



## **MEDIA ADVISORY**

### **The Simple Task of Washing Your Hands Does Save Lives, We've got the Proof**

*Photo and/or Video Opportunity*

**May 5, 2014—HAMILTON, ON**—*Did you know: A working adult touches 30 objects in one minute and at any given time there are 5000 germs on one hand.*

Have you ever wondered how effective your hand washing skills are or if hand sanitizers really do work? Visit us this Monday to put yourself to the black light test and get the real truth about hand washing!

*Did you know: The average cell phone is up to 10 times dirtier than a toilet seat and 30% of viruses can be readily transferred from a fingertip to a glass surface, like that on the touch screen of your mobile device.*

Personal cleanliness does not end with just washing our hands. It should extend to our mobile devices (such as a cell phone or iPads), after all we touch them all day long – a lot can happen in a day! Stop by this Monday for a video and/or photo opportunity as we swab your personal device to show you exactly the burden of germs left behind from every day use! We will use an ATP tester (ATP=Adenosine Triphosphate) which is the energy molecule found in all living things, making it a perfect indicator when trying to determine if a surface is clean or not.

This is a fun opportunity to join us Monday, May 5<sup>th</sup> for World Hand Hygiene Day as we educate our staff, patients and visitors on the great work St. Joe's is continuing to do to improve hand hygiene in the healthcare setting, as well as we educate our community about saving lives through the simple task of cleaning our hands, especially in a post-antibiotic world where hospital acquired infections are so easily acquired.

- WHAT:** World Hand Hygiene Day,  
Live demonstrations, education and free giveaways
- WHY:** Help spread the message, not the germs and educate our community on the importance of hand hygiene, not only in a healthcare but in our everyday lives.
- WHEN:** Monday, May 5, 2014
- WHERE:** Main Lobby, Charlton Campus,  
St. Joseph's Healthcare Hamilton, 50 Charlton Ave. E. Hamilton
- WHO:** Anne Bialachowski, Manager,  
Infection Prevention & Control, St. Joseph's Healthcare Hamilton
- ADDITIONAL:** Video and/or photo opportunity for those interested to participate in live demonstrations of black light testing, ATP testing on your personal devices and free handout of pocket-size Purell Sanitizers.

**MEDIA CONTACT:**

Lindsay Whelan, Public Affairs Associate  
Public Affairs Department, St. Joseph's Healthcare Hamilton  
905.522.1155, ext. 33423 / [lwhelan@stjoes.ca](mailto:lwhelan@stjoes.ca)