



## The Scrub Club®

### The Issue at “Hand”

- Each year, more than 164 million school days are lost due to illness, and that number could be greatly reduced with proper handwashing.
- The Centers for Disease Control and Prevention (CDC) estimates that 76 million Americans get sick, more than 300,000 are hospitalized, and 5,000 people die from foodborne illnesses each year.
- Some viruses and bacteria can live from 20 minutes to two hours or more on surfaces like cafeteria tables, doorknobs and desks.
- According to the CDC, the single most important thing we can do to keep from getting sick and spreading illness to each other is to wash our hands.

### Scrub Club® to the Rescue

That's why NSF International created the Scrub Club® – to raise awareness about the benefits of handwashing and ultimately improve the health of children and reduce sick days in school. The Partnership for Food Safety Education and the American Red Cross has joined with NSF to support the Scrub Club® and their mission to promote proper handwashing practices.

The Scrub Club® is a first of its kind program – a fun, interactive Web site ([www.scrubclub.org](http://www.scrubclub.org)) that teaches children the proper way to wash their hands. The site consists of a “Webisode,” interactive games, and even an official handwashing theme song. Downloadable activity materials for kids, educational materials for teachers and program information for parents are available in English, Spanish, and French.

The award winning Web site, along with the first Webisode “The Good, the BAC and the Ugly,” was launched on September 19<sup>th</sup>, 2004 in conjunction with National Clean Hands Week and National Food Safety Education Month. The Partnership for Food Safety Education has lent its lovable character BAC (from its Fight BAC!® public education campaign) as a partner in grime with Sal Monella in this first wild west-themed adventure. Since the launch, the Scrub Club website has received a special media award from the Public Relations Society of America, and the World Wide Web Award for best Health and it has been featured by *National Public Radio*, *Good Morning America*, *The New York Times*, *The Associated Press* and many other media outlets generating well over 100 million media impressions.

### Visits Continue to Increase

Scrubclub.org has sustained growing success with more than 340,653 user visits since January 2008 alone, and averaging over 20,000 visits per month. Children are also spending time on the site to learn the six steps of proper handwashing – the average session length has grown from just over nine minutes in 2007 to more than 17 minutes in 2009 with an average of five page views per session. The site receives an average of 658 visits per day, with visits peaking in the back-to-school months. Multiple school districts and public health departments are also using the handwashing materials, all of which are available for download.

### New Partners

Scrub Club® has enjoyed many important partnerships with educational institutions, as well as health organizations worldwide, including the National Education Association (NEA) and the American Red Cross. In May 2008, NSF International donated over 1 million bars of Scrub Club soap to World Vision, which distributed them to non-profit medical clinics in the Bronx, school children in Appalachia, and to HIV/AIDS caregivers in Zambia, Africa.

### About NSF International

NSF International, an independent, not-for-profit organization, helps protect you by certifying products and writing standards for food, water and consumer goods ([www.nsf.org](http://www.nsf.org)). Founded in 1944, NSF is committed to protecting public health and safety worldwide. NSF is a World Health Organization Collaborating Centre for Food and Water Safety and Indoor Environment. Additional services include safety audits for the food and water industries, management systems registrations delivered through NSF International Strategic Registrations, organic certification provided by Quality Assurance International and education through the NSF Center for Public Health Education.

For more information on becoming involved with the Scrub Club®, contact:

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