



GOJO GREEN HYGIENE™ Solutions

Guide for Easy Implementation



**This guide is designed to be an easy-to-use tool for
implementing a comprehensive strategy for hand
hygiene in your green building.**

Welcome to GOJO GREEN HYGIENE™ Solutions!



A healthy decision
for people, places &
the environment.

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Your Guide:



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Welcome

Congratulations for making the commitment to create a healthy building environment.

GOJO GREEN HYGIENE™ Solutions is an integral component of your facility's green cleaning policy and is designed to help you enhance the well-being of building occupants through a comprehensive approach to hand hygiene.

A comprehensive strategy for hand hygiene requires more than having the right products. It includes creating awareness of the need for proper hand hygiene and helping establish healthy behaviors that will reduce the spread of germs.

Green cleaning, which is defined as cleaning that protects health without harming the environment, is good for your business and the environment. Green cleaning reduces the negative health and environmental impacts associated with traditional cleaning products and procedures with products and practices that are environmentally responsible and effective. Green cleaning can help enhance performance and attendance.

The U.S. Green Building Council promotes green building and green cleaning through its LEED for Existing Buildings Operations & Maintenance (LEED-EBOM) Rating System, the nationally accepted benchmark for building owners and operators to measure operators, improvement and maintenance. To obtain LEED-EBOM certification, all buildings are required to include a hand hygiene strategy as part of the written green cleaning policy.

The requirement specifies **“development of strategies for promoting and improving hand hygiene, including both hand washing and the use of alcohol-based waterless hand sanitizers.”**

GOJO GREEN HYGIENE Solutions makes it easy to fulfill this important requirement for LEED-EB certification.



GOJO is your partner in creating a healthy building environment. We provide everything you need to support the implementation of GOJO GREEN HYGIENE Solutions including:

- A hand hygiene strategy customizable to your green cleaning policy
- Effective, environmentally responsible hand hygiene products
- Educational communication tools to promote and encourage good hand hygiene

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Green Cleaning Policy: Hand Hygiene Strategy

This hand hygiene strategy and specified products support LEED for Existing Buildings Operations & Maintenance requirements. LEED-EBOM Prerequisite 3 requires “Development of strategies for promoting and improving hand hygiene, including both hand washing and the use of alcohol-based waterless hand sanitizers.”

Copy, paste and personalize
for your green cleaning policy.

Company Name Hand Hygiene Strategy for Building Name

Hand hygiene has a direct connection to the health and wellness of building occupants. It is well recognized that hands are the primary mode of transmission of many infectious diseases. Experts, including the Centers for Disease Control and Prevention (CDC), Occupational Safety and Health Administration (OSHA) and World Health Organization (WHO), agree hand hygiene is one of the most important measures in preventing illness.

Most building environments share key factors that contribute to infection transmission, such as close workspaces, shared bathrooms, break rooms for eating, and cafeterias. Absenteeism caused by transmissible diseases such as influenza is a major contributor to lost productivity in the workplace and to most companies.

Your Company Name's policy is to:

- 1) Encourage employees, building occupants and visitors to practice good hand hygiene.
- 2) Educate employees, building occupants and visitors regarding the importance of effective hand hygiene practices through multiple employee communication channels such as posters, newsletters and electronic communications.
- 3) Provide an ample supply of easily accessible hand hygiene products including GOJO® hand cleaners and PURELL® Instant Hand Sanitizer in all key building environments as follows:

RESTROOMS

Your Company Name provides GOJO Green Certified Foam Hand Cleaner and PURELL Instant Hand Sanitizer in SANITARY SEALED™ dispensing systems. Hand hygiene products packaged in SANITARY SEALED refills provide consistently clean and safe product, help prevent contamination, and use recyclable packaging.

An adequate number of soap dispensers are easily accessible from and in close proximity to functioning faucets providing tepid water. Dispensers are ADA compliant and meet building code requirements.

COMMON AREAS

In common areas where soap and water are not available, **Company Name** provides PURELL Instant Hand Sanitizer in dispensing systems as well as bottles for easily accessible table top use.

Common areas include: lobbies, break rooms, meeting rooms, eating areas, elevators, reception areas, conference centers, fitness centers, occupational health, child care centers, escalators, and spaces where equipment is shared.

PERSONAL SPACES

Your Company Name provides employees with PURELL Instant Hand Sanitizer for individual use. Product is available at each employee's workspace, as proximity is key to encouraging usage and minimizing the spread of most common germs that may cause illness.

Personal spaces include: desks, offices and work areas for visiting employees and guests

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Planning Guide:



The key to successful implementation is planning. We have compiled a set of materials and a checklist that will help you lay the groundwork, kick off the program and maintain success.

PRE-LAUNCH – Before you introduce the Green Hand Hygiene program

- Identify project leader
- Recruit a hand hygiene committee
- Hold a kick-off meeting
- Identify roles and assign responsibilities
- Determine communications plan
- Meet with department heads and supervisors to communicate program details
- Send out a pre-program survey
- Download posters and brochures
- Determine how to distribute or install product



LAUNCH – Announcing the new Green Hand Hygiene program

- Hold launch event
- Send out press release
- Send out announcement letter and email to employees
- Have a luncheon to learn about green, germs, hand hygiene and why your company is concerned about employee health
- Include information about the program launch in the company newsletter
- Display posters in key locations around building, break room, kitchen, copy room, etc

ONGOING PROGRAM SUPPORT – After you've launched the program, you'll want to make sure you continue to educate and remind everyone to maintain healthy hand hygiene habits

- Schedule monthly or quarterly emails
- Include hand hygiene articles in your company newsletters
- Send follow-up letters to supervisors and employees
- Hold contests for employees around hand hygiene
- Include information on the program in your employee handbook
- Send out post-program survey
- Communicate program results to management

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Tools:

Letter/E-mail to Employees & Building Occupants

Copy, paste and personalize.

To:

From:

Subject: Green update -- New Hand Hygiene Program

Dear **Tenant/Employee/Name:**

At **Your Company Name**, we are committed to the health and wellness of people and the environment. As a part of our continued Green initiatives we are pleased to announce **GOJO Green Hygiene Solutions**. When you hear the term "Green" you may think of recycling programs and reducing the waste stream, in short, affecting the health of the outdoor environment. However, Green also includes the health and wellness of people and encompasses creating healthy indoor environments to live and work in.

The program includes:

- **GOJO Green Certified Hand Cleaners** in the restrooms. The GOJO green hand cleaners align with our Green Building Standards and LEED-EB certification process. They are environmentally responsible, contain no perfumes or dyes and contribute minimally to the waste stream.
- **PURELL®, America's #1 Instant Hand Sanitizer**. PURELL dispensers are located around the building in areas where soap and water are not readily available such as meeting rooms, desks, and common areas.
- **Posters and brochures** to educate on the importance and proper way to wash and sanitize your hands. They will also be a great reminder to you as you go about your day to keep up your good hand hygiene habits.

Why is a hand hygiene program important? **Clean hands save lives!** That's according to the Centers for Disease Control and Prevention (CDC). In fact, proper hand hygiene is one of the easiest and most important things we can do to prevent the spread of illness. Experts agree **hands are the primary mode of transmission** of many infectious diseases. And our building, like most buildings, has many common areas such as bathrooms, break rooms, and cafeterias which are touched by all of us every day. These commonly touched areas are key factors that can contribute to infection transmission.

Since hand hygiene has a direct connection to our health and wellness, the GOJO Green Hygiene Program can help us minimize germ transmission in our building. Remember to wash your hands with soap and water and use PURELL on a regular basis to create a healthy environment for all.

Stay well,

NAME
TITLE
PHONE NUMBER

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Press Release Template

Copy, paste and personalize.

FOR IMMEDIATE RELEASE

HEADLINE GOES HERE

The NAME OF COMPANY announces the launch of an innovative, comprehensive hand hygiene program using GOJO® GREEN HYGIENE™ Solutions, which includes GOJO hand cleaners in the restrooms and PURELL® Instant Hand Sanitizer in the common areas and personal spaces.

PURELL is America's #1 instant hand sanitizer. It kills 99.99% of the germs that may make you sick. It's the brand that people know and trust.

"By implementing GOJO GREEN HYGIENE Solutions, our company will not only be reducing its impact on the environment, it will help enhance the health of our building environment through improved hand hygiene," said **Name and Title of Your Company Representative**.

Leading health organizations, such as the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO), agree that hand hygiene is one of the most important measures in preventing illness.

The GOJO Green Certified Foam Hand Cleaners installed, are certified to meet the Green Seal™¹ and EcoLogo™² joint standards for hand cleaners and soaps (GS-41/CCD-104). These independent 3rd party certifications prove the products demonstrate environmental leadership throughout their life-cycle and meet performance requirements.

GOJO Green Certified Hand Cleaners are available in SANITARY SEALED™ refills. SANITARY SEALED™ refills help protect the soap from contamination. Recent studies³ by the University of Arizona, under the direction of microbiologist Dr. Charles P. Gerba, show that approximately one in four soap samples taken from open refillable soap dispensers contained unsafe levels of bacterial contamination. Coliforms, illness causing fecal-based organisms, were found in 16% of the samples. No contamination was present in soap samples taken from sealed systems.

According to Dr. Gerba, the germs found in the open, refillable soap dispensers (those dispensers filled by pouring soap from a gallon jug into the dispenser) can cause serious infection in young people as well as immunocompromised individuals.

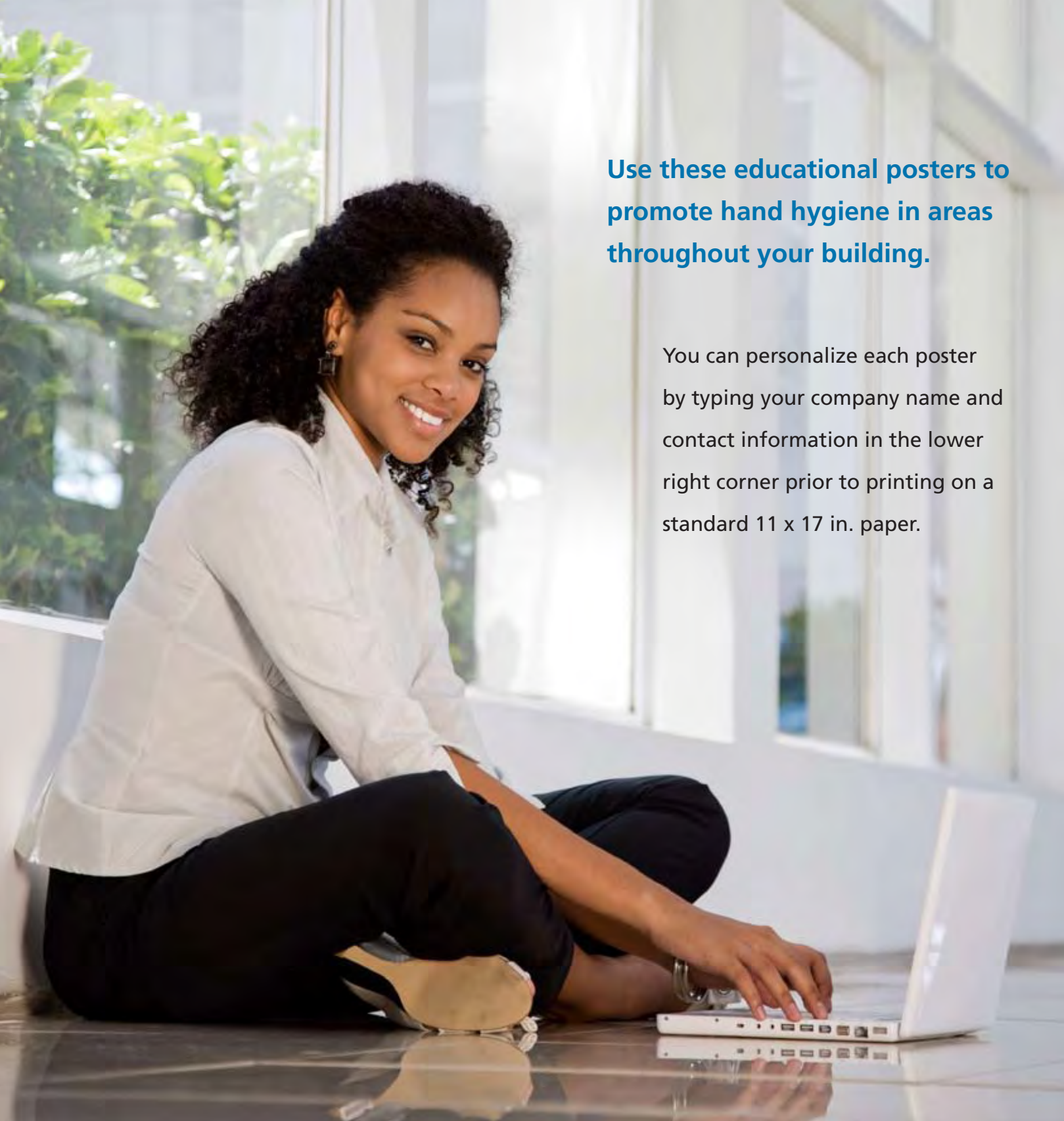
"By utilizing GOJO GREEN HYGIENE Solutions throughout our facility, we hope to make a real difference by creating an indoor environment that focuses on health and wellness," said **Name**.

¹Green Seal is an independent, non-profit organization that strives to achieve a healthier and cleaner environment by identifying and promoting products and services that cause less toxic pollution and waste, conserve resources and habitats, and minimize global warming and ozone depletion. Green Seal has no financial interest in the products that it certifies or recommends nor in any manufacturer or company. Green Seal's evaluations are based on state-of-the-art science and information using internationally recognized methods and procedures. Thus, Green Seal provides credible, objective, and unbiased information whose only purpose is to direct the purchaser to environmentally responsible products and services.

²The EcoLogo Program, North America's largest and premiere ecolabeling program, provides a market incentive to manufacturers and suppliers of environmentally preferable products and services, and thereby helps consumers identify products and services that are less harmful to the environment. Established in 1988, the ECP was the second national ecolabeling program in the world.

³C.P. Gerba. The Occurrence of Heterotrophic Bacteria, Coliforms and Staphylococcus Aureus in Liquid Soap Samples from Public Restrooms. Unpublished Study: University of Arizona.

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Use these educational posters to promote hand hygiene in areas throughout your building.

You can personalize each poster by typing your company name and contact information in the lower right corner prior to printing on a standard 11 x 17 in. paper.

Posters to Help You Promote Good Hand Hygiene



Demonstrate proper handwashing and sanitizing.

Promote hand sanitizing in areas where soap and water are not available.



Promote handwashing near areas where soap and water are accessible.

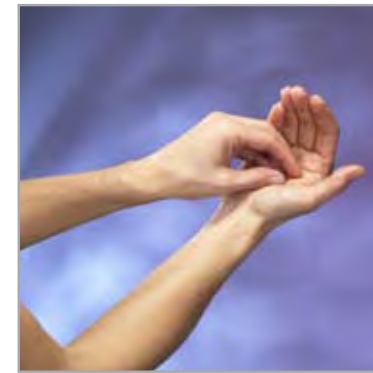


Encourage frequent handwashing and sanitizing.



The Important Role of Hand Hygiene

If soap and clean water are not available, use an alcohol-based hand rub to clean your hands. Alcohol-based hand rubs significantly reduce the number of germs on skin and are fast acting.



1 Apply product to the palm of one hand.



2 Rub hands together.



3 Rub the product over all surfaces of hands and fingers until hands are dry.

Washing with soap and water is the easiest and most effective way to prevent illness.



1 Wet your hands with clean running water and apply soap. Use warm water if it is available.



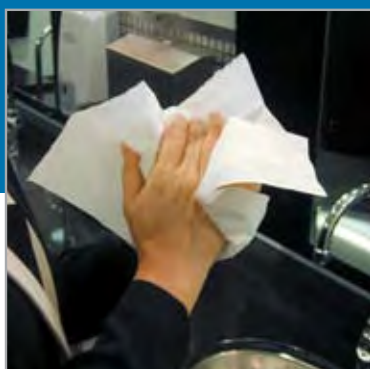
2 Rub hands together to make a lather and scrub all surfaces.



3 Continue rubbing hands for 15-20 seconds. Need a timer? Imagine singing "Happy Birthday" twice through to a friend.



4 Rinse hands well under running water.



5 Dry your hands using a paper towel or air dryer. If possible, use your paper towel to turn off the faucet.

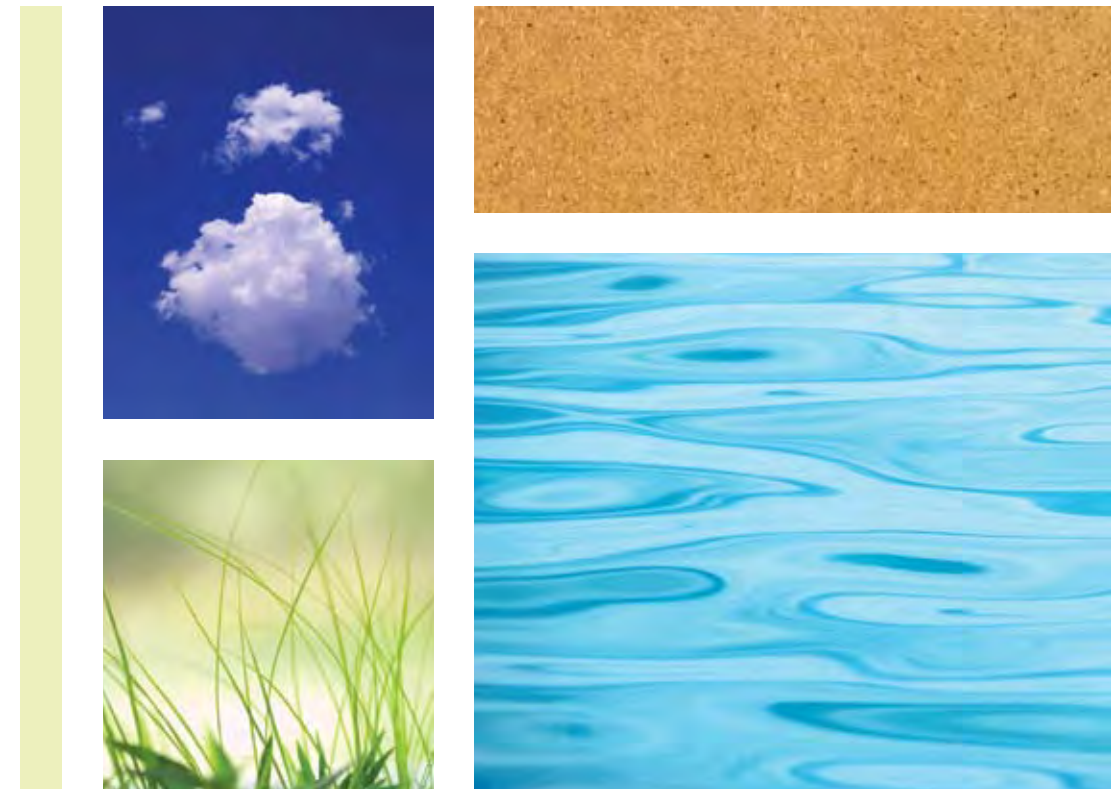
How to wash and sanitize your hands

For more information on the benefits of hand hygiene visit <http://www.cdc.gov/Features/HandWashing>



**Germs are everywhere...
soap and water aren't.**

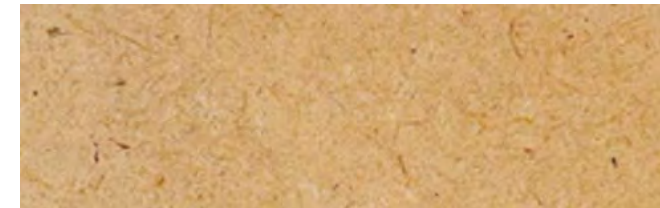
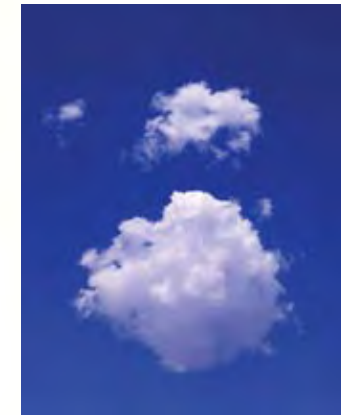
*Please use America's #1
instant hand sanitizer.*



Practice

Good Hand Hygiene

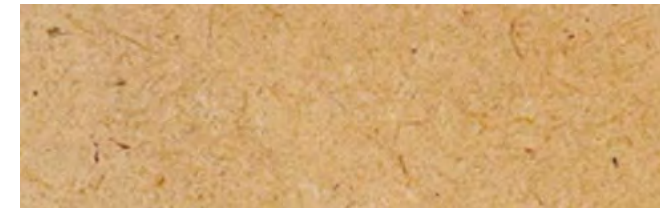
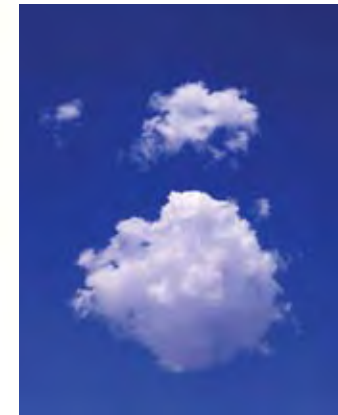
...for a Healthy Environment.



Practice

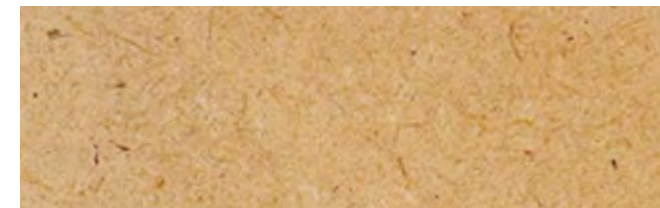
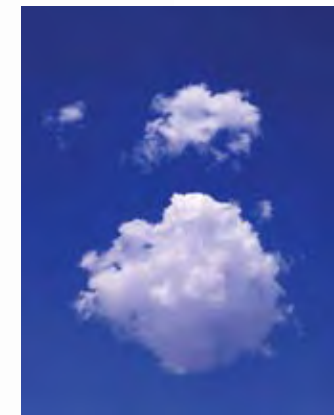
Good Hand Hygiene

...for a Healthy Environment.



Your Health Is In Your Hands

Wash and sanitize your hands frequently.



Employee Self-Administered Pre-Program Survey

Copy, paste and distribute.

We would like to hear your opinions. There are no right or wrong answers. All responses are confidential and will be grouped for statistical analysis. Thank you.

1. Describe some of the real-life problems you have when trying to practice good hand hygiene.
2. Overall, do you think co-workers wash their hands:
 - ___ More often than they need to
 - ___ The right amount
 - ___ Not as often as they should
3. On average, how many times a day do you wash your hands? ___ / day Sanitize? ___ / day
4. To what degree do you agree or disagree with the following statements?

	Strongly Agree	Agree	Uncertain or Neutral	Disagree	Strongly Disagree
Hand hygiene is important to stop the spread of germs at work.					
My co-workers are aware of the benefits of good hand hygiene.					
The company is doing what it can to make hand hygiene easy.					
I always practice good hand hygiene at work.					
My co-workers practice good hand hygiene at work.					

Thank you for your opinions!



Surveys

Employee Self-Administered Post-Program Survey

Copy and paste and distribute.

We would like to hear your opinions on hand hygiene. There are no right or wrong answers. All responses are confidential and will be grouped for statistical analysis. **Thank you.**

- Describe some of the real-life problems you have when trying to practice good hand hygiene.
- Overall, do you think co-workers wash their hands:
 - More often than they need to
 - The right amount
 - Not as often as they should
- Have you been practicing good hand hygiene? Yes No Unsure
 On average, how many times per day do you use PURELL® Instant Hand Sanitizer? _____ / day
 On average, how many times per day do you wash your hands with soap and water? _____ / day
- Have you noticed others using PURELL? Yes No Unsure
- To what degree do you agree or disagree with the following statements?

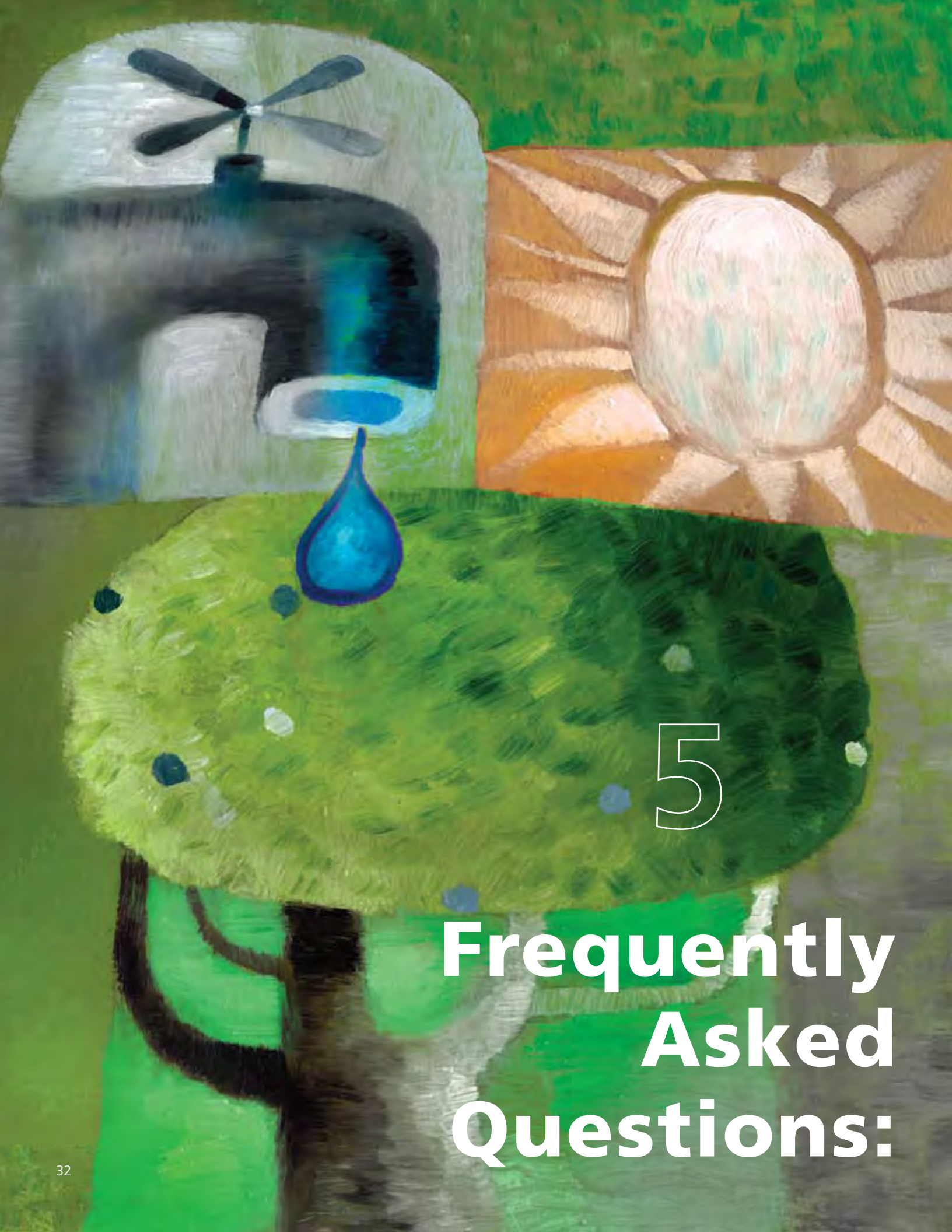
	Strongly Agree	Agree	Uncertain or Neutral	Disagree	Strongly Disagree
Hand hygiene is important to stop the spread of germs at work.					
I appreciate having PURELL available.					
My co-workers are aware of the benefits of good hand hygiene.					
The hand hygiene program was provided to help keep me healthy.					
The company is doing what it can to make hand hygiene easy.					
I always practice good hand hygiene at work.					
Employees appreciate having PURELL available.					
PURELL helps stop the spread of germs.					
My co-workers practice good hand hygiene at work.					
I have missed fewer days of work because PURELL was available					

- Should the company continue providing PURELL? Yes No
 Why? _____

Thank you for your opinions!

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Frequently Asked Questions:

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Copy and paste these helpful definitions for your Green communications.

GREEN BASICS

How is “Green” defined?

The definition of Green comes from Presidential Executive Order 13101, which defines it as “products and services that reduce the health and environmental impacts compared to similar products and services used for the same purpose.” A simple way to define Green is to think of it in terms of creating healthy environments to live and work in.

How is “Health” defined?

Health is defined by the first World Health Organization as the complete state of physical, mental and social well-being and not merely the absence of disease or infirmity. Therefore, health may be regarded as a balance of physical, mental, and social aspects of life in a being.

What is “Green Cleaning”?

Green cleaning is defined as cleaning that protects health without harming the environment.

How do you define “Green Building”?

Green Building is a process of design and construction that employs techniques to minimize adverse environmental impacts and reduce the energy consumption of a building, while contributing to the health and productivity of its occupants.

What are some of the benefits of going Green?

Listed are a few of the benefits building occupants, your facility and your business can anticipate gaining by moving toward a “Greener facility.”

- Improved indoor air quality (I.A.Q.)
- Healthier facilities, building occupants, workers and custodial staff
- Increased worker productivity
- Improved morale
- Reduced sick days & associated health care costs
- Reduced operations & maintenance costs
- Reduced tenant complaints
- Improved indoor environment
- Increased building value

LEED CERTIFICATION

What is LEED? How do I learn more about getting my facility LEED Certified?

LEED is an acronym for the Leadership in Energy and Environmental Design. LEED is the Green Building Rating System™ developed by the U.S. Green Building Council (USGBC), a non-profit organization committed to expanding sustainable building practices. The USGBC mission is to promote buildings that are environmentally responsible, profitable, and healthy places to live and work.

What is LEED-EBOM?

LEED-EBOM is the term used to describe LEED for Existing Buildings: Operations & Maintenance. The LEED-EBOM rating system is the nationally accepted benchmark for building owners and operators to measure operations, improvements and maintenance.

How is hand hygiene included in LEED-EBOM?

LEED-EBOM includes a prerequisite for green cleaning. This means a building is required to have a green cleaning policy addressing effective cleaning with a focus on improving occupant health.

The LEED-EBOM Green Cleaning prerequisite requires the development of “strategies for promoting and improving hand hygiene, including both hand washing and the use of alcohol-based waterless hand sanitizers.” GOJO GREEN HYGIENE™ Solutions is designed to help your building meet this requirement.

GOJO® GREEN HYGIENE™ SOLUTIONS

How will implementing the GOJO GREEN HYGIENE Solutions help my building meet LEED-EBOM requirements for certification?

GOJO GREEN HYGIENE Solutions can help you meet the hand hygiene requirement included in the LEED-EBOM building rating system certification and re-certification process.

According to the U.S. Green Building Council, the LEED-EBOM green cleaning prerequisite requires: “Development of strategies for promoting and improving hand hygiene, including both hand washing and the use of alcohol-based waterless hand sanitizers.”

To help companies meet LEED-EBOM certification requirements, GOJO GREEN HYGIENE Solutions includes:

- A hand hygiene strategy customizable to your green cleaning policy
- Effective, environmentally responsible hand hygiene products
- Educational communication tools to promote and encourage good hand hygiene

We recommend placing GOJO Green Certified Foam Hand Cleaners, which have Green Seal™ and Ecologo™ certification¹ for restrooms and PURELL®, America’s #1 instant hand sanitizer for convenient hand hygiene in common areas and personal spaces. The enclosed hand hygiene strategy template includes more suggestions for product placement.

What is the program?

GOJO GREEN HYGIENE Solutions is an integral component of your facility’s green cleaning policy and is designed to help you enhance the well-being of building occupants through a comprehensive approach to hand hygiene.

Why is the program being implemented?

Because **Your Company Name** is committed to the health and well-being of all building occupants. By encouraging good hand hygiene, and providing the tools that make it easy for occupants to follow good hand hygiene practices, we are able to create a healthier indoor environment and reduce associated healthcare costs. The use of PURELL also supports our company’s pandemic preparedness plan and helps us meet the hand hygiene requirements for LEED-EBOM certification. Finally, the program helps us comply with the Centers for Disease Control and Prevention (CDC) and the United States Department of Health and Human Services guidelines to “provide an ample supply of easily accessible hand hygiene products such as soap and water and alcohol-based hand sanitizers.”

How serious of a problem are germs in the workplace?

A study conducted at the University of Arizona shows that the average desk harbors over 10 million germs!²

- The average phone harbors 25,127 germs per square inch.
- The average desktop harbors over 20,961 germs per square inch.
- The average keyboard harbors over 3,295 germs per square inch.
- The average computer mouse harbors over 1,676 per square inch.

(Compare the above statistics to the average toilet seat, which has only 49 germs per square inch!)

Why focus on hand hygiene to attempt to stop the spread of germs?

Because experts agree that the majority of germs are transmitted by hands. The CDC recognizes that the most effective way to limit the spread of germs in the workplace is by practicing good hand hygiene.

Why an alcohol-based instant hand sanitizer?

Because it’s often difficult to get to a location with soap and water, such as the restroom, during the day when building occupants are busy at their desks, in meetings or using common areas such as cafeterias, lobbies and copy centers. Studies show that hands are not washed as often as they should be. An instant hand sanitizing product makes good hand hygiene possible away from the restroom and does not require water or paper towels. Alcohol-based products are encouraged because they are recommended by leading health and regulatory bodies.



Why PURELL®?

PURELL is America's #1 instant hand sanitizer. It's the brand people know and trust, and it's effective. PURELL promotes well-being and kills 99.99% of the most common germs that may make you sick.

Who will participate in the program?

All **Your Company Name** building occupants are encouraged to participate in the program.

When will the program begin?

The program begins **DATE/TIME** and continues indefinitely.

How does PURELL work?

Very simply and effectively. The active ingredient in PURELL is ethanol, also known as "Mother Nature's disinfectant," a renewable resource derived from plants. The ethanol in PURELL causes the germs on your hands to break down, die and then fall off your skin. And after the germ-killing alcohol evaporates, the emollients help your hands feel soft and refreshed.

Doesn't PURELL dry out your hands?

Fortunately PURELL has been shown to be much gentler than washing your hands with soap and water. Clinical studies show that a properly formulated alcohol-based hand sanitizer with emollients, such as PURELL, is actually better tolerated than soap-and-water handwashing. It's not drying or irritating.

Doesn't PURELL kill good germs as well as bad germs?

PURELL does eliminate some of the good germs while it gets rid of the bad germs. The same is true when washing with soap and water. However, in both cases, your body quickly regenerates the good germs. So, rest assured. There is no harm from using either regular soap and water or PURELL.

I don't believe hand sanitizers work.

Research shows hand sanitizers, like PURELL, greatly reduce the spread of infection in our hospitals and reduce absenteeism in our schools and in the workplace. Hand hygiene is recognized by the CDC as the single most important means of preventing the spread of infection. However, this is a voluntary program.

Where has PURELL's efficacy been tested?

PURELL's efficacy has been extensively tested and validated in several different environments. Here are a few of those settings and their corresponding outcomes:

- Military setting: >40% reduction in lost training time²
- Hospitals: 36% reduction in infection rates³
- Corporation: 21% reduction in absenteeism due to illness⁴
- Elementary Schools: 50% reduction in absenteeism due to illness when combined with a hand hygiene education program⁵

Aren't sanitizers creating a superbug?

No. Alcohol does not build superbugs. There is NO evidence or clinical documentation supporting this. After PURELL kills germs, it evaporates quickly and completely, leaving no opportunity for germs to adapt. In fact, the use of PURELL is proven to be an effective means of greatly reducing the spread of germs.

The FDA had an independent panel of medical experts in 1997 review the available data on bacterial resistance due to antibacterial wash products. The conclusion: no link between the use of the products and bacterial resistance. If antibacterial soap isn't causing antibacterial resistance, then what is? Most likely, America's overuse of antibiotics.⁶



Other Resources:

PURELL® Program for Workplace Wellness

<http://workplace.gojo.com/implement/index.htm>

World Health Organization

www.who.org

Centers for Disease Control and Prevention

www.cdc.gov

U.S. Green Building Council

www.usgbc.org

Let GOJO help you create a healthy indoor environment.
Call 1-800-321-9647 or visit www.gojo.com/Leed to learn more about GOJO GREEN HYGIENE™ Solutions.

1 Green Seal is an independent, non-profit organization that strives to achieve a healthier and cleaner environment by identifying and promoting products and services that cause less toxic pollution and waste, conserve resources and habitats, and minimize global warming and ozone depletion. Green Seal has no financial interest in the products that it certifies or recommends nor in any manufacturer or company. Green Seal's evaluations are based on state-of-the-art science and information using internationally recognized methods and procedures. Thus, Green Seal provides credible, objective, and unbiased information whose only purpose is to direct the purchaser to environmentally responsible products and services. The EcoLogoCM Program, North America's largest and premiere eco-labeling program provides a market incentive to manufacturers and suppliers of environmentally preferable products and services, and thereby helps consumers identify products and services that are less harmful to the environment. Established in 1988, the ECP was the second national ecolabeling program in the world and is recognized internationally.

2 Sheehan, P.J. MC USA et al. Alcohol-Based Instant Hand Sanitizer Use in Military Settings: A Prospective Cohort Study of Army Basic Trainees; MILITARY MEDICINE, 172. 11:1170.2007

3 Use of alcohol hand sanitizer as an infection control strategy in an acute care facility. Hilburn J, et al Am J. Infec Control 2003;31:109-16

4 FedEx Outcome Study Executive Update: Interim Report, July 27, 2004. Unpublished, GOJO Industries, Inc., 90.3% confidence level.

5 Guinan ME, McGuckin M, et al. The effect of a comprehensive handwashing program on absenteeism in elementary schools. American Journal of Infection Control, June 2002.

6 The Germ Freak's Guide to Outwitting Colds and Flu Allison Janse with Charles Gerba, Ph.D., pages 35 – 36: