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Cleaning-up of public attitudes to hygiene

Good hygiene is about breaking the chain of infection. A newly released You Tube clip shows you the basics of why - and when - and how to break the chain of infection.

In a policy paper published in June, the Royal Society for Public Health (RSPH) called for a clean-up of public attitudes to hygiene, and an end to the myth being too clean is bad for our health. The paper shows how this concept, which misrepresents our changing relationship with our microbial world, is undermining public confidence in hygiene at a time when hygiene is becoming more important, not least in the fight against antibiotic resistance, where hygiene is vital to reduce the need for antibiotic prescribing.

The [RSPH paper](#) issued a call to action for the adoption of “Targeted Hygiene” as the most effective way of breaking the chain of infection and the basis for developing clear consistent messages which make sense to the public. Targeted hygiene means acting at the times (when handling food, using the toilet etc) and in the places (hands, hand and food contact surfaces etc) that matter to prevent spread of harmful germs



IFH was encouraged that the media picked up on the RSPH policy paper generating articles (some better than others!) in The [Guardian](#), [Daily Mail](#), [The Sun](#), [The independent](#) and [BBC News](#)

The challenge now is to follow up on this and find informative, simple and appealing ways to communicate this message to the public. Taking up this challenge, RSPH have developed an interactive tool on Instagram to illustrate the key times (or moments) when hygiene is important - [Click here to view](#)

Most recently Admaster, with the support of Dr Lisa Ackerley, have produced a straight-talking [You Tube clip](#) which brings targeted hygiene to life in a practical way.

Help us get the message out and dispel the myths about hygiene!

Infection Prevention – it starts with YOU!

Hygiene Forum 15th October 2019, Wageningen.

NVZ, Netherlands will host its third biannual “Hygiene Forum” which will take place on 15 October 2019 in the Reehorst in Ede (NL). This date has been chosen because Global Hand Washing Day is also on this day.

In the morning there will be a plenary session, chaired by Dr Dirk Bockmuhl. In the afternoon, workshops will go into more detail on how hygiene can be achieved and maintained in specific areas (e.g. healthcare, public healthcare, food supply chain, animal husbandry, farming). Amongst others, there will be workshops, in English and Dutch, on the blocking and enabling factors affecting the hygiene behaviour of people,

influencing hygiene behaviour at an early age, how our behaviour at home can prevent infections and how cleaning equipment and machines contribute to hygiene.

To view the programme and to register please [Click Here](#)

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