the minimum performance.

Form at end of document.



HandsOn[™] ProGrade Form

RECORDING YOUR HANDWASHING EFFECTIVENESS

$\overline{MyW}IN^{TM} - OurWIN^{TM}$

WASH INDEX NUMBERS WORKSHEET

MyWIN[™] / OurWIN[™] WASH INDEX NUMBERS

Handwashing frequency standards are first set, collaboratively, by the workers, in groups of 3–5, after reviewing their work patterns and the illness–susceptibility of those served. Numbers for an 8–hour shift are reviewed. Once agreed, divide by 8 to normalize the standard as Hand Washes per Employee Hour – HW/EH. Supervision makes the final call.

Form at end of document.

 Date: / /	My Name:		
 Arrival	Our Names (Shift):		
Pre / Post Break			
Restroom Use			
Task Change			
Pre / Post Gloving			
Facial / Grooming / Sneeze / Cough			
Customer Contact			
Other			
Departure			
My / Our Total Hand Washes (per Shift)		My Hours / Shift	
MyWIN [™] (HW/EH)		Our Hours / Shift	
OurWIN [™] (HW/EH) - Total Team Hand V	Vashes/Total Employee Ho	urs	
CustomerWIN™ (HW/CC) - Total Hand V	Washes/Customer Count	Customer Count / Shift	



Training System VISUALIZED AND PERSONALIZED GERM REMOVAL Notes & Comments: 1) WIN numbers are considered a minimum and special high-risk

situations may require higher wash rates.

 Wash quality standards are measured by the ProGrade[™] system; a standard of 20 seconds in considered a minimum in HandwashingForLife's Core Handwash.

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SITUATIONS DRIVE HANDWASH TECHNIQUE

Looking at your various workstations in your operation, is it a one-size-fits-all when it comes time to specify your protocols?

Handwashing methods are infinite when wash-time and multi-step interventions are considered. Does one-size-fit-all when looking at who washes where and why? The how is also an important choice. "Over here, Ray debones raw chicken. Later in the shift, he does salads or sandwiches and finishes over there at the counter."

Handwash protocols in foodservice are dictated by the situation. Circumstances are defined and grouped by the operator and training begins. Implementing the final choices rarely goes like clockwork. The rush of service issues arise daily and are ironed out first and the pervasive bias of efficiency can quickly kick in and eclipse the undefined risk of individual handwash compromise. The erosion of the desired standard starts immediately. Health department auditors unwittingly contribute to the compromising of standards. They and the FDA's Model Food Code look at handwashing as inspectionbased and model only one way. The operator focuses on risk and takes behavioral factors into consideration. To which standard should we train our employees? Which protocol provides the lower public health risk? Which is more open to an auditor's citation?

The Code also ignores the cumulative effect of applying a double-intervention protocol like using a fused-bristle nailbrush or following the wash with an application of hand sanitizer.

The bottom quartile of operators, those with perhaps less respect for food safety, consume well over half of the inspector's time. The issues within this group become the drivers of the FDA's Code as distrust of operators is translated into restrictive



a) The angle of each bar reflects the range of outcomes dependent on soli/contamination levels, products of choice (including paper toweling), dosing and technique. Performance assumes quality materials at each step. b) Regimen choice is driven by the situation and covered in employee training. c) Each of these regimens can be followed by doning single-use gloves for added protection.

Research Reference:				
1)	Edmonds 2010, Edmonds 2012, handwashingforlife - Core Handwash			
2)	Edmonds 2012			
3)	Estimated			
4)	Estimated			
5)	Alocohol hand santizer effectiveness increases as the presence of soil decreases, Edmonds 2012, Pickering 2011			
6)	Estimated			
7)	Estimated			
8)	Edmonds/BioScience Labs published peer reviewed study JFP, Edmonds 2010			

links to the research and added details are available at handwashingforlife.org

... SITUATIONS DRIVE HANDWASH TECHNIQUE

guidelines and eventually into local laws. The Code becomes a disincentive for innovation and a handicap for the industry's food safety leaders.

The better operators look to achieve standards in the most efficient way. Higher standards in hand hygiene may be cited for non-food code approved protocols. The Code refuses to define what a hand wash is and what a clean hand is. Until that happens, we will have just one approved, inspectionbased method while the Code fades further into irrelevancy by expecting 8.6^[1] hand washes per employee hour. The gold standard of handwashing protocols is the Handwashing For Life® Core Handwash, using a fused-bristle nailbrush followed by an application of Noroviruseffective, Purell VF+. Ideally, both soap and sanitizer are dispensed from no-touch devices with onboard power systems. Paper towels and water should also be dispensed from touch-free devices.

Single use paper toweling is not a commodity. There are meaningful differences that encourage use by their absorbency, strength and feel. The best practice choices are designed for effectiveness, time-saving and user-friendly handling. This too is no place to compromise customer care or create barriers for the staff to more effectively and efficiently do their job. Integrated hardware technologies are offered by Eagle Group under a model name of HFL-5000.^[2]

Compliance-tracking software can be added to this hardware package for a truly Best Practice system.

1 (Journal of Food Protection, Vol. 69, No.10, 2006, Pages 2417 - 2423.)

2 HFL-5000 Handwash Station: https://handwashingforlife.org/wp-content/uploads/2020/04/HandwashingforLife-Eagle-Group_HFL5000_Handwash-Station_eg8161.pdf

A REGULATORY WIN FOR HAND HYGIENE

Scheduled health inspections of restaurants are slowly gaining the attention they deserve. Increasing effectiveness and efficiencies for this 30,000+ member food safety army is very attractive to budgetstretched jurisdictions.

Scheduled inspections are a reward for consistently following food safety processes with regulatory clearance, similar to the TSA Pre√ program of expedited security clearance. A scheduled inspection system as in Olmsted County, Minnesota, "PTV" (Policies/Procedures, Training, and Verification) converts the common "raid" atmosphere into teachable moments to transfer technical knowledge and motivate food workers. This provides a more appropriate alignment with the preventionfocused FSMA and Active Managerial Control as well as opening the door to hire coaches rather than a handwashing "police force". To conduct an on-site assessment of the operator's policies, procedures and training, an appointment with the manager is scheduled. This assures that the operator/ manager is present and can provide undivided attention.

The manager, in a scheduled inspection:

- 1. is the responsible party.
- 2. starts the audit with a progress review from the last inspection.
- can address inquiries about the business policies, procedures and systems of training staff.
- 4. has the overview of the facility and the customers served.
- 5. can describe and demonstrate their systems for self-monitoring relative to all aspects of their business from the food they receive to the way it is prepared and then provided to their customers.
- 6. can budget and make changes to improve their systems.

The COVID-19 pandemic has driven renewed growth in scheduled inspections as Telespections, virtual audits, gain favor.^[1]

1 https://handwashingforlife.org/journal/welcome-to-telespections-virtual-food-safety-audits/

3. OPTIMIZE



OPTIMIZING THE CONDITIONS FOR SUCCESS

Conditions for success are important to establish prior to starting a behaviorchanging handwash initiative.

Operators are first advised to consider the Hep A threat to their business, knowing that it is one of the few pathogens which can be controlled by a vaccine. The Hep A virus, much like Norovius is carried by infected workers, often without symptoms, making handwashing an essential intervention.

Here is what a vaccine program did for a concerned Las Vegas market:

are a major threat to the life of a food business. Manv are screened out with vigorusly enforced ill worker policies and procedures. But then there is hepatitis A ...



This profile of hep A reductions follows the introduciton of the Southern Nevada / Las Vegas Health Card Program, where food workers are vaccinated for hep A as a condition of their employment.

... OPTIMIZING THE CONDITIONS FOR SUCCESS

Handsink location is another vital condition for success. Long distances from critical control points clearly discourage use. At high-risk food prep stations, the handsink should be within 3-5 steps. Touch-free dispensers and faucets encourage frequent washing as does quality of supplies. A welllit clean space is another environmental inducement for positive food safety behaviors.

Reliability is also key and often underappreciated by the purchasing "value engineers" who are limited to reading product claims and writing generic specifications. Hand sanitizers are one of the best examples. Registered labels for a plethora of products show 70% ethyl alcohol, indicating equality. Clinical results prove otherwise. Total formulation matters. Equipment malfunctions, harsh soaps, disintegrating paper towels and empty dispensers are among the cues revealing management's true priority and give the staff a green light for skipping handwashes.



Convenience breeds compliance. <u>This hygienic installation</u> integrates a deep-draw non-splash handsink with reliable <u>no-touch dispensing</u>. It is the "no-excuses" option when setting the conditions for employee success. Add usecounting technologies to reward compliance and discipline non-performance.

4. MOTIVATE & TRAIN



MOTIVATE & TRAIN

Good training and trainers have been longstanding hallmarks of the food industry. What has been missing are realistic goals and a system of employee feedback to measure and motivate success. The FDA's PIC, Person-In-Charge, program has been generally successful but few tools were available to help this new level of public guardians improve handwashing compliance. For instance, why train without measurable standards, without a performance feedback mechanism? Perhaps the wasted training budgets can fund the missing links of electronicassisted monitoring and establishment of a performance-based incentive system.

WHY TRAINING MAY BE BLOCKING PROGRESS

Our world of restaurant food safety is blessed with a cadre of good trainers and creative programs. This has been true for at least the last decade as more technology leverages the messaging.

Successful? How do we measure success? The trainer infuses knowledge, technique and "training session motivation." Are safe-level standards being met the following month, week, day or as soon as the supervisor is out of sight? Research says no.

When Handwashing For Life Institute researchers install counters in soap dispensers or deploy more sophisticated technologies to measure compliance, they consistently find handwashing rates at about 30–50% of what the operator considers safe. When Quality Assurance and Food Safety staff encounter these documented low numbers, they enlist Training to schedule added sessions. This results in a temporary upward blip and the operation soon returns to its previous equilibrium. The organization is satisfied that they have done everything. What they have really done is reach the limits of training without measurement.

Handwashing compliance technologies can now accurately identify the level of staff compliance. Does it match with your menu, your at-risk customer component? Does it align with your insurance and tolerance for risk? Programs to enhance handwashing must start with an assessment of risk so that the solution is risk-based, not simply conforming to the Model Food Code. Hopefully, it can meet both. Operations must agree, commit and declare the standards on which staff will be rewarded or disciplined.
ORGANIZATIONAL CONSIDERATION

Where is Training best slotted in the chain restaurant's organizational chart? Reporting to Food Safety or Quality Assurance who set the standards? Handwashing For Life recommends you consider having Training report to Operations at both the headquarters and restaurant levels. The standards come from R&D/QA/Food Safety but must be accepted and delivered by Operations. Meeting the standards is an accountability of Operations, not QA. Staff must be trained to safe and achievable standards.

Operations is committed to delivering the agreed handwashing standards across their network. Never have QA report to Operations at the headquarters level. QA's role includes elements that cannot be measured in the simple efficiency model which drives Operations at HQ and at the local restaurants. Bonuses are earned by putting less in and getting more out. Quick–Serve Restaurants, Retail and Fast Casual operations are generally satisfied with one handwash per employee hour (1 HW/EH). Some go as high as 3. Casual dining looks for anywhere from 1 – 3 HW/EH. Back and Front–Of–House numbers are quite similar in frequency required. Raw food contact dominates the wash–points for the prep people while customer contact drives the wait–staff handwashing frequency standard.

Connecting handwashing strictly to the clock is not ideal but much better than nothing. Training should primarily connect to the risk and not the clock alone. Staff should be involved in converting their workflow actions per shift into this hourly reference point.^[1] Having Operations explain the Why behind professional handwashing and then declaring the agreed standard as their expectation will do more for raising handwashing compliance than years of training. Once standards are in place, consider initiating the Day One Training policy to highlight its priority.

Handwashing For Life Institute's current work on electronic handwash compliance in restaurants clearly documents the industry's poor hand hygiene reality. It is encouraging to watch how monitoring and keeping score changes the game. It is the foundation for motivating behavior change and raising the bar for handwash frequency and food safety.

New behaviors are formed but it takes weeks to burn in and become a new habit.

1

https://handwashingforlife.org/5-step-process/2-set-safe-level/the-ourwin-mywin-commitment-methodology/

NEW HABITS

"There is no influence like the influence of habit." states author Sir Gilbert Parker.

Too often, training is seen as the singular factor in changing handwash behaviors. We train, stop and expect improved results. There are 7 steps to sustainable behavior change and most stop after step 2 or 3. Knowledge doesn't change behaviors. Conviction and repeated practice are the key missing links.

Changing behaviors is also not done in a vacuum. Each employee, even within the management, is faced with a unique combination of the "headwinds" depicted in the outer band of this graphic. Timeframes for behavior change projects must be set with mile markers established for each step. Standards and monitoring data are critical. Electronic handwash monitoring technologies provide a powerful new tool that mirrors the assistance a scale provides to someone looking to improve their eating habits. Most everyone who has intentionally lost weight, has had a bathroom scale. Most all food handlers are working without that monitoring feedback, without a scale

for success.

The HandsOn System is available to operators who wish to break through the "training ceiling" and chart a tailored course to sustainable handwashing behaviors, based on risk. There is no charge for this program and use of the materials is encouraged within the context of operator enhancements.



INCENTIVE PAY GUARANTEES SUSTAINABILITY

New technologies provide simple answers to age-old handwashing issues. A performance-rewarding pay package is THE answer to sustaining gains and solving the industry's appalling handwashing compliance rates. New technologies provide measurement standards and serve as performance monitoring tools.

Operators, with the help of Human Resources, can identify and implement a monthly incentive component within the entry-level pay package. Here is a sample where an employee's job performance can earn him or her up to \$1,200 per year, paid weekly or monthly.

ServeReady® Hands & TouchReady® Surfaces

The Performance Monitoring Solution



5. HANDWASH MONITORING



REPORTING RAISES WASHING, LOWERS ILLNESS

The lack of handwashing compliance data starves the normal corporate decisionmaking machinery and perpetuates unnecessary levels of operator risk. Without numbers, handwashing remains one of the few risk factors void of an operationally monitored standard.

Operators know their handwashing is well below what they seek but without the numbers their case for change is chocked.

Foodservice commonly questions the value of electronic handwash monitoring. "So now we have a number. So what?" This question is definitively answered as research directly connects monitoring with higher handwashing frequency and lower illnesses. Healthcare research has provided a clinically proven handwash behavior-changer in data.

Healthcare and Foodservice differ in so many ways. This healthcare research risks going unnoticed by restaurants. But the two do agree that handwashing is primarily about sustainable behavior change and their respective workforces. Both have a great deal of common ground in their shared need for clean hands – ServeReady[®] and CareReady[®]

Wait and wonder or act and answer is the question facing foodservice operators. Luckily, kitchen installations of electronically tracked handwashing systems are dramatically less expensive and equally

effective compared the those in healthcare. This facilitates trials. Leading operators are now running tests to demonstrate the power of data within their own culture. Armed with this answer, a final choice of technologies can be made.



This simple graph is the result of enormous data collection, only possible in healthcare because they regularly report their illness/infections and a quasi-frequency standard is possible by comparing staff handwashes and patient room entry and exit. That is not possible in foodservice as there are more than one entry point into the kitchen and there is no collective tracking of illness directly caused by the establishment.

COVID-heightened customer demands for illness prevention has opened the door to testing by foodservice leaders and innovators. Data is making their case for investment in customer safety and even Customer Loyalty programs such as witnessed at Crushed Red.

THE PAYOFF

In this research chart, note the Incentive Connection point at the 6-month marker where compliance sharply accelerated. Handwash rates had been stuck short of the restaurant's goal. Four restaurants in this national chain were involved for 11 months. They had all reached the training ceiling but line management's involvement quickly changed all that once the reports were circulated among peers and headquarters. The incentive was the self-realization that their pay and career path could be affected by non-compliance now that management had reliable, objective handwashing compliance data. Leadership by Operations was the key in achieving the restaurant's goal.



This research was conducted by the Handwashing For Life Institute for a major casual dining chain who suspected their handwashing rates may be low. Digital counters were placed into the soap dispensers giving each operator a means to determine a baseline and monitor the impacts of added training and incentives. No team wanted to be the lowest among the four locations. By sharing the results of each with all "competitors", an incentive was established at month 6.

... THE PAYOFF

Restaurateurs, their handwash trainers and the Directors of Operations exhibit a noticeable quake of concern when this observation is shared along with this prediction: "Handwash training is nearly worthless without setting standards and implementing an incentive program that either rewards compliance with a bonus component or is clearly tied to paychecks via the performance review process." (Jim Mann, Founder and Executive Director, Handwashing For Life Institute)

Jim continues, "If you are not willing to do this for entry-level food handlers and wait staff, you are wasting time and endangering your brand." He went on to point out that "... the team's performance is also a good indicator of the supervisor's leadership skill, a key factor in career advancement considerations." A shift supervisor for this leading chain restaurant was quoted after monitoring his restaurant's handwashing compliance record over 11 months as part of a research project to establish handwashing frequency: "Next time just give us the number. That's what we do and we are very good at it. They (headquarters) give us the numbers and we deliver them. That's how we get paid."

Handwashing performance measurement makes a bonus payment program feasible and meaningful. Wireless data-gathering technologies connect staff behavior with their managers. This fills the void in food safety reporting and can now be monitored by C-Suite executives.

The same is true for keeping high-touch surfaces TouchReady[®]. Standards are set using ATP and cleaning frequency is verified using the MarX system.

PERFORMANCE MONITORING

Knowledge does not change behavior. If it did the USA would not suffer from the ills of obesity. Yet change gets easier when measurement of progress is part of the program, like Weight-Watchers[®].

The ability to measure and monitor hand and high-touch surface cleanliness ties together all the critical environmental and behavioral factors required for sustainable solutions. Handwashing becomes a process. The reportable elements were discussed in the preceding section of Setting Risk-Based Standards using the <u>MyWIN/OurWIN</u> methodology.

By virtue of electronic data gathering and wireless communication technologies, C-Suite executives can now be added as resources in resolving the industry's longstanding dilemma – Handwashing Risk vs. Productivity. They represent the ownership and are the only ones who can define the acceptable risk, knowing it will never be zero. Their fiduciary responsibility goes beyond the short-term budget and calls on them to protect the long-term profitability and avoid brand-damaging risks. This is the core of sustainability.

Data gathering technologies now include voice-recognition, video, thermal imaging, infrared, RTLS (real-time location system), manual ID entry and their combinations. Some require employees to wear individual badges. A badged system provides an array of reporting options down to the individual level. Non-badged systems generally report group results and are good indicators of supervisory leadership and teamwork. Voice -recognition and manual ID entry systems provide data down to the individual level without the need for badges. These tend to drive the highest compliance numbers. The C-Suites have been absent in monitoring the handwashing risk because there are no reports. Local managers have no decisionsupport numbers. The handwashing risk remains invisible at all levels until an outbreak occurs.

Consultant designers are uniquely positioned to unveil the truth and resolve the risk by specifying technology that provides restaurants with time-stamped handwashing rates. Meaningful standards can now be put into practice. Reports can be customized and join the existing flow of other markers of success. Rewarding of good behaviors becomes a reality. Shortfalls can be disciplined and supported with objective documentation.

... PERFORMANCE MONITORING

The same pattern in managing this risk is available to operators who are not planning any construction. They start by engaging cross-functional executives to better understand the issue before identifying and implementing the fix. Their conceptsolution is then tested. Information flows, first to the restaurant staff. Is MY handwashing behavior meeting our agreed standards? Team supervisors quickly see the opportunity to demonstrate their leadership in sustaining the new frequency rates. Documented behavior change clearly reduces Operator risks associated with missed handwashes. Each step of the HandsOn methodology is quantified separately by selecting the number within the circle which most closely aligns with current practices: "How are we doing in Assessing Risk, Setting Standards, Optimizing, Training/Motivating and Monitoring/Reporting?"

Form at end of document.



COMPUTING YOUR HANDWASHING RISK CREDIT SCORE



Utilizing this graphic "risk-translator" all departments are kept singularly focused on the current risk as the resolution is identified, developed and implemented. The requirement for electronic data gathering is revealed as mission critical. Observation alone provides too few data points to be significant.

D. TOUCHREADY[®] SURFACES

HIGH-TOUCH, NON-FOOD CONTACT SURFACES

High-touch surfaces are often an enemy of wellness. Colds, flu, Norovirus and now Coronavirus are among the most common pathogens acquired by unsuspecting staff and their guests. These contaminated surfaces are a major driver in staff absenteeism as well as other negative outcomes from a casual touch and invisible transfer.

Recurring situations drive surface cleaning protocols in restaurants, institutions and hotels. These are grouped and a periodic cleaning schedule is established. Unwittingly, many operators apply the standards for food-contact surfaces to the high-touch, non-food contact locations. This can result in unnecessary inconvenience as users don gloves and are expected to wash their hands each time they are donned and doffed. By definition, high-touch surfaces are contaminated frequently. It makes sense that a targeted cleaning process should consider frequency first.

Clean-as-you-go is increasingly the remedy of choice in maintaining a more consistent surface cleanliness standard, hour-tohour, shift-to-shift. Timely cleaning with convenient and versatile cleaners may better meet needed cleanliness standards. The focus is pathogen removal rather than kill^[1].

An assessment of the risk is primary, looking closely at the nature of the likely contaminant, visible or invisible, and the range of at-risk individuals potentially exposed. Surface cleanability and the age of the contamination are considered. This is followed by an analysis of available labor, answering the key questions of who will do the cleaning, when and how. Many choices of protocol are made spontaneously for these non-food contact surfaces. If you can reach your TouchReady[®] surface cleanliness standard by using convenient cleaners more often, the basic clean-as-you-go method can keep surfaceto-hand contaminations to a minimum. After risk is assessed, further decisions depend on standards and a method to measure, track and report.

What is a 5 log (99.999%) reduction in surface contaminants called when it is the result of cleaning only? Where surface cleaning standards are met without harsh disinfectants, Handwashing For Life coined the term Wipe-A-Tize^[2] to emphasize the process rather than the product and avoid confusion with the range of interpretations for the terms sanitize and disinfect where contact time becomes a major performance variable. It is the banner created for an array

¹ Optimize - Equipment, Products & Procedures https://handwashingforlife.org/5-step-process/3-optimize/

² High-Touch Surface Cleanliness https://handwashingforlife.org/journal/high-touch-surface-cleanliness/

...HIGH-TOUCH, NON-FOOD CONTACT SURFACES

of convenient cleaning methods to keep high-touch surfaces within a narrow range of cleanliness throughout the day.

The Wipe-A-Tize standard is for non-food contact surfaces and is set by the operator. It is out of the regulatory purview, allowing the operator to hone a system meeting their specific, risk-based needs. It also is a call-toaction for the practitioners of clean-as-yougo. Everyone cares. Everyone cleans. Here are two variations to consider:

- Spray and wipe with a versatile ready-touse product. This choice allows users the flexibility of using more product, adding a soak time or physical abrasion where needed – all without the need to don gloves. Convenience is key in all Wipe-A-Tize methods, all selected to facilitate frequent use.
- 2. Wipe with a single-use, fast-drying towelette.

Please note that the reusable rag/sanitizer bucket protocol is not listed because of its track record of poor performance in nonlaboratory environments. The poor cleaning capabilities of the "Bucket" system allows a potentially germ-harboring biofilm to build up and the reuseable rag becomes a vector of contamination, moving pathogens from one table to the next.

E. EXECUTIVE SUMMARY



HANDWASH FREQUENCY

Data Raises Compliance & Lowers Illness

*GRAPH BASED ON HOSPITAL DATA GATHERED BY BIOVIGIL® INC. FOR MORE INFORMATION, CONTACT JMANN@HANDWASHINGFORLIFE.ORG

... EXECUTIVE SUMMARY

Knowledge doesn't change behaviors. An effective process can. Conviction and repeated practice does. Numeric monitoring of risk-based standards opens the door to reward success and set a path of Continuous Improvement. These are the critical factors in the handwashing "FIX." Handwashing is low-cost liability insurance and a major contributing factor in reducing staff absenteeism.



NB: A whitepaper seeks to report solutions and methodologies that are backed up by statistically significant evidence. They are commonly written in an academic style. Some helpful findings are equally important but research funding is unavailable or unrealistic to pursue. This document was created by an experiential team focused on the handwashing factor for foodservice operators looking to improve the health and wellness of their workers and the prople they serve.

THE HANDWASHING FIX

FOODSERVICE



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F. FORMS & GUIDES

ServeReady[®] Hands Start Here

HandsOn[™] Handwashing Training System

VISUALIZED AND PERSONALIZED GERM REMOVAL

- View the Why segment of the Why/When/How Foodservice video.
- Set & agree the Quality standard using the ProGrade template & example.

(Review/confirm established handwashing policies & process, always using paper towels for drying.)

- Set the Frequency standard using the MyWIN HandsOn Safe Level Assessment Worksheet & example.
- Conduct the signing of The Pledge Of Professionalism.
- Monitor to motivate. Reward success. Discipline non-performance.

The ProGrade[™] Proof of Handwashing Skill

To demonstrate knowledge and grade handwashing proficiency, provide each trainee an individual ProGrade hands template. Have each self-evaluate the skin condition of their hands and fill in their name and any other employee identifier.

- 1. Apply Brevis GlitterBug tracer as you would a hand lotion, rubbing into both hands until dry.
- 2. Wash with soap for 20 seconds, preferably with warm water. (Consider the HandsOn Core Handwash)
- 3. Dry with a single-use paper towel.
- 4. Illuminate hands with a UV light, exposing the glowing spots and areas missed.
- 5. Score handwashing proficiency, Handwash Quality, by adding up the misses and subtracting from 100%.
- 6. If the trainee scores less than the operational standard, repeat the process, washing for greater than 20 seconds. Also, the employee can use a nailbrush where approved.
- 7. Hand sanitizer can be applied for added confidence, especially in high-risk situations.



Summary: Professional Grade Handwashing

Good handwashing is a skill. It can be tested, demonstrated and improved. This ProGrade instrument is a proficiency grading tool to guarantee handwash quality. The process can be used to establish a minimum standard and help employees understand the prevailing fingernail and jewelry policies. This test converts the intangible concept of germs into a personal visual experience.





handwashingforlife®

HandsOn[™] ProGrade Form **RECORDING YOUR HANDWASHING EFFECTIVENESS**



HandsOn[™] ProGrade Form **RECORDING YOUR HANDWASHING EFFECTIVENESS**



MyWINTM – OurWINTM WASH INDEX NUMBERS WORKSHEET

D	ate: / /	My Name:		
A	rrival	Our Names (Shift):		
P	Pre / Post Break			
R	Pestroom Use			
Та	ask Change			
Р	Pre / Post Gloving			
Fa	acial / Grooming / Sneeze / Cough			
С	Customer Contact			
0	Other			
D	Departure			
N	ly / Our Total Hand Washes (per Shift)		My Hours / Shift	
M	lyWIN ™ (HW/EH)		Our Hours / Shift	
o	OurWIN™ (HW/EH) - Total Team Hand Washes/Total Employee Hours			
c	CustomerWIN™ (HW/CC) - Total Hand W	/ashes/Customer Count	Customer Count / Shift	



HandsOn[™] Handwashing Training System

VISUALIZED AND PERSONALIZED GERM REMOVAL

Notes & Comments:

1) WIN numbers are considered a minimum and special high-risk situations may require higher wash rates.

2) Wash quality standards are measured by the ProGrade[™] system; a standard of 20 seconds in considered a minimum in HandwashingForLife's Core Handwash.



MyWINTM – OURWIN WASH INDEX NUMBERS WORKSHEET

Date: 2 1271 2021

My Name: Greta Sanchez

1	Arrival Our Names (Shift):		
4	Pre / Post Break		
4	Restroom Use		
6	Task Change		
4	Pre / Post Gloving		
2	Facial / Grooming / Sneeze / Cough		
1	Customer Contact		
1	Other		
1	Departure		
24	My / Our Total Hand Washes (per Shift)	My Hours / Shift	8
3.0	MyWIN™ (HW/EH)	Our Hours / Shift	
	OurWIN™ (HW/EH) - Total Team Hand Washes/Total Employee Hours		
	CustomerWIN [™] (HW/CC) - Total Hand Washes/Customer Count	Customer Count / Shift	



HandsOn[™] Handwashing Training System

VISUALIZED AND PERSONALIZED GERM REMOVAL Notes & Comments:

1) WIN numbers are considered a minimum and special high-risk situations may require higher wash rates.

2) Wash quality standards are measured by the ProGrade[™] system; a standard of 20 seconds in considered a minimum in HandwashingForLife's Core Handwash.





I will wash my hands frequently to protect myself, my family and our guests from foodborne illness. I will help fellow team mates do the same by my good example.

Me lavaré las manos frequentemente para protegerme, mi familia y nuestros clientes de las enfermedades transmitidas por medio de comidas contaminadas. Ayudaré a mi equipo a hacer lo mismo con mi buen ejemplo.



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HANDWASHING FOR LIFE'S

Circles of Success

COMPUTING YOUR HANDWASHING RISK CREDIT SCORE







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