

Clean Living

September 2005

WELCOME

Welcome to the September edition of the Clean Living Newsletter, which aims to keep you up to date with important hygiene issues that are making the news. This month we look at 'Superbugs', and give you some top tips to help you keep your drains hygienically safe and clean as autumn approaches...

Hygiene in the News

Shock new report brands our hospitals dirtiest in Europe

(News of the World, 3 July 2005)

Britain's bug-ridden hospitals are among the filthiest in Europe, a damning new report claims. The EU study says NHS patients are forty times more likely to be hit by a hospital infection than other Europeans. Only Romania and Malta are worse. The report's author Arne Bjornberg, a former hospital director in Sweden, claims MRSA is being spread through "unsatisfactory levels of hygiene unique to British hospitals". He says: "There is a 100 times greater probability of catching infections in British and Irish hospitals than in Finland, the Netherlands or Sweden."

The UK government admits hospital-acquired infections kill at least 5,000 people every year with an infection rate of 140,000.

Research has found that one in four white coats harbour bugs, including the killer MRSA, and most are worn several times before going to the laundry.

Leading MRSA expert Dr Chris Malyszewicz added: "We have to make sure that staff wash their hands and their clothes properly to stop germs and bacteria from spreading."

"Most nurses go home and wash their clothes at 40 degrees. It should be done at 60 degrees and that's why germs are getting back into the hospitals."

Children at risk from fast-spreading Superbug

(The Independent, 21 July 2005)

A virulent new strain of MRSA is spreading through the community and poses a particular threat to children and young adults, specialists have warned.

The dangerous strain of MRSA carries a toxin-producing gene, known as PVL, which makes it more virulent and invasive than other varieties. MRSA is carried on the skin of healthy people and can be transmitted by skin-to-skin contact.

Children are at special risk because they are more likely to fall and scratch themselves, allowing the bug to enter the bloodstream. Infection control specialists warned parents to wash wounds with soap and water, which destroys the bug, and cover them with a plaster.



The informative and interactive Domestos Germaphobia Road Show came to an end on Saturday 23rd July at the Bullring, Birmingham. The popular Road Show visited shopping centres across the country during the months of June and July to educate consumers about germs and the importance of Hotspot Hygiene.



Domestos Sink and Pipe Unblocker can remove blockages in as little as 15 minutes and is the only unblocker with the germ-kill power of Domestos and kills germs in and around the blockage

Did You Know?

Bleach is the only hygienic cleaner that kills all known germs – including 'Superbugs' such as MRSA and *C. Difficile*

What's Living in your Drains?

The heat of the summer months will have created optimal conditions for the spread of germs in our drains. But, although a hygiene hotspot, drains are often neglected in our cleaning routine. Here Domestos explains which germs may be living in your drains, and how these can be eliminated...

- Blockages in pipes can act as breeding grounds for bacteria like Pseudomonads which cause nasty smells.
- Bacteria are important in building the blockages in the first place. The slime they generate when they gather together helps glue things up.
- Food particles, grease and hairs become trapped in the plughole restricting the amount of water able to flow through it.
- To help prevent blockages building up in your drains pour thick bleach down your plug holes on a regular basis.

Visit www.millionsofgermswilldie.com for more information about Domestos

Domestos 'Germs in Your Home' Leaflet: A resource for Healthcare Professionals about home hygiene to offer a sensible, rational approach that you can pass on to clients to ensure their homes are clean and safe.

This leaflet has been designed to:

- Generate awareness of the prevalence of germs in the home
- Raise awareness of the effects of some germs and how to reduce the risk of infection
- Emphasise the importance of Hotspot Hygiene in the home

Please e-mail cleanliving@uk.cohnwolfe.com if you would like to receive a copy of the leaflet

And Finally...

We hope you are enjoying the Clean Living updates. We are always happy to receive any feedback you may have, so please email any queries or comments to cleanliving@uk.cohnwolfe.com. We will also be attending the CPHVA conference in Bournemouth again this year, so please take the opportunity to come and speak to us and let us know your feedback on our educational materials. We will also be giving out our new Domestos resource folders on the stand, to help you collect and keep our regular hygiene updates.

If you do not wish to receive further copies of this newsletter, please e-mail: cleanliving@uk.cohnwolfe.com

