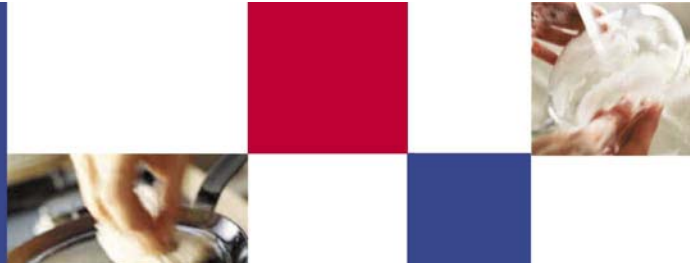


# Clean Living

Special Edition



Welcome to a special edition of the Clean Living Newsletter. This special issue brings you news of a new report that has been released by the International Scientific Forum on Home Hygiene (IFH). The report examines the risks posed by the 'superbugs' known as MRSA, *Clostridium difficile*, and ESBL producing *E.coli*.

## 'Superbugs' in the home

'Superbugs' have been mainly associated with hospitals, yet the report commissioned by the IFH examines for the first time the prevalence of 'superbugs' in the home and wider community.

The report prepared by the IFH for Domestos was compiled by leading hygiene and infection experts to raise public awareness and educate people about the risks of 'superbugs' in the home environment. Alongside the report, new consumer research from Domestos has provided important insight into people's concerns, misconceptions and awareness of 'superbugs'.

## Levels of awareness

The consumer research commissioned by Domestos in partnership with the IFH revealed that surprisingly only 22% of respondents felt antibiotic resistance was a key characteristic of a 'superbug'.

56% of respondents were particularly concerned about the risk of infection from a 'superbug' and 20% personally knew someone who had been affected by a 'superbug.' Unsurprisingly, 54% of people when asked to name a 'superbug' named MRSA.

Consumer research also revealed that 58% of all respondents felt there was not enough information made available to the public on the risks posed by 'superbugs'.

## Expert Comment

Professor Chris Griffith, Head of Food Research & Consultancy at the University of Wales Institute, Cardiff and a specialist in consumer hygiene comments:

"These findings show the extent to which people need better information about the risk from these and other 'scarybugs' that hit the headlines. While our report shows that people can be reassured that antibiotic-resistant 'superbugs' normally pose little risk in the home, their emergence calls for improved standards of home hygiene to stop them spreading, evolving and ultimately infecting someone else."

## Increasing understanding

The new report from the IFH hopes to tackle the information gap that exists surrounding 'superbugs' and in particular their prevalence in the wider community and in the home.

For each of the three bacteria, MRSA, *Clostridium difficile* and ESBL producing *E.coli* the IFH has produced briefing documents for healthcare professionals and others to provide information about these organisms and the risks they pose.

## Protection through cleaning and hygiene

The briefing documents from the IFH also detail practical guidance on how you can limit the spread of infection from these 'superbugs' and offers advice on how to minimise the risk. More than 77% of respondents in the consumer research knew that the risk of germs spreading round the home and causing infection can be reduced by cleaning and ensuring your home is hygienically clean.

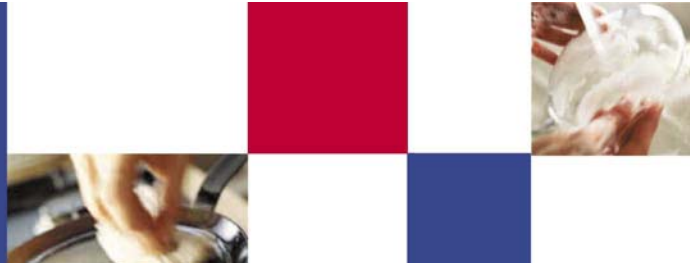
The IFH report emphasises that the evolution and increasing spread of 'superbugs' such as MRSA, *Clostridium difficile* and ESBL producing *E.coli* highlights the importance of maintaining good hygiene standards in the wider community to reduce the spread of 'superbugs'.

## Hotspot Hygiene

Targeted cleaning will help reduce the risk of infection and prevent the spread of 'superbugs' in the home:

- Focus cleaning on frequently touched areas including door and loo handles and washbasin taps
- Disinfect hand and food contact surfaces with a bleach based solution before and after food preparation
- Soak dishcloths on a regular basis in a bleach solution to prevent germs multiplying
- When infection is present in the home pay special attention to toilet and food hygiene standards
- Make sure your people are aware of the importance of hand hygiene – hand washing is a key infection control process





The report commissioned by the IFH examines the prevalence of the 'superbugs' MRSA, *Clostridium difficile* and ESBL producing *E.coli* in the home. Below is key fact information on these 'superbugs', tips on how to prevent the spread of 'superbugs' in the home and advice on what to do when the infection is present.

## MRSA

- MRSA stands for Methicillin Resistant Staphylococcus Aureus
- MRSA is a strain of the common bacteria Staphylococcus Aureus (SA) that is resistant to many antibiotics
- Strains of MRSA found in hospitals do not tend to infect healthy people very easily, but the ill, elderly and those with open wounds are more at risk
- The most common form of transmission of MRSA is by the hands
- When MRSA is prevalent in the home, it can be transported via surfaces frequently touched by different people

### Preventing the spread

- Hygienically clean frequently touched surfaces and surfaces in the bathroom with a bleach based product
- Cleaning cloths can spread MRSA around the home so regularly soak dishcloths in a bleach based solution
- Do not share personal hygiene items with other family members
- Ensure you wash your hands thoroughly after having contact with an infected person

**When it comes to protecting your family against germs spreading via surfaces in the home, you need to look for a product that actually kills all types of germs. Only bleach kills all known germs which include bacteria, viruses and fungi – nothing gives you better hygienic protection.**

**Domestos Thick Bleach diluted can be used everywhere from the kitchen floor to the bathroom tiles to help keep your home clean and safe from germs**

**If you would like further information on 'superbugs' and preventing their spread in the home please contact [lizzie\\_andrews@uk.cohnwolfe.com](mailto:lizzie_andrews@uk.cohnwolfe.com)**

## ESBL producing *E.coli*

- *E.coli* is a bacterium that can cause severe intestinal illness often as a result of food poisoning
- *E.coli* ESBL is a strain of the bacteria that causes infection of the urinary tract and is antibiotic resistant making it difficult to treat
- *E.coli* ESBL poses particular risk to women who are more susceptible to urinary tract infections
- Germs like *E.coli* can be transported around the home via frequently touched surfaces

### Preventing the spread:

- Wash hands thoroughly before and after preparing food, handling raw meat and going to the toilet
- Clean kitchen and bathroom surfaces with a bleach based product
- Soak dishcloths regularly in a bleach based product

## *Clostridium Difficile*

- *Clostridium difficile* are bacteria that exist in an active and dormant form
- The active strain can sometimes cause disease and symptoms can include fever, loss of appetite, nausea, abdominal pain and mild to severe diarrhoea
- Antibiotics can disturb the natural balance of bacterial in the gut making people more susceptible to infection
- People over the age of 65 or hospital workers are more at risk of becoming infected
- People can be infected when they get the germ on their hands and then transfer it to their mouth
- *C.difficile* is easily transferred in the home during normal daily activities via hands, cleaning cloths and a range of surfaces frequently touched by different people

### Preventing the spread:

- Wash hands thoroughly after going to the toilet
- Disinfect surfaces that come into contact with vomit and faeces with a bleach based solution
- If infected with *C.difficile* avoid preparing food for others

### 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](mailto:cleanliving@uk.cohnwolfe.com).

