# Cleaning for Infection Prevention: Cold and Flu



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### ABOUT ISSA

As the leading trade association for the cleaning industry worldwide, ISSA represents a membership of about 7,000 distributor, manufacturer, building service contractor, in-house service provider, and associate members.

ISSA offers the industry's largest cleaning shows, business tools, educational products, industry standards, technology, legislative and regulatory services, and publications that specifically focus on the professional cleaning industry. To learn more, visit www.issa.com.



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### INTRODUCTION TO COLD AND FLU GUIDE

#### INTRODUCTION

This guide focuses on the critical role that an effective cleaning and hand hygiene program plays in preventing the transmission of seasonal influenza, the common cold and protecting human health.

Each year, seasonal influenza exacts a substantial toll on society in terms of economic and social losses, as well as human pain and suffering, impacting workplaces and the general public worldwide. Likewise, the common cold is the main reason children miss school and adults miss work, literally affecting millions of individuals annually. Yet, the solution to preventing the spread of such infectious diseases is often overlooked—effective cleaning and hand hygiene.

An effective cleaning and hand hygiene program can substantially reduce the spread of influenza, the cold and other infectious diseases, and likewise reduce the economic and social costs associated with these illnesses. In effect, a modest investment in an effective cleaning regimen provides a valuable return in terms of improved human health, enhanced quality of the indoor environment, reduced economic losses, and increased productivity.

This guide focuses on the critical role cleaning plays in preventing the transmission of influenza and the common cold, and provides recommendations and resources that empower facilities to implement a highly effective cleaning regimen that will reduce risks to human health and otherwise contribute to a healthy and productive indoor environment.

#### HEALTH AND ECONOMIC DRIVERS

Progressive firms are increasingly adopting a more holistic approach toward protecting employee or building occupant health, during cold and flu seasons, through proper cleaning and hand hygiene. That is because research has proven that relatively small incremental investments in these areas produce outsized gains in productivity and profits.

Illnesses such as colds, flu, stomach upsets, and headaches are the most common cause of shortterm employee absences. The spread of these illnesses manifests itself in employee lost work days—absenteeism—which is a substantial cost to businesses, leading to an average number of sick days per employee per year of 7.7 days in the U.S. That health-related lost productive time (LPT) costs employers \$225.8 billion per year. In addition to these direct costs, unplanned absences caused indirect costs due to a 54 percent decrease in productivity/output and a 39 percent drop in sales/customer service.<sup>1</sup>

The annual health and economic costs associated with seasonal influenza alone are substantial. In the U.S., it is estimated that the common flu accounts for 3.1 million hospitalized days and 31.4 million outpatient visits, accounting for significant human suffering and lost productivity of the patients. It is further estimated that the total annual economic burden in the U.S. imposed by influenza is close to \$87 billion. Of this amount, over \$16 billion a year is attributed to lost earnings and productivity, while over \$10 billion per year is spent on direct medical costs associated with influenza.<sup>2</sup>

Worldwide it is estimated that there are 3-5 million cases of the flu every year resulting in 250,000 to 500,000 deaths.

Moreover, the common cold is arguably the most common illness in humans. According to the Centers for Disease Control and Prevention (CDC), it is one of the most common causes of work and school absenteeism with up to 22 million school days lost each year in the U.S. Adults have an average of 2-3 colds per year resulting in an estimated economic cost of lost productivity approaches \$25 billion per year in the U.S., of which \$16.6 billion is attributed to on the job productivity loss, and \$8 billion attributed to absenteeism.<sup>3</sup>

It is in this context that the value of cleaning can best be appreciated. A relatively modest investment in an effective cleaning and hygiene program can help avoid or significantly reduce the health and economic impacts of seasonal flu and the common cold.

#### CLEANING AND HYGIENE REDUCE TRANSMISSION OF THE COMMON COLD AND FLU

To best appreciate how a cleaning and hygiene program can reduce the transmission of the common cold and flu, it is important to first briefly explore how influenza is spread.

Influenza and colds are primarily spread through large droplets that are produced when infected people cough, sneeze or talk, sending the relatively large infectious droplets and very small sprays (aerosols) into the nearby air and into contact with other people. Large droplets can only travel a limited range; therefore, people should limit close contact (within 6 feet) with others when possible.

In addition, the cold and flu are also spread

by infected individuals touching objects such as doorknobs, elevator buttons, hand rails and other frequently touched surfaces thus contaminating the object with viruses. The viruses are then transmitted to another person who touches the same object and then transfers the infected material from the hands to the nose, mouth or eyes. That is why it is important to clean and disinfect frequently touched surfaces.

Effective cleaning and disinfecting of environmental surfaces including "high touch" or frequently touched surfaces (i.e., desks, countertops, faucet handles, doorknobs) significantly decreases the number of environmental pathogens including influenza and cold viruses on those surfaces or objects, which in turn reduces the risk of transmission and infection. Routine cleaning removes the soil and dirt that harbors the infectious agents, while disinfecting kills the remaining environmental pathogens.

#### RECOMMENDED CLEANING AND DISINFECTION PRACTICES TO PREVENT THE SPREAD OF THE COLD AND FLU

The following cleaning and disinfection practices are recommended to help prevent the spread of influenza and cold viruses, and are largely based on the CDC recommendations which can be found at http://www.cdc.gov/ flu/school/cleaning.htm. While these CDC recommendations are targeted to schools, they are appropriate for institutional facilities generally.

1. Just Clean. Do not underestimate the power of simply cleaning to reduce the risk of transmitting the influenza and cold viruses as well as other pathogens. Cleaning removes dirt, soil, and impurities that harbor germs and viruses like influenza and those that cause the common cold. Routine

cleaning therefore plays a critical role in reducing the spread of flu and colds. Just as important, remember cleaning is often a necessary first step in disinfecting a surface, which actually kills the remaining germs.

- 2. Clean and Disinfect Frequently Touched Surfaces. Daily clean and disinfect surfaces and objects that are frequently touched such as desks, countertops, doorknobs, and faucet handles. Frequency may be increased when there is a known outbreak. Immediately clean and disinfect surfaces that are visibly soiled with body fluids (vomit, urine, etc.) or blood. Follow precautions set forth in the OSHA Bloodborne Pathogen Standard to avoid contact with the fluid.
- 3. Simply Do Routine Cleaning and Disinfecting. It's important to match your cleaning and disinfecting activities to the types of germs you want to remove or kill. For example, most studies have shown that the flu virus can live and potentially infect a person for only 2 to 8 hours after being deposited on a surface. Therefore, it is not necessary to close facilities to clean or disinfect every surface in the building to slow the spread of flu.
- 4. Flu and cold viruses are relatively fragile, so standard or routine cleaning and disinfecting practices are sufficient to remove or kill them. Special cleaning and disinfecting processes, including wiping down walls and ceilings, or fumigating, are not necessary or recommended. These processes can irritate eyes, noses, throats, and skin; aggravate asthma; and cause other adverse side effects.
- 5. Clean and Disinfect Correctly. Always follow label directions on cleaning products and disinfectants. It is important to note

that the directions on most disinfectant products require the surface to first be cleaned. First clean surfaces with a general purpose cleaner to remove germs, and follow with an EPA-registered disinfectant to kill germs. Be sure to follow the label directions on the disinfectant for dwell time—the amount of time necessary for the disinfectant to reside on the surface in order to effectively kill the germs. Please be sure to make sure the surface remains wet during the dwell time to properly disinfect and kill the germs. Therefore, you may wish to select disinfectants that have shorter dwell times compared to other competing products.

- 6. When disinfecting frequently touched surfaces, select EPA registered products with label claims indicating the product kills the cold and flu.
- 7. If a surface is not visibly dirty, you can clean it with an EPA-registered product that both cleans (removes soil and germs) and disinfects (kills germs) instead. Be sure to read the label directions carefully, as there may be a separate procedure for using the product as a cleaner or as a disinfectant.
- 8. Use disinfecting wipes on electronic items that are touched often, such as phones and computers. Pay close attention to the directions for using disinfecting wipes. It may be necessary to use more than one wipe to keep the surface wet for the stated length of contact time. Make sure that the electronics can withstand the use of liquids for cleaning and disinfecting.
- 9. Use Products Safely. Pay close attention to hazard warnings and directions on product labels and SDSs. Cleaning products and disinfectants may call for the use of gloves

or eye protection.

- 10. Do not mix cleaners and disinfectants unless the labels indicate it is safe to do so. Combining certain products (such as chlorine bleach and ammonia cleaners) can result in serious injury or death.
- 11. Ensure that custodial staff and others who use cleaners and disinfectants read and understand all instruction labels and understand safe and appropriate use. This might require that instructional materials and training be provided in other languages.
- 12. Additional Resources. Please see the Resources section of this publication for additional information and programs that can help you effectively clean and disinfect to reduce the incidence of the flu and cold.

### HAND HYGIENE

Keeping hands clean is one of the most important steps we can take to avoid getting sick and spreading germs such as the influenza or cold virus to others. Many diseases and conditions are spread by not washing hands with soap and clean running water, or when not available, a hand sanitizer. For example it is reported that handwashing:

Reduces respiratory illnesses, like the flu and cold, in the general population by 21% Reduces the number of people who get sick with diarrhea by 31% Reduces diarrheal illness in people with weakened immune systems by 58%

Why Wash Hands. Handwashing with soap and clean running water removes germs from hands. This helps prevent infections from spreading because:

- 1. People frequently touch their eyes, nose, and mouth without even realizing it. Germs can get into the body through the eyes, nose and mouth and make us sick.
- 2. Germs from unwashed hands can get into foods and drinks while people prepare or consume them. Germs can multiply in some types of foods or drinks, under certain conditions, and make people sick.
- 3. Germs from unwashed hands can be transferred to other objects such as handrails, table tops, or door knobs, and then transferred to another person's hands, who then becomes infected by touching their eyes, nose or mouth.
- 4. Removing germs through handwashing therefore helps prevent the cold, flu and other respiratory infections, diarrhea, and many other infectious diseases.

When You Should Wash Hands. Routine and frequent handwashing with running water and soap is important, and the CDC recommends that it be done:

- 1. After blowing your nose, coughing, sneezing
- 2. After using the toilet
- 3. Before and after preparing food
- 4. Before you eat
- 5. Before and after caring for someone who is sick
- 6. After changing diapers or cleaning up a child who has used the toilet
- 7. Before and after treating a cut or wound

How to Wash Your Hands. While it is an activity that we are all familiar with, a recent study indicated that 95% of people observed washing their hands were doing it incorrectly. Therefore, it is worthwhile to re-examine the proper handwashing technique to ensure maximum removal of infectious agents.

- 1. Wet your hands with clean, running water (warm or cold), turn off the tap, and apply soap.
- 2. Lather your hands by rubbing them together with the soap. Be sure to lather the backs of your hands, between your fingers, and under your nails.
- 3. Scrub your hands for at least 20 seconds. Need a timer? Hum the "Happy Birthday" song from beginning to end twice.
- 4. Rinse your hands well under clean, running water.
- 5. Dry your hands using a clean towel or air dry them.

Hand Sanitizers. Washing hands with soap and water is the best way to reduce the number of microbes on them in most situations. However, if soap and water are not available, use an alcohol-based hand sanitizer. Alcoholbased hand sanitizers can quickly reduce the number of microbes on hands in some situations, but sanitizers do not eliminate all types of germs. It is important to note that hand sanitizers are not as effective when hands are visibly dirty.

### STEPS EMPLOYERS CAN TAKE TO REDUCE EXPOSURE TO THE COLD AND FLU

In addition to implementing an effective cleaning and hand hygiene program, there are a number of things employers can do to reduce the transmission of the common cold and flu including, but not limited to, the following:

- 1. Encourage sick employees to stay at home.
- 2. Provide resources and a work environment that promotes personal hygiene. Provide tissues, no-touch trash cans, hand soap, hand sanitizers, and disinfecting wipes for employees and customers to use.
- 3. Encourage your employees to wash their hands frequently with soap and water or with hand sanitizer if there is no soap or water available. Also, encourage your employees to avoid touching their noses, mouths, and eyes.
- 4. Encourage your employees to cover their coughs and sneezes with a tissue, or to cough and sneeze into their upper sleeves if tissues are not available. All employees should wash their hands or use a hand sanitizer after they cough, sneeze or blow their noses.
- 5. Employees should avoid close contact with their coworkers and customers (maintain a separation of at least 6 feet). They should avoid shaking hands and always wash their hands after contact with others. Even if employees wear gloves, they should wash their hands upon removal of the gloves in case their hand(s) became contaminated during the removal process.

- 6. Discourage your employees from using other employees' phones, desks, offices or other work tools and equipment.
- 7. Promote healthy lifestyles, including good nutrition, exercise, and smoking cessation. A person's overall health impacts their body's immune system and can affect their ability to fight off, or recover from, an infectious disease.

### COMMUNICATION TIPS

Effective communication of risk and mitigation is a central component of any strategy for public health protection. That is equally true when connecting proper cleaning and hygiene with protecting health, whether communicating to cleaning employees, facility decision makers, or building occupants.

A proper communication plan informs, advises, and educates your audience, enabling them to make informed choices about the actions they will take based on the risks they potentially face. Equally important is the value of properly communicating to employees to ensure they employ the right tactics for maximum efficacy in reducing cross contamination and spread of infection.

Employees need to be kept up-to-date. They need to understand the role they play in reducing risk and they need to be engaged as active supporters of the goal to protect public health. Customers also need to understand what benefits are for them, in terms that refer to what they most value.

When dealing with cold or flu, you also need to translate complex scientific and technical information into simple communication materials your staff or customers can relate to and easily understand.

To develop an effective communication plan:

- 1. Identify the intended audience and define the key health problem/s or interest/s.
- 2. Get to know the intended audience to help determine their key characteristics, including gender, race/ethnicity, location, beliefs, behaviors, culture, literacy skills, and current knowledge about the identified topic.
- 3. Determine key messages. Be sure to test them with the intended audience to ensure they will be received appropriately.
- 4. Determine the best way to communicate messages to the audience (i.e., print, audio, video).
- 5. Decide how to distribute the materials to the audience (i.e., mail, brochure display, web page).

Options to communicate your message include fact sheets, FAQ's, brochures, booklets, pamphlets, videos, infographics and other materials.

When creating your message, consider the following tips:

- 1. Give the most important information first: what do they need to know?
- 2. Limit the message to no more than three to four ideas per document or section of your document. Bullets or lists shouldn't be longer than three to seven items.
- 3. Avoid generalizations, jargon, overly

technical or scientific terms, or words with more than one connotation.

- 4. Clearly, directly, and concisely state the action you want the audience to take, such as "wash your hands after sneezing or coughing."
- 5. Tell your audience what they will gain from complying.
- 6. Use an encouraging tone, versus fear-based or emotion-invoking, and use analogies that are familiar to your audience.
- 7. Use any universal symbols, images, color coding or other visual aids to increase recognition.

At times, your communication may take place in times of uncertainty. Facts about the illness, transmission, or options to reduce risk may be unclear and the science base underpinning potential responses imperfect. Risk communications have to be formed against possibly rapidly evolving and often unpredictable background, in real time.

Refer to governmental authorities, when appropriate, and their recommendations for proper cleaning and disinfecting procedures. The CDC, EPA, OSHA as well as the World Health Organization's (WHO) are all recognized authorities and often make recommendations related to appropriate cleaning and disinfection practices and regulations related to for the decontamination and containment of relevant infectious diseases.

Managers and supervisors of cleaning operations not only are responsible for the safety and well-being of building occupants, but also that of their cleaning workers. It is important to keep cleaning workers well informed during times of local infectious outbreaks. Managers should reassure their employees that proper cleaning, disinfection, bloodborne pathogen and personal protective equipment procedures not only help them protect public health, but also reduce their own risk of infection when undertaking these activities.

### ISSA RESOURCES

This section provides you with additional resources that will help you prevent the spread of the common cold and flu, and otherwise help you maintain a sanitary and healthy facility.

**ISSA Value of Clean Toolkit:** Eye-catching graphics, videos, and real-world data to effectively show staff and customers how cleaning is an investment in human health, the environment, and an improved bottom line. This research-based information helps provide demanding facility executives quantifiable proof of the total value proper cleaning solutions provide, as well as third-party data to support the investments needed to achieve their goals. These tools are available as part of the ISSA member benefits at issa.com/value.

**ISSA Standard for Measuring the Effectiveness of Cleaning in K-12 Schools:** Based on the philosophy of "Clean, Measure, Monitor" and an emphasis on highperformance cleaning, the ISSA Standard for Measuring the Effectiveness of Cleaning in K-12 Schools ("Clean Standard: K-12") establishes a framework to help schools objectively assess the effectiveness of the cleaning process at their

facilities, thereby contributing to the quality

of the indoor environment for the benefit of

students and staff. The Standard focuses on: The desired levels of cleanliness that can reasonably be achieved;

Recommended monitoring and inspection procedures to measure the effectiveness of cleaning;

How to use the measurement and inspection results to assess and improve cleaning processes and products, ultimately resulting in a clean, healthy and safe learning environment. The Standard specifically provides "ranges of clean" based on ATP testing, thereby adding an objective, quantitative element to determining whether a facility is truly clean. Further, the Standard contains sample audit forms that should be used to assess cleanliness from a traditional "sight, smell, and touch" perspective.

Ultimately, the Standard is an integral part of a broad strategy to improve the physical environment of schools; premised on health and safety.

For more information on the Clean Standard: K-12, please visit www.issa.com/cleanstandard.

#### **ISSA Cleaning Industry Management**

**Standard (CIMS):** CIMS is the first consensusbased management standard that outlines the primary characteristics of a successful, quality organization that provides high performing cleaning services. CIMS is a way for cleaning organizations to differentiate themselves from the competition, demonstrate their commitment to quality and customer satisfaction, improve overall operations, and *save money*.

In addition, facility managers and others responsible for selecting a cleaning service provider can gain an increased level of confidence in their contractor by using CIMS and CIMS-Green Building (CIMS-GB) as a powerful pre-qualification tool. CIMS and CIMS-GB certification demonstrates an organization is prepared to deliver quality, customer-focused services and ensures an organization is capable of delivering a comprehensive green cleaning program based on LEED: EB O&M green-cleaning criteria.

For more information on CIMS, please visit www.issa.com/cims.

### **ISSA Cleaning Industry Training**

**Standard (CITS):** CITS is designed to increase professionalism and demonstrate a commitment to effective training, a critical element in the delivery of effective cleaning services. Specifically, the program is focused on training and certifying frontline cleaning professionals, verifying training programs and training facilities to a set industry standard, and improving the skills of industry trainers through a comprehensive workshop.

To learn more about CITS, please visit www. issa.com/cits.

### CDC RESOURCES

The resources below are made available by the U.S. Centers for Disease Control and Prevention (CDC), and are intended to help stop the transmission of influenza.

**Print Materials:** The materials provided in this area are designed to encourage the prevention of influenza and include brochures, fact sheets, articles, posters, and a media toolkit. http://www.cdc.gov/flu/freeresources/print. htm

**Web Tools:** This section includes infographics, widgets, animated images and other material related to the prevention of the flu. The web tools provided here can be added to your website, and will link back to the CDC's flu website. http://www.cdc.gov/flu/

freeresources/web\_tools.htm

### Mobile Apps, Syndicated Content and RSS

**Feeds:** Here you will find influenza-related mobile content including apps tailored for viewing on iPhones, Android, and other handheld devices; syndicated content and RSS feeds.

http://www.cdc.gov/flu/freeresources/ mobile.htm

**Flu Prevention Toolkit:** Provides a poster that can be used at workplaces and other venues reminding people to stay home when sick to avoid infecting others. http://www.cdc.gov/flu/toolkit/index.htm

**FLU.gov:** CDC has dedicated a website to combatting the spread of the flu, that is replete with resources that address symptoms and treatment, preventive measures, vaccination, populations at risk, and other information related to the flu. www.flu.gov

#### **ENDNOTES**

- 1. The Value of Clean: How Cleaning Improves Your Bottom Line, ISSA, 2014, <u>www.issa.com/valuetips</u>
- 2. The Annual Impact of Seasonal Influenza in the U.S.: Measuring Disease Burden and Costs, Science Digest, Vaccine 25 (2007)
- 3. Productivity Losses Related to the Common Cold, Journal of Occupational Environmental Medicine, Sept. 2002, 44(9):822-9

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These pages can be downloaded and shared to educate decision makers <a href="http://www.cdc.gov/flu/pdf/freeresources/updated/everyday\_preventive.pdf">http://www.cdc.gov/flu/pdf/freeresources/updated/everyday\_preventive.pdf</a>

### **Everyday Preventive Actions That Can Help Fight Germs, Like Flu**

#### CDC recommends a three-step approach to fighting the flu.

CDC recommends a three-step approach to fighting influenza (flu). The first and most important step is to get a flu vaccination each year. But if you get the flu, there are prescription antiviral drugs that can treat your illness. Early treatment is especially important for the elderly, the very young, people with certain chronic health conditions, and pregnant women. Finally, everyday preventive actions may slow the spread of germs that cause respiratory (nose, throat, and lungs) illnesses, like flu. This flyer contains information about everyday preventive actions.



#### How does the flu spread?

Flu viruses are thought to spread mainly from person to person through droplets made when people with flu cough, sneeze, or talk. Flu viruses also may spread when people touch something with flu virus on it and then touch their mouth, eyes, or nose. Many other viruses spread these ways too.

People infected with flu may be able to infect others beginning 1 day **before** symptoms develop and up to 5-7 days **after** becoming sick. That means you may be able to spread the flu to someone else before you know you are sick as well as while you are sick. Young children, those who are severely ill, and those who have severely weakened immune systems may be able to infect others for longer than 5-7 days.

#### What are everyday preventive actions?

- Try to avoid close contact with sick people.
- If you or your child gets sick with flu-like illness, CDC recommends that you (or your child) stay home for at least 24 hours after the fever is gone except to get medical care or for other necessities. The fever should be gone without the use of a fever-reducing medicine.
- While sick, limit contact with others as much as possible to keep from infecting them.



- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water. If soap and water are not available, use an alcoholbased hand rub.
- Avoid touching your eyes, nose and mouth. Germs spread this way.
- Clean and disinfect surfaces and objects that may be contaminated with germs like the flu.
- If an outbreak of flu or another illness occurs, follow public health advice. This may include information about how to increase distance between people and other measures.



Centers for Disease Control and Prevention National Center for Immunization and Respiratory Diseases

CS239139-A

# \_\_\_\_\_ APPENDIX A: \_\_\_\_\_ CDC EVERYDAY PREVENTIVE ACTIONS

These pages can be downloaded and shared to educate decision makers <a href="http://www.cdc.gov/flu/pdf/freeresources/updated/everyday\_preventive.pdf">http://www.cdc.gov/flu/pdf/freeresources/updated/everyday\_preventive.pdf</a>

### What additional steps can I take at work to help stop the spread of germs that can cause respiratory illness, like flu?

- Find out about your employer's plans if an outbreak of flu or another illness occurs and whether flu vaccinations are offered on-site.
- Routinely clean frequently touched objects and surfaces, including doorknobs, keyboards, and phones, to help remove germs.
- Make sure your workplace has an adequate supply of tissues, soap, paper towels, alcohol-based hand rubs, and disposable wipes.



- Train others on how to do your job so they can cover for you in case you or a family member gets sick and you have to stay home.
- If you begin to feel sick while at work, go home as soon as possible.

### What additional preventive actions can I take to protect my child from germs that can cause respiratory illness, like flu?

- Find out about plans your child's school, child care program, or college has if an outbreak of flu or another illness occurs and whether flu vaccinations are offered on-site.
- Make sure your child's school, child care program, or college routinely cleans frequently touched objects and surfaces, and that they have a good supply of tissues, soap, paper towels, alcohol-based hand rubs, and disposable wipes on-site.
- Ask how sick students and staff are separated from others and who will care for them until they can go home.



Everyday preventive actions can help slow the spread of germs that can cause many different illnesses and may offer some protection against the flu.

For more information, visit www.cdc.gov, or call 1-800-CDC-INFO.

## **APPENDIX B: INFOGRAPHICS**

These infographics can be downloaded and shared to educate decision makers regarding the impact of proper cleaning on reduced risk of illness by visiting www.issa.com/value for the Value of Clean version and www.issa.com/cleanstandard for the Clean Standard version.



