

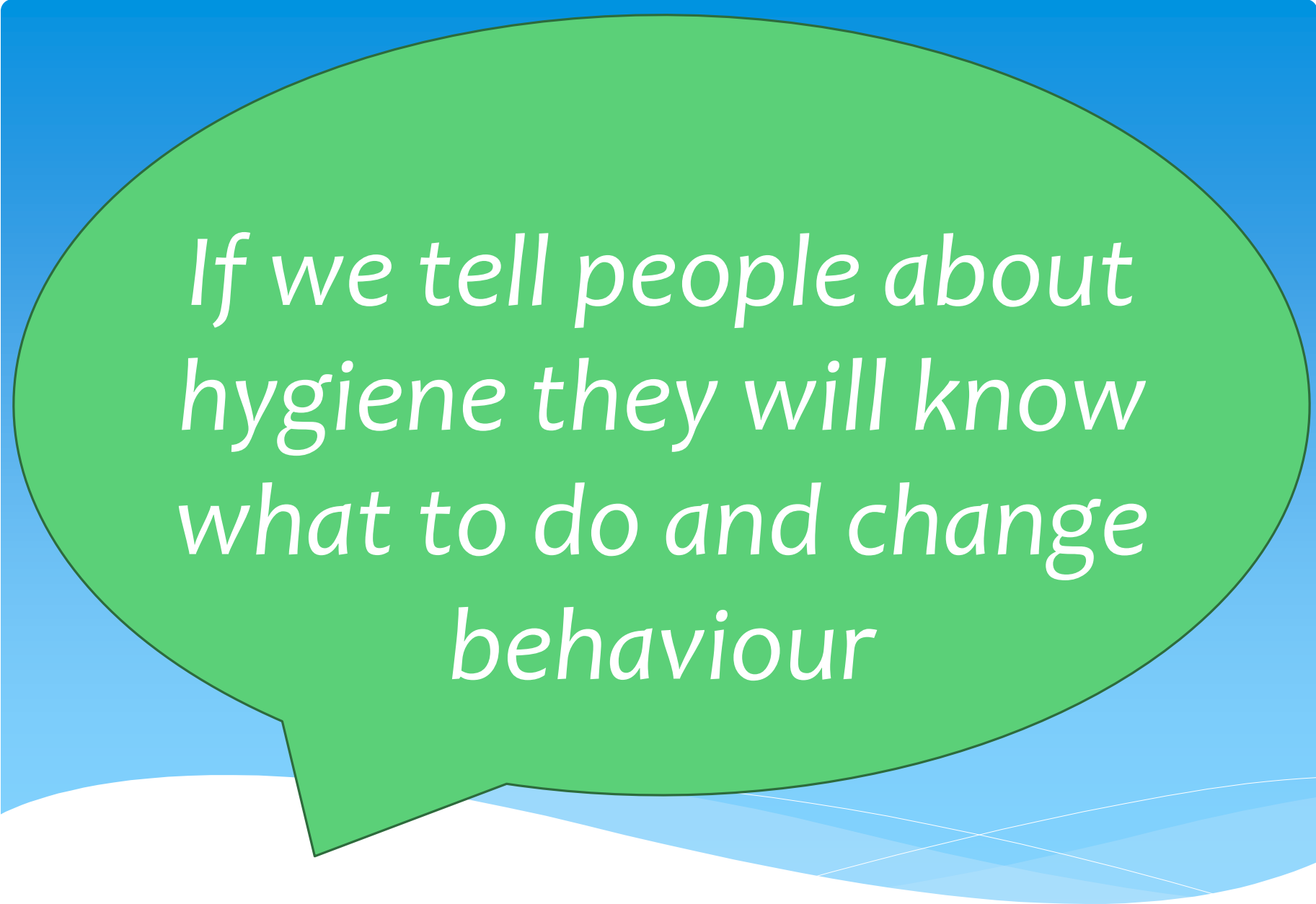
Restoring confidence in Hygiene, Barriers to Behaviour Change

Suggestions for action and how to tame the
media

© Dr Lisa Ackerley,

www.thehygienedoctor.co.uk

<https://www.ifh-homehygiene.org>



*If we tell people about
hygiene they will know
what to do and change
behaviour*

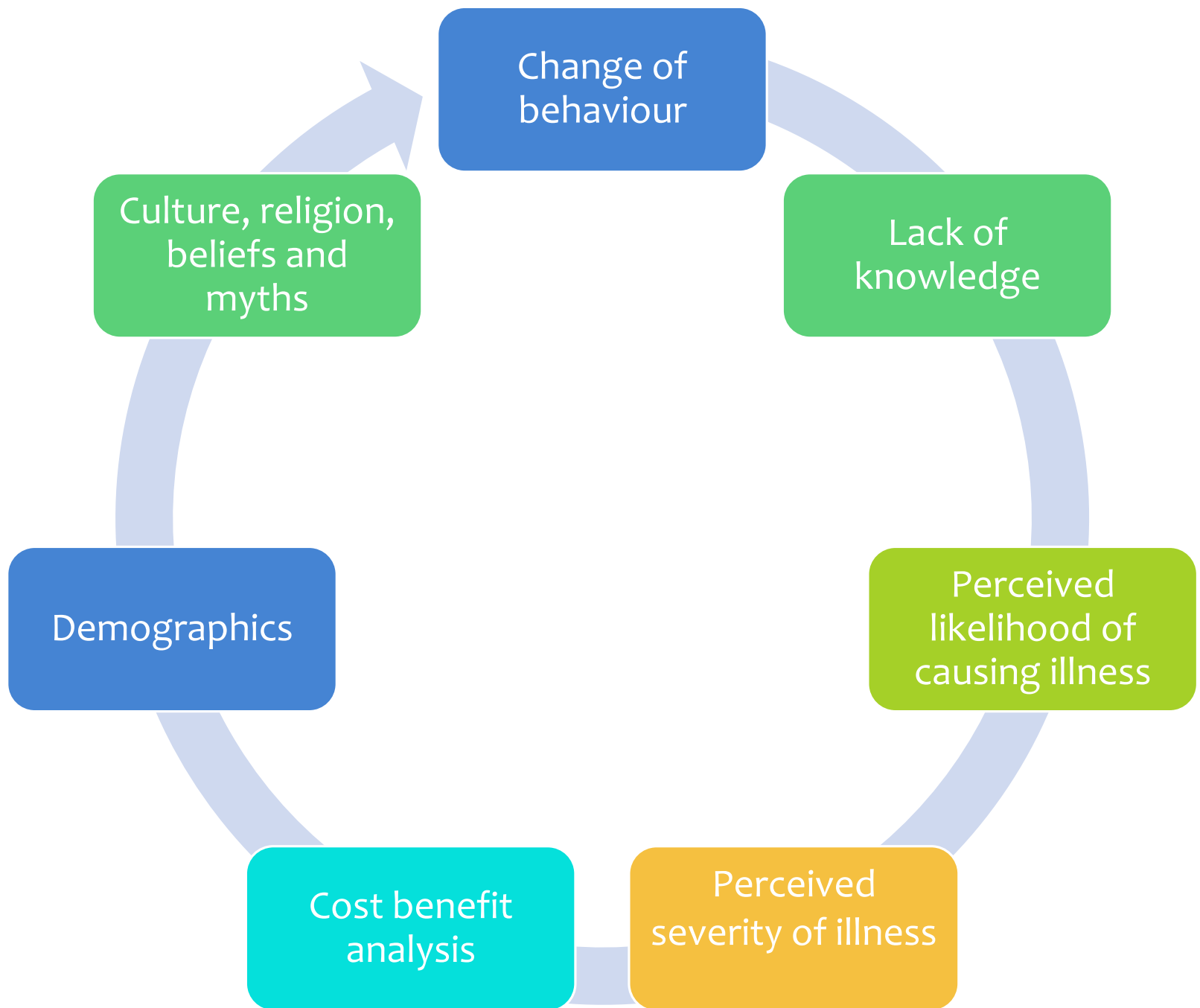
No!

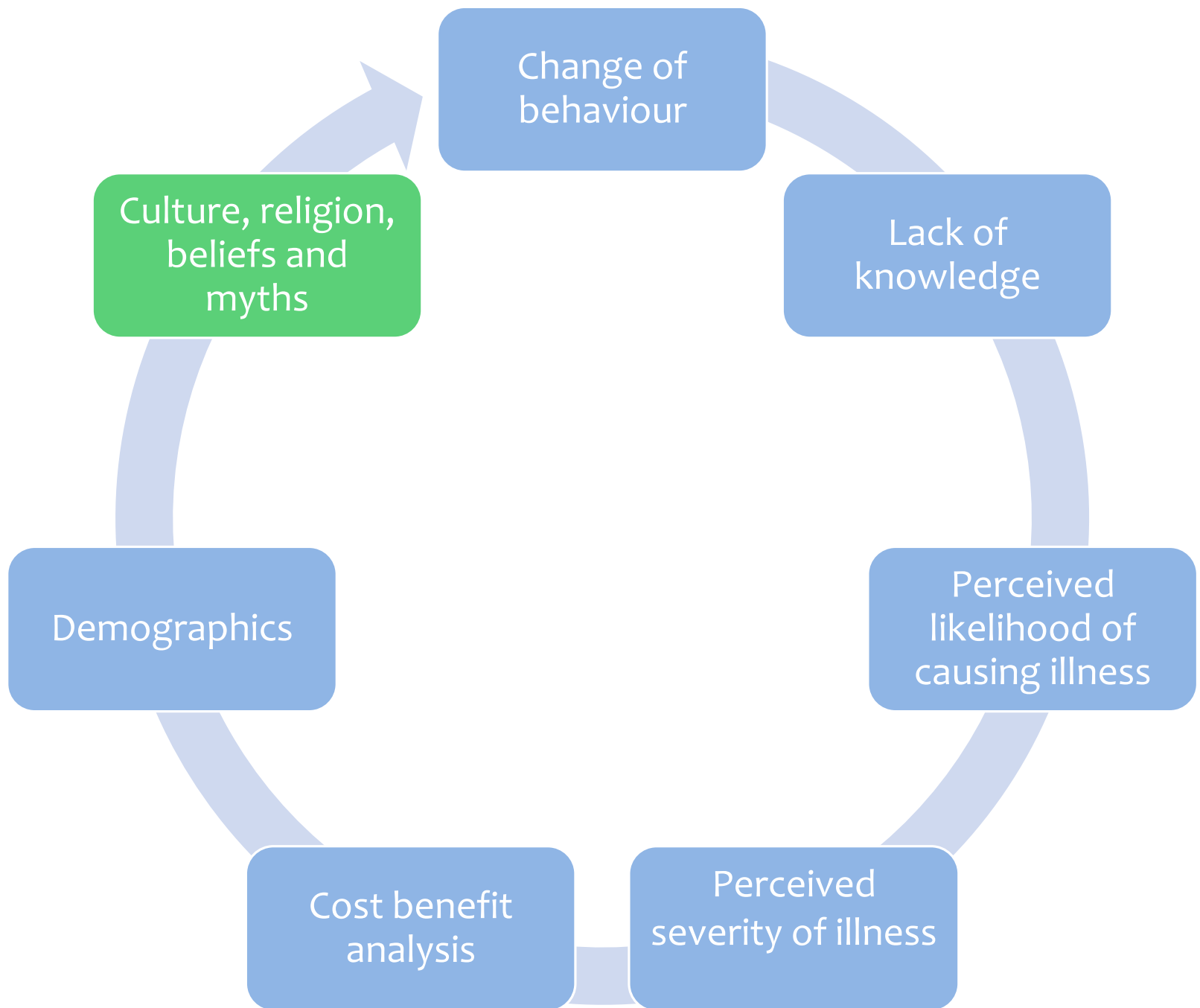
It is more complicated

The Health Belief Model

Developed to explain why people smoke
even though they know it will kill them

Adapted to explain behaviour towards food
safety





Where do people think food poisoning occurs?

Biannual Public Attitudes Survey (FSA) 2016 n = 1967 England, Wales, NI

- * 31% were concerned about food poisoning generally
- * 37% were concerned about food hygiene when eating out
- * Only 20% were concerned about food hygiene in the home



Where does food
poisoning occur?

"People don't
like to admit
that the germs
might have
come from their
own home"

Dr Andrew Wadge, Chief Scientist, FSA.




Where does food
poisoning occur?


“..it's a common
myth to think
that food
poisoning only
comes from a
dodgy takeaway”

Dr Andrew Wadge, Chief Scientist, FSA.

Example of need to slay myths and change beliefs



Belief:
*Infection happens
by accident or
misfortune*



Belief:
*It's a bug going
round*

- * Fact: Infections are preventable
- * Belief: It just happens to us
- * Outcome: If we believe we have no control over whether we get an infection, we will not take measures to control it.

Food Poisoning

One way to lose weight?

A dose of the runs?

Fairly insignificant?

Serious side effects of Campylobacter



US National Library of Medicine
National Institutes of Health

PubMed



Advanced

Format: Abstract ▾

Send to

Infect Dis Clin North Am. 1998 Mar;12(1):173-84.

Campylobacter jejuni infection as a cause of the Guillain-Barré syndrome.

Allos BM¹.

Author information

Abstract

A previously unrecognized sequelum of infection with *Campylobacter jejuni*, a common cause of gastroenteritis, is Guillain-Barré syndrome (GBS). GBS is the most common cause of acute neuromuscular paralysis; 30% to 40% of cases are preceded by *C. jejuni* infection. Both patient and bacterial characteristics likely play a role in the pathogenesis of *C. jejuni*-induced GBS. Molecular mimicry between the LPS of some campylobacters and structures present on the gangliosides of the peripheral nerve may explain how this acute infectious diarrheal illness triggers GBS.

PMID: 9494837

Indexed for MEDLINE

UK woman embraces life after *Campylobacter* infection forces her to wear two stoma bags

Rachel Jury, 30, is determined to show how users can still live life to the full despite the two stoma bags she is forced to wear after food poisoning from cooked chicken nine years ago triggered a long-term health condition.



Tara Russell of the *Daily Echo* reports Jury's rare condition, autonomic neuropathy, has left her bowel and bladder both failing and she has endured years of ill health including frequent bouts of sepsis and even cardiac arrest as a result.

However she is grateful to the two bags for saving her

The “ME” society

- * We need to persuade people:
- * That they or their families could be susceptible to infection – it could happen to **ME!**
- * That **infection could be serious** – **I** could get seriously ill!
- * Poor hygiene could cost **ME** money e.g. loss of income, costs of childcare etc.
- * Good hygiene will not cost **ME** too much – the benefits outweigh the costs.

Get personal – tap into the “ME” society

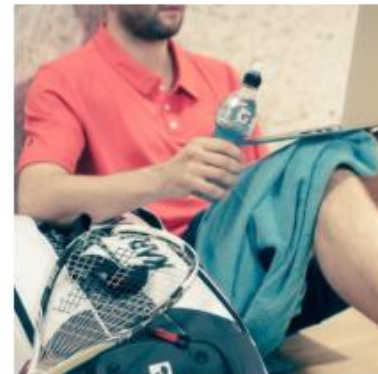
- * Does general information change behaviour?
- * Or are people more likely to respond for personal reasons?

Global problem of anti-biotic resistance

v

Skin infection caused by dirty shared gym kit

Use Case Studies!



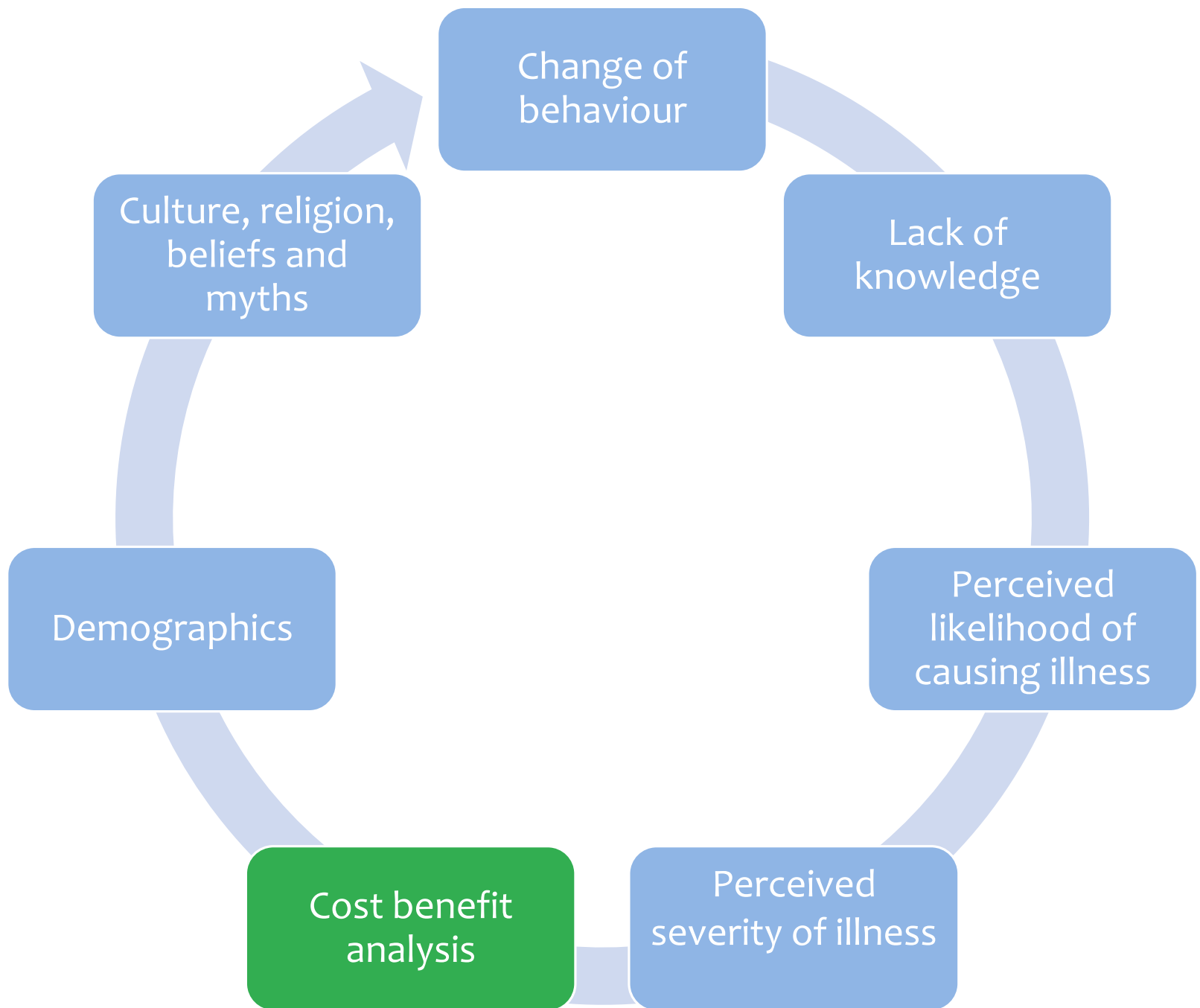
anti microbial resistance, gym kit, Laundry, Uncategorized

When the gym kit goes bad...

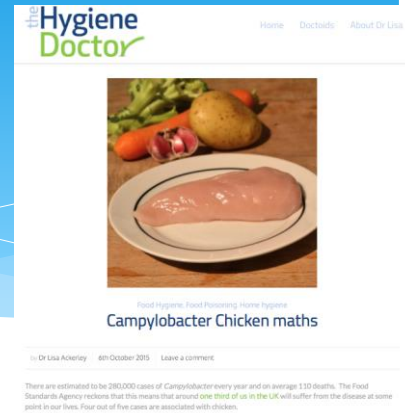
by Dr Lisa Ackerley | 15th October 2016 | [Leave a comment](#) | [Edit](#)

Would you ever suspect your child's gym kit to cause problems? In an age where many comments are being made in the media about us being too clean, one cautionary tale that comes to mind is the story of a rather nasty skin infection that ran rife round a friend's school.

One person was in contact with a friend who had a nasty skin infection that took a while to cure. In the meantime, a scratch on her arm suddenly became very red and itchy and then spread



Personal Cost Benefit Analysis of Chicken preparation



Hygiene

- * Disinfecting surfaces – disinfectant or boiling water, paper towel
- * Washing hands
- * Cooking to 75°C
- * Cost – about 10p

Illness

- * 14 days diarrhoea
- * Lots of toilet paper
- * Medicines – antibiotics!
- * Hospital, visitors parking at hospital etc.
- * Time off work
- * Long term illness
- * Cost could be 100s x more

Giving hygiene practice advice alone is not enough

People will never adopt good hygiene behaviour and practices - until they:

- * Understand the cost / benefit to themselves
- * Understand that they or their family could be at risk and the illness could be serious
- * Abandon their misconceptions, myths and legends
- * **But we also need to ensure that they have the right facts.**
- * **For example some basic understanding of how germs spread and how hygiene can break the chain of infection**

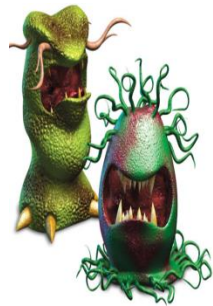
Getting the message right: Mixed messages?

Mixed Messages?

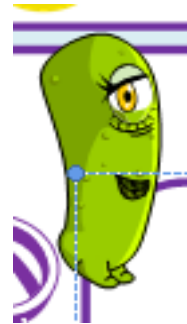
Business	Home
Use a dishwasher with rinse temperature over 80°C	Use hot soapy water
Disinfect with approved product	Use hot soapy water, don't use an anti-bacterial spray
Keep food below 8 °C	Keep food below 5 °C
Turn taps off with paper	Paper lets the germs through
Don't sell food after the use-by-date	We waste too much food
75 °C core temp of burgers and poultry. Temperature is not an indicator of safety	Not pink, juices run clear, piping hot

Do people understand and agree what germs are?

Bad
bugs



Good
bugs



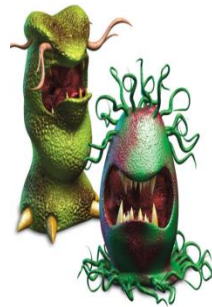
Essential
bugs



Changing understanding of hygiene, cleanliness and germs

- * What are “germs”?
- * Often applied to all microbes – good and bad
- * Media talk about “millions of germs” when they mean millions of microbes but not necessarily harmful – used to instill fear (and sell products)
- * Dictionary definition not clear

Bad bugs



Good bugs



Essential bugs



Journalists: Friend or Foe?

Places with the most “germs”

- * “What are the dirtiest places in my home”
- * Compare an item with the toilet seat
- * “Where do I really need to clean – so my family will be protected?”

BUT

- * “Dirtiest places” are actually not items but people, food animals etc.
- * The next “dirtiest” places are the surfaces which do not necessarily look dirty but may transfer microbes
- * May actually be hands!

Journalist questions

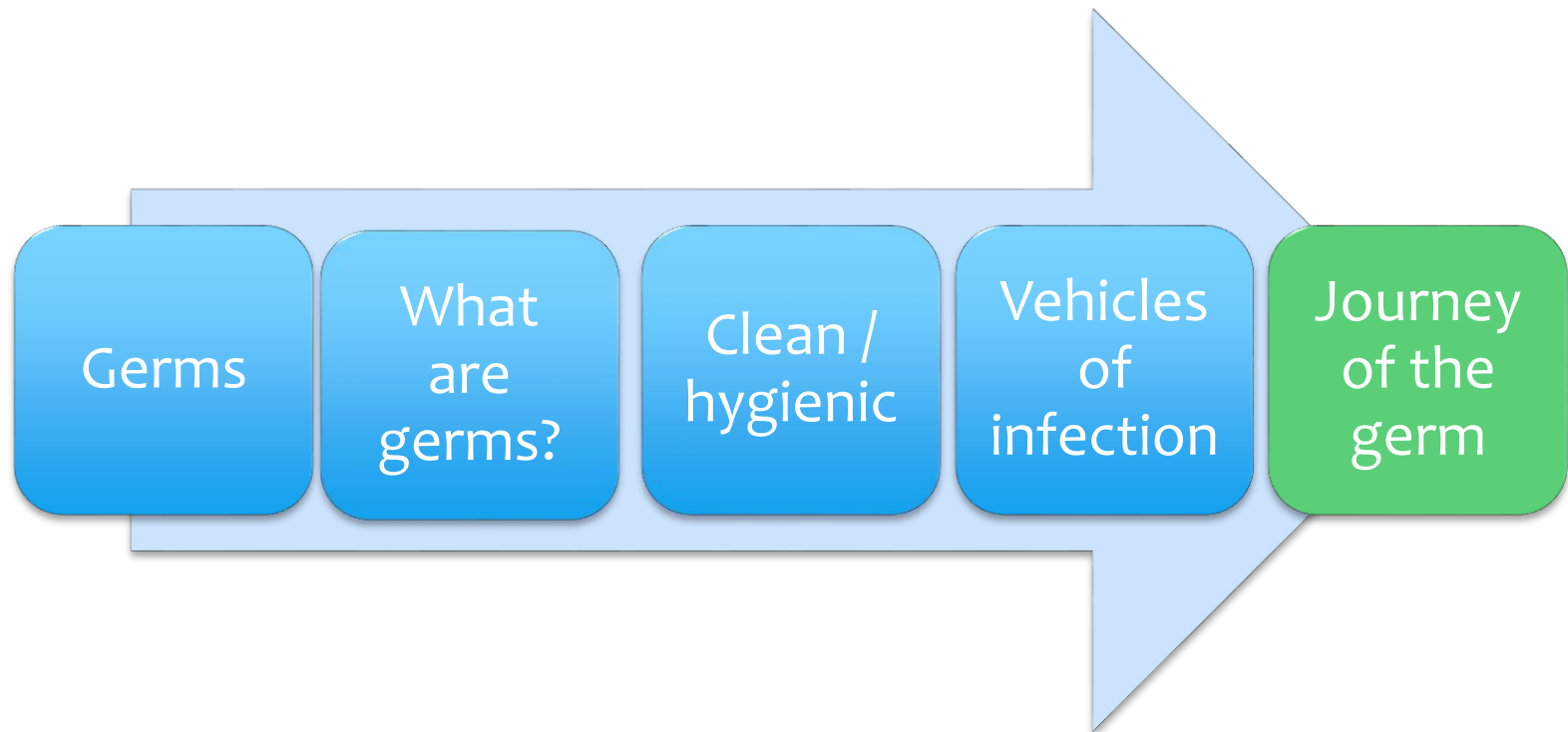
- * Can you make the bacteria grow quicker for the study if we pay more?
- * How many bacteria per square inch on a sofa?
- * Tell me all about hygiene in the home

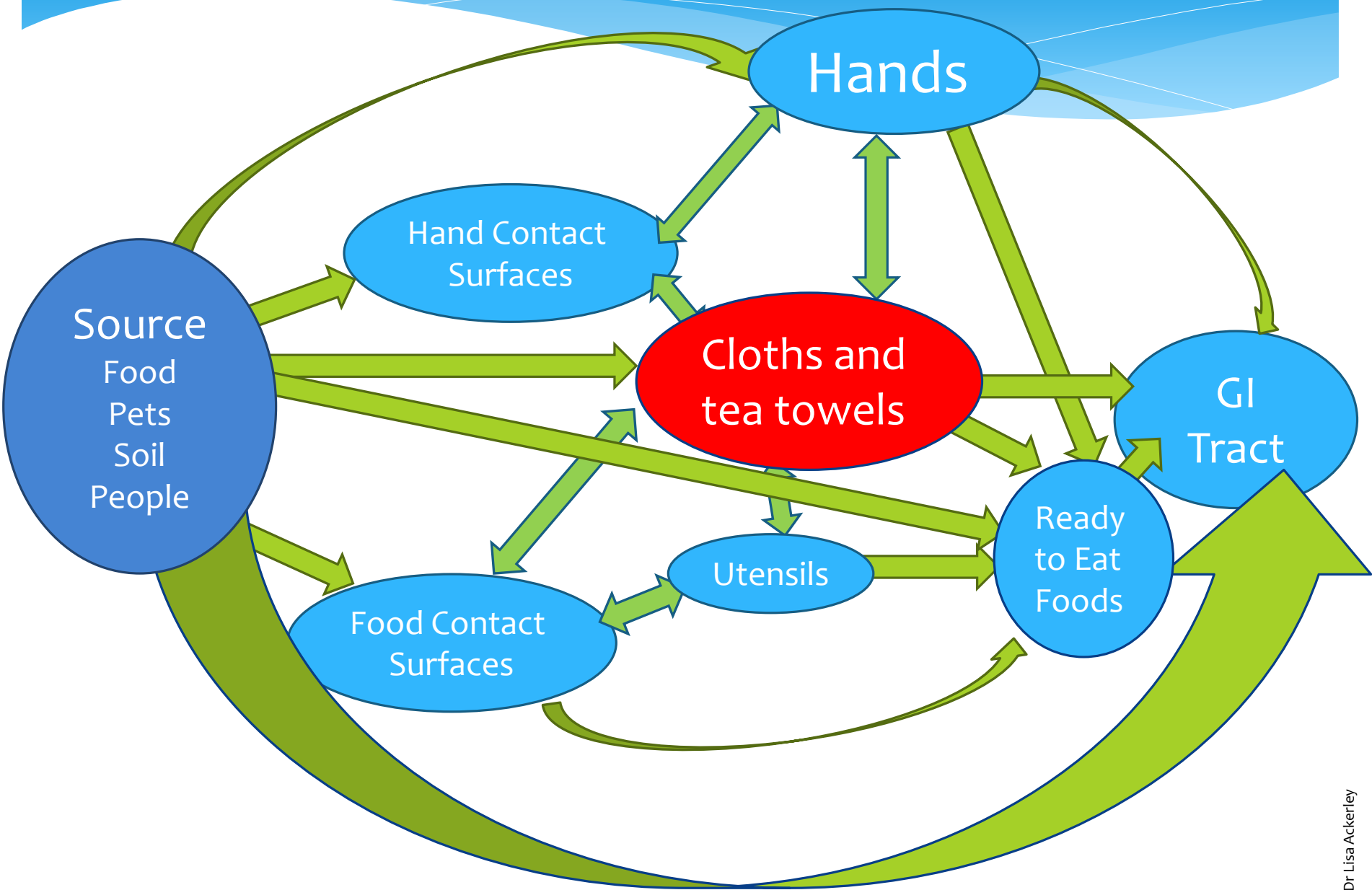
Eureka!

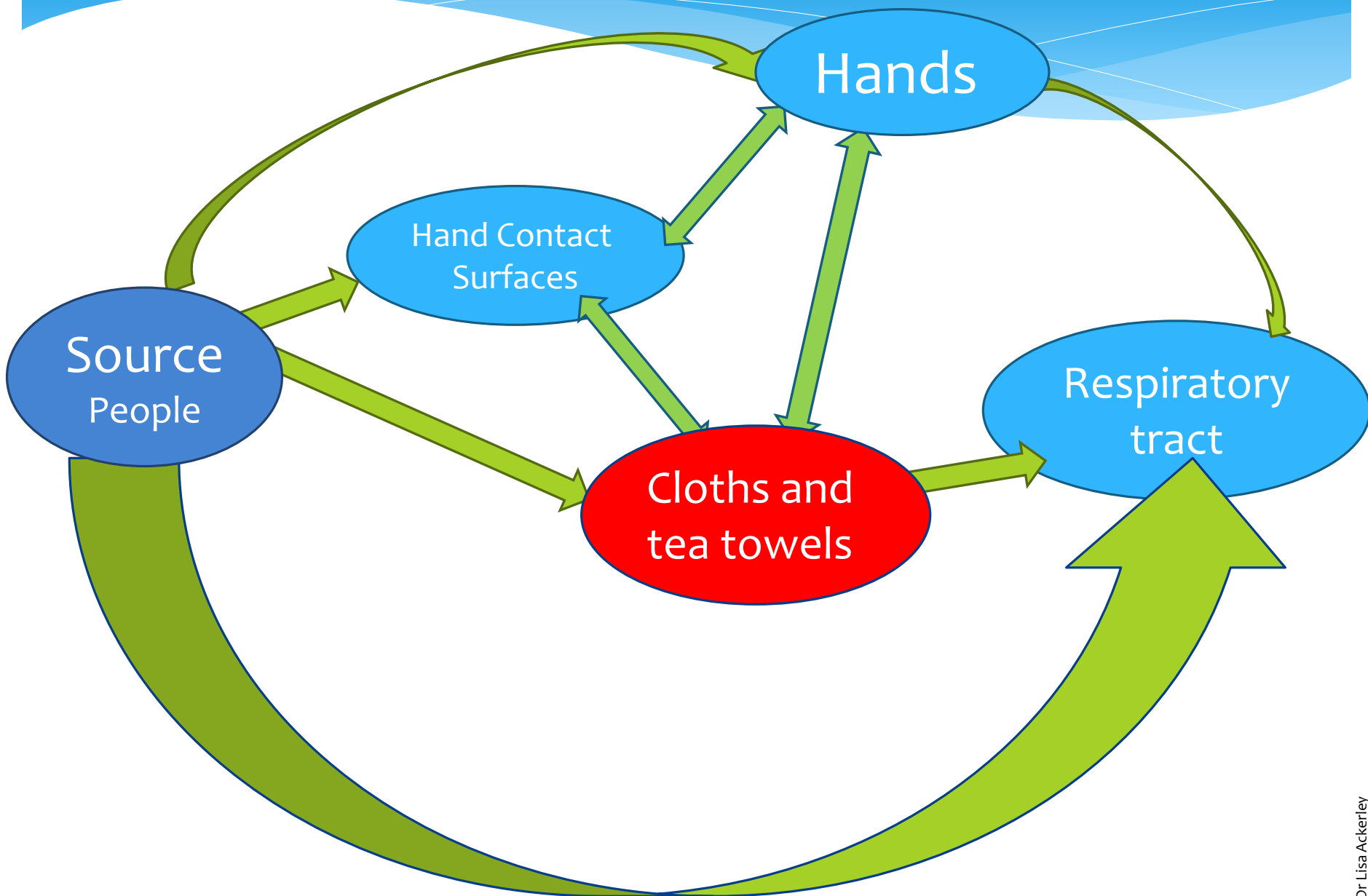
“ I am also keen to develop the idea of what happens next, how, if at all, the germs transfer from surface to human, as you mentioned, perhaps with glow powder etc”

BBC May 2017

Changing the Focus of the Media







Hand washing

FSA 2002

- * 39% of caterers in the UK said they wouldn't wash their hands after using the toilet
- * Only 48% said they would wash their hands after handling raw meat

Rentokil Initial

- * Only 50% of office workers wash their hands after using the toilet

Changing Behaviour – use the media

- * We must abandon misconceptions
- * Need basic understanding of how germs spread
- * How hygiene can break the chain of infection
- * Giving hygiene practice advice is key - but alone is not enough?
- * Communication methods – change with the times and borrow from marketing?

Keep plugging away

Faecal bacteria 'in ice in Costa, Starbucks and Caffè Nero'

26 June 2017 | Business

f t b e Share



Ice from three of the UK's biggest coffee chains has been found to contain bacteria from faeces, according to a BBC investigation.

Samples of iced drinks from Costa Coffee, Starbucks and Caffè Nero contained varying levels of the bacteria, the BBC's Watchdog found.

Expert Tony Lewis said the levels found were "concerning".

"These should not be present at any level - never mind the significant numbers found," he added.

Cleanliness of tables, trays and high chairs at the chains was also tested at 30 branches.

Seven out of 10 samples of Costa ice were found to be contaminated with bacteria found in faeces.



The Hygiene Doctor @HygieneDoctor · 8h

Wash your hands after going to the loo and before handling food, drinks or ice.
Simple! @bbcwm



2



The Hygiene Doctor @HygieneDoctor · 7h

However much we clean surfaces there is always a risk that they are recontaminated by the next user - hand washing before eating is key

Hyper Hygiene @HyperHygiene

So, #PublicTransport: 'Next stop, Queasy Tummy and Norovirus - hold on tight please' backoffbacteria.com/next-stop-quea... #PublicHealth #Cleaning #BTRTG



1



2





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Urmimala Sarkar, MD @UrmimalaSarkar · Apr 17

Seen in a restaurant bathroom in a college town, might be effective in the hospital too. [#patientsafety](#) [#HandHygiene](#) [#WhateverItTakes](#)





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NHS NSS @NHSNSS · Mar 19

The new CPD teacher training module on @e-Bug is a great resource British Science Week #BSW17 ow.ly/uEb5309rlEN

**e-Bug Training
Module for Educators**

1. Introduction


2. Accessing e-Bug Resources

3. The National Curriculum

4. e-Bug Resources

- Key Stage 1
- Key Stage 2
- Key Stage 3
- Young Adult
- International Students
- SEN Students

5. Learning Environments



Introduction to e-Bug

This presentation will give you an overview of e-Bug.

By the end of the presentation you should know:-

- *What e-Bug is*
- *Why e-Bug is important*
- *What e-Bug can offer educators*



e-Bug
www.e-bug.eu
Developed by
Health Protection Agency

Next

Social Media – use it!

- * Twitter
 - * #food hygiene etc.
 - * @ people who have lots of followers to alert them
 - * Follow useful contacts
 - * Raise curiosity in first few words
- * Linked In – post films and links
- * U-tube channel
- * Facebook, Instagram
- * Blogs – send journalists to blogs rather than answering individual queries
- * Link everything together – use Hootsuite to manage and plan when to send social media messages when you will make most impact



"Every infection prevented means fewer antibiotics used"

Breaking the Chain of Infection

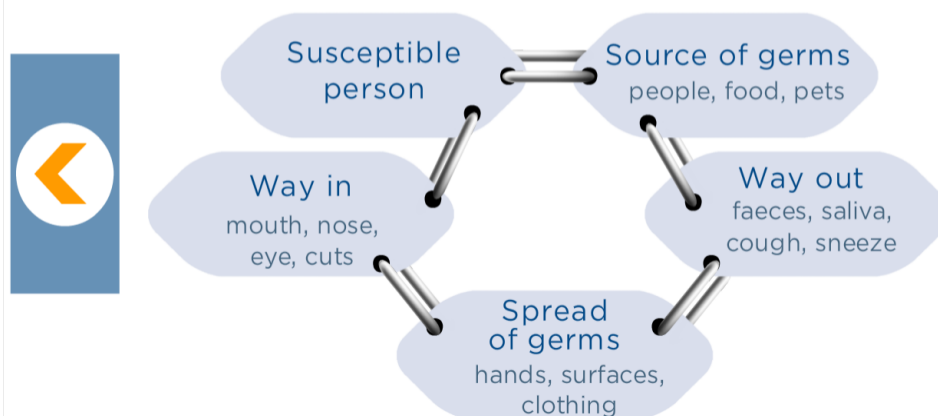
Preventing the spread of infections in home and everyday life



Breaking the Chain of Infection



The chain of infection



If you remove one link in the chain then spread of infection can't happen

IFH

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Find out about the newest publications and resources.

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Find Out More About IFH



Find out more about what the IFH does.

View or download the 2017 IFH Activity Review [HERE](#).

Share the review with your colleagues.

What is Home Hygiene?



Protecting the family from infections via food & water hygiene, handwashing, laundry etc.

Care of family members who are infected, or at greater risk of infection.

[Read more](#) about the IFH risk-based approach to hygiene.

How You Can Contribute?



Do you have relevant materials (reviews, fact sheets, educational resources) which you would be willing to share with our global home hygiene community?

Help support others, please [send them to us](#) and we will place them on our website.



IFH

@IFH_HomeHygiene FOLLOWS YOU

The IFH is unique in that it addresses hygiene and infection prevention from the viewpoint of the home and, more importantly, the family or household.

📍 United Kingdom

🔗 ifh-homehygiene.org

📅 Joined August 2014

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✉️ Message

👤 33 Followers you know

TWEETS
1,502

FOLLOWING
670

FOLLOWERS
280

LIKES
1

Tweets

Tweets & replies

Media



IFH @IFH_HomeHygiene · 9h

Read the latest news, research etc. on [#hygiene](#) in home and everyday life at tiny.cc/lpgoky



Home Hygiene & Health

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Home News Reviews Publications Resources Facts & Advice Consumers Home Healthcare

IFH Newsheet April 2017

Contents

1. News from IFH
2. Fighting antibiotic resistance is everyone's responsibility
3. Do consumers understand the difference between "clean" and "hygienic"?
4. Hand hygiene – new insights
5. Update on laundry

The Way Forwards

- * Explain the hazards and show clearly how people may be at risk likelihood of illness
- * Explain the seriousness of food poisoning
- * Consider pre-conceived beliefs, myths and legends and aim to correct these
- * Show the benefits outweigh the costs – make it easy to be safe
- * Give a clear and consistent message taking into account all factors

Discussion Points

- * What approaches can we use to change consumer or expert understanding?
- * How can we achieve an integrated approach to hygiene? (Are we weaker because we are not integrated)?
- * How can we make sure there are no mixed messages?
- * How can we create a more powerful lobby against the “dirt is good” campaigns
- * Is there a need for biocidal products?
- * What are the 5 most important key messages to get over?