

FOR IMMEDIATE RELEASE

From: (Name of person issuing the release)
(Name of school district issue the release)
(Contact Information)

(School Name) Builds a Healthier Campus Community With New Comprehensive Hand Hygiene Program

(School Name) announces the launch of a new program designed to help keep students performing at their best by practicing healthy hand hygiene.

According to the Centers for Disease Control and Prevention, hand hygiene is one of the most important ways to prevent illness and the spread of germs to others. This new program aligns with CDC recommendations by promoting frequent handwashing and the use of alcohol-based hand sanitizers. The (School Name) program will place PURELL® Instant Hand Sanitizer across the campus and GOJO® Green Certified Foam Hand Cleaner in the restrooms to support the university's commitment to sustainability. In addition, the university will implement educational elements to remind students about the relationship between proper hand hygiene and health.

"Health is essential to learning," says NAME, TITLE at (School Name). "Research shows that 36% of students believe illness interferes with their academic performance.¹ Another study found that students who used an alcohol-based hand sanitizer along with education missed 43% fewer school days than those who did not.² I'm convinced that this program is a critical part of creating a healthy campus learning community."

"Germs can spread so easily on a college campus," adds NAME, Health Director of the university. "Sick students can spread them every time they touch a desk, book, computer keyboard or another person. This program makes it easier for students to fight germs and protect their health."

The educational elements of the comprehensive program aim to make proper hand hygiene a habit for students. Instructional pamphlets and PURELL samples will be part of welcome kits. Humorous posters will be on-campus encouragement, and text messages, newsletter articles and email alerts will provide year-round reminders.

"Helping our students remain healthy, focused and learning is our responsibility to them, their parents, and the whole campus community." said university President NAME.

1. American College Health Association. National College Health Assessment: Reference Group Executive Summary Spring 2006. Baltimore: American College Health Association; 2006

2. White C, et al 2003. The effects of hand hygiene on illness rates among students in university resident halls. Am J Infect Control 31:364-70.

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