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IFH Newsheet April 2021

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[Denver Russell Memorial Lecture 2021](#)

The 2021 Denver Russell Memorial Lecture will be delivered by Dr Sally Bloomfield, Chairman of the International Scientific Forum on Home Hygiene on **Tuesday 27th April**. The lecture is titled “**Hygiene behaviour in our homes and everyday lives to meet 21st Century needs**”.

This is a FREE European teleclass organised by Webber training. The timings are:

New York/Toronto – 1.30-2.30pm

London 6.30 – 7.30pm

Geneva – 7.30- 8.30pm

The live teleclass can be accessed at

<https://webbertraining.com/schedulep1.php?command=viewClass&ID=1543>

A recording of the lecture will also be available after the event.

[A collaborative industry/academia report on cleaning and disinfection in homes including a Europe wide poll on consumers' hygiene beliefs and behaviours.](#)



This report entitled “Developing household hygiene to meet 21st century needs” is co-authored by A.I.S.E., the International Association for Soaps, Detergents and Maintenance products, and the IFH. It evaluates the ways in which household hygiene is changing to meet 21st century needs. Growing awareness of the need for effective hygiene offers opportunities to develop novel hygiene products which not only maximize protection against infection, but also ensure sustainable use of resources.

The report centres around the principles of Targeted Hygiene, which argues that, to be effective, hygiene practices need to be focussed at the times (moments) and in the places that matter to break the chain of infection and reduce the risk of exposure to harmful microbes. An equally important aspect of targeted hygiene is the need for effective hygiene procedures which can be used to break the chain of infection at key moments.

The report concludes that getting consumers to adopt a targeted approach to hygiene in their home and everyday lives, could have a significant impact in reducing spread of infection and securing better health for EU citizens.

The report also contains results of a pan-European poll carried out to evaluate how consumer beliefs about hygiene risks affect their actions. The poll shows that, although consumers' actions are to some extent guided by their perception of risk, there was limited understanding of key risk situations, where hygiene is needed. Similarly, consumers report using disinfectants in some situations where they are needed, whilst in other similarly risky situations, they are only rarely used. Similarly, there was usage in situations normally considered low risk.

A further barrier to behaviour change highlighted by the poll is lack of clarity about what hygiene means. Whilst the majority of consumers agreed that hygiene is more than just cleanliness, some thought that they were the same thing, whilst others thought that hygiene means using a disinfectant.

Findings suggest that, if hygiene promotion activities are to be successful, they must be accompanied by consumer education on the basic concepts of Targeted Hygiene.

The report sets out a number of actions that need to be taken, in order to maximise effectiveness of hygiene whilst at the same time addressing sustainability issues.

The report can be downloaded [HERE](#).

[The need for Targeted Hygiene - not "hygiene theatre" - in public places and work spaces](#)



A key issue which COVID-19 has highlighted is the importance of hygiene not only at home but also in our daily lives in public spaces. To reopen since COVID 19 lockdown, managers of restaurants, shops, supermarkets etc have had to implement strategies to make their facilities COVID secure. Despite national attempts to promote a targeted approach (hands, face, space), some of the strategies adopted illustrate ongoing belief that untargeted “deep cleaning” of an occupied space makes it “COVID secure”.

As a result we have seen examples of what has come to be known as “**hygiene theatre**” [1,2,3]. These are ostentatious measures involving fogging, spraying etc of

outdoor as well as indoor spaces aimed at giving peace of mind. There is lack of awareness that safety

depends mostly on whether the public who use such facilities practice COVID secure is a partnership between facilities and the public who can only do so much. In reality, they are dependent on the public who

facility COVID secure. Managers need to pay greater attention to enabling and encouraging the public to practice Targeted Hygiene, by organizing how they are seated and move about providing easy access to hand sanitizers etc.



A team disinfecting the Qintai Grand Theatre in Wuhan, China, in January. Credit: Xia Junjun/W

To address this issue, SC Johnson Professional has taken the IFH “[9 key moments for hygiene approach](#)” developed for home settings, and applied it to public places and work spaces. For these settings they have identified 8 key moments when occupants of public etc spaces need to practice hygiene. Targeting these key moments can be achieved by designing and equipping buildings with the right hygiene infrastructure and educating individuals about the dangers they pose to themselves and others if they do not adopt safe practices. Every facility and venue presents unique combinations of these moments and hence require a tailored hygiene solution, but the moments themselves and therefore the approach to devising that solution is common to all. The guidance is laid down in a document entitled “**8 moments for targeted hygiene –guidance for public places and work spaces**”. The guidelines aim to explain the origin and scientific basis of the 8 Moments for Targeted Hygiene, to provide a simple approach for owners and managers to identify the moments in their facilities and to put in place the right hygiene solutions consisting of both products and awareness raising tools.

The document can be found at <https://www.scjp.com/sites/default/files/2021-02/UKLIT1531%208%20Moments%20for%20Targeted%20Hygiene%20White%20Paper.pdf>

1. Thompson, D. (2020, July 27). "Hygiene Theater Is a Huge Waste of Time." *The Atlantic* Retrieved 8 March, 2021, from <https://www.theatlantic.com/ideas/archive/2020/07/scourge-hygiene-theater/614599/>.
2. Editorial (2021). "Coronavirus is in the air — there’s too much focus on surfaces." *Nature* 590: 7.
3. Palmer, M. (2020). Spray that costs pennies and kills viruses instantly could be a simple, cheap solution to Britain's Covid nightmare - as scientists ask why we're not already using it. https://www.dailymail.co.uk/news/article-8558121/Spray-costs-pennies-kills-viruses-instantly-simple-solution-Covid-nightmare.html?ito=email_share_article-bottom%22%20%5Ct%20%22_blank

[Biocide Use in the Antimicrobial Era: A Review](#)

Biocides are widely used in healthcare and industry to control infections and microbial

contamination. Disinfectants employ varying modes of action to kill microorganisms, ranging from oxidization to solubilising lipids. This review considers the main biocides used within healthcare and industry environments and highlights their modes of action, efficacy and relevance to disinfection of pathogenic bacteria. It also discusses evidence related to bacterial resistance in relation to exposure to microbiocides

Jones, I.A.; Joshi, L.T. Biocide Use in the Antimicrobial Era: A review. *Molecules* **2021**, *26*, 2276.
<https://doi.org/10.3390/molecules26082276>

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