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IFH Newsheet January 2024

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Upcoming Webber Teleclasses

In the next 2 weeks, IFH Scientific Advisory Board members Sally Bloomfield and Lisa Ackerley will be giving teleclasses, updating on our concepts and work to develop and promote effective hygiene behaviours in our homes and everyday life in public settings. In particular we will explore how hygiene could and should be developed to meet current and future challenge, including developing public hygiene resilience to changing needs.

1. Developing better understanding of hygiene is key to developing effective hygiene behaviour.

- **Dr Sally Bloomfield, International Scientific Forum on Home Hygiene.**
- **Thurs 1st February 2024 (free teleclass)**

2. Targeted hygiene: a risk-based approach to applying policies and hygiene interventions in public settings and large events.

- **Dr Lisa Ackerley, International Scientific Forum on Home Hygiene.**
- **Thurs 8th February 2024 (free teleclass)**

Developing better understanding of hygiene is key to developing effective hygiene behaviour in homes and everyday lives

Dr Sally Bloomfield, International Scientific Forum on Home Hygiene (IFH).

Thurs 1st February 2024 (free teleclass)

1.30 New York

6.30 GMT

7.30 Geneva

For more details and registration, go to:

<https://webbertraining.com/schedulep1.php?command=viewClass&ID=1648>

Recent trends highlight the importance of hygiene practice in our homes and everyday lives to reduce spread of infection and tackle AMR. In response to the pandemic, the need to strengthen hygiene understanding and hygiene resilience (making the public better able to adapt to uncertainty and address risk) has been recognized internationally.

European polling shows that, despite high awareness of hygiene, the public have relatively poor hygiene understanding which compromises their ability to follow advice. During the pandemic, the public showed fairly good understanding of virus transmission but were unable to use this to make informed decisions on when to practice hygiene. These data indicate that hygiene behaviour change to meet C21st needs requires an approach that enables communication of effective practice in a way that also builds understanding of how hygiene works.

In this paper we outline a unified framework for hygiene based on risk management (called Targeted Hygiene) where practices combine to reduce infection risk in community populations. To do this we construct a framework showing when, where and how to practice hygiene. Based on visualization, this framework can be developed to give practical guidance and develop hygiene understanding. Promoting this approach using health belief models ensures that hygiene practices that are promoted are fit for purpose.

Because Targeted Hygiene is applicable to all hygiene-related infections and communicates hygiene in a way that is easily visualized and understood, it has the potential to enable the public to understand, adapt and respond to different challenges and threats. To achieve this, however, leadership teams must also be established with sole responsibility for HEDL hygiene, and the power to drive change.

Targeted hygiene: a risk-based approach to applying policies and hygiene interventions in public settings and large events.

Dr Lisa Ackerley, International Scientific Forum on Home Hygiene (IFH).

Thurs 8th February 2024 (free teleclass)

1.30 New York

6.30 GMT

7.30 Geneva

For more details and registration, go to:

<https://webbertraining.com/schedulep1.php?command=viewClass&ID=1649>

Since 1997 IFH has been developing an approach to hygiene in home and public settings that has come to be known as Targeted Hygiene. In essence, Targeted Hygiene means focusing hygiene practices at the times (key moments) and the places (critical points) that matter to break the chain of infection transmission. Although Targeted Hygiene was originally developed as a means to deliver more effective hygiene, it also works to ensure sustainable use of hygiene products.

If COVID has taught us anything, it is that public perceptions are still rooted in the C20th where environmental hygiene tended to be perceived as the elimination of germs to keep us safe from infection. During the pandemic we saw examples of indiscriminate use of cleaning and disinfectant products through spraying and fogging of public spaces which came to be known as “Hygiene Theatre”.

This presentation examines how application of risk management (i.e Targeted Hygiene) can be used to develop effective and sustainable cleaning and disinfection interventions in public spaces – and how Quantitative Microbial Risk Assessment is now being applied to estimate the efficacy of these interventions in terms of reducing infection rates. The presentation also outlines how Targeted Hygiene and Behaviour Change Theory was implemented during the

2020 UN Climate Change Conference (COP26) in Glasgow at the height of the COVID-19 pandemic to mitigate spread of infection.

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