

Taking ownership to prevent infections

© Dr Lisa Ackerley,

www.thehygienedoctor.co.uk

<https://www.ifh-homehygiene.org>

Participant in the SafeconsumE Project

Roles

- ✓ Chartered Environmental Health Practitioner
- ✓ Safety Adviser, UKHospitality
- ✓ Trustee and Council Member, Royal Society for Public Health
- ✓ FSA Expert Working Group for Regulating our Future
- ✓ Professorial Fellow and Chair of Food SIG, RSPH
- ✓ Visiting Professor, University of Salford
- ✓ Vice Chair and Trustee, International Scientific Forum on Home Hygiene
- ✓ Expert Witness, Public Health Company Ltd



The need to take responsibility

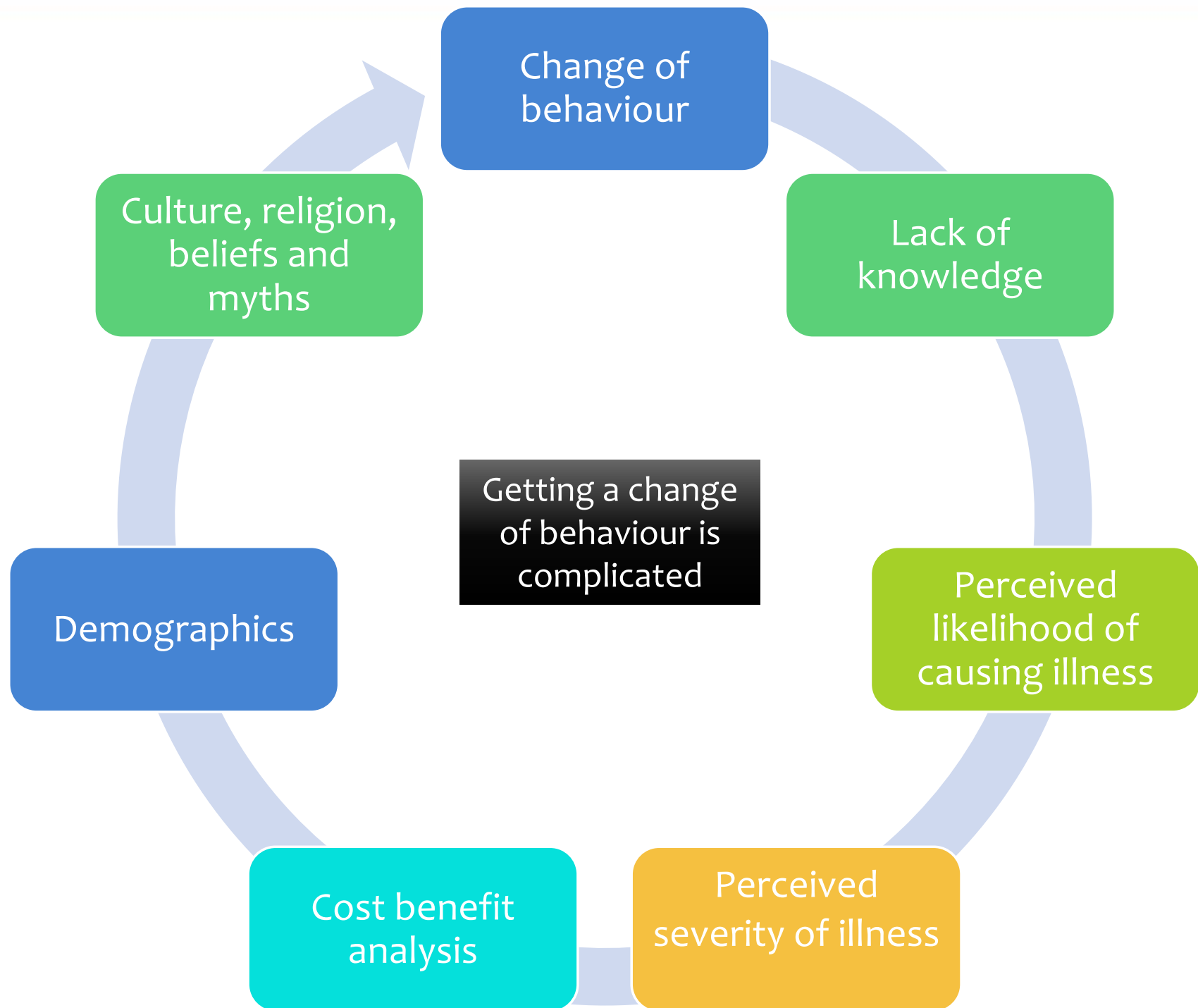
- ✓ Fact: Infections are preventable
- ✓ Possible Belief: We have no influence
- ✓ Outcome: If we believe we have no control over whether we get an infection, can we be bothered to take control measures?

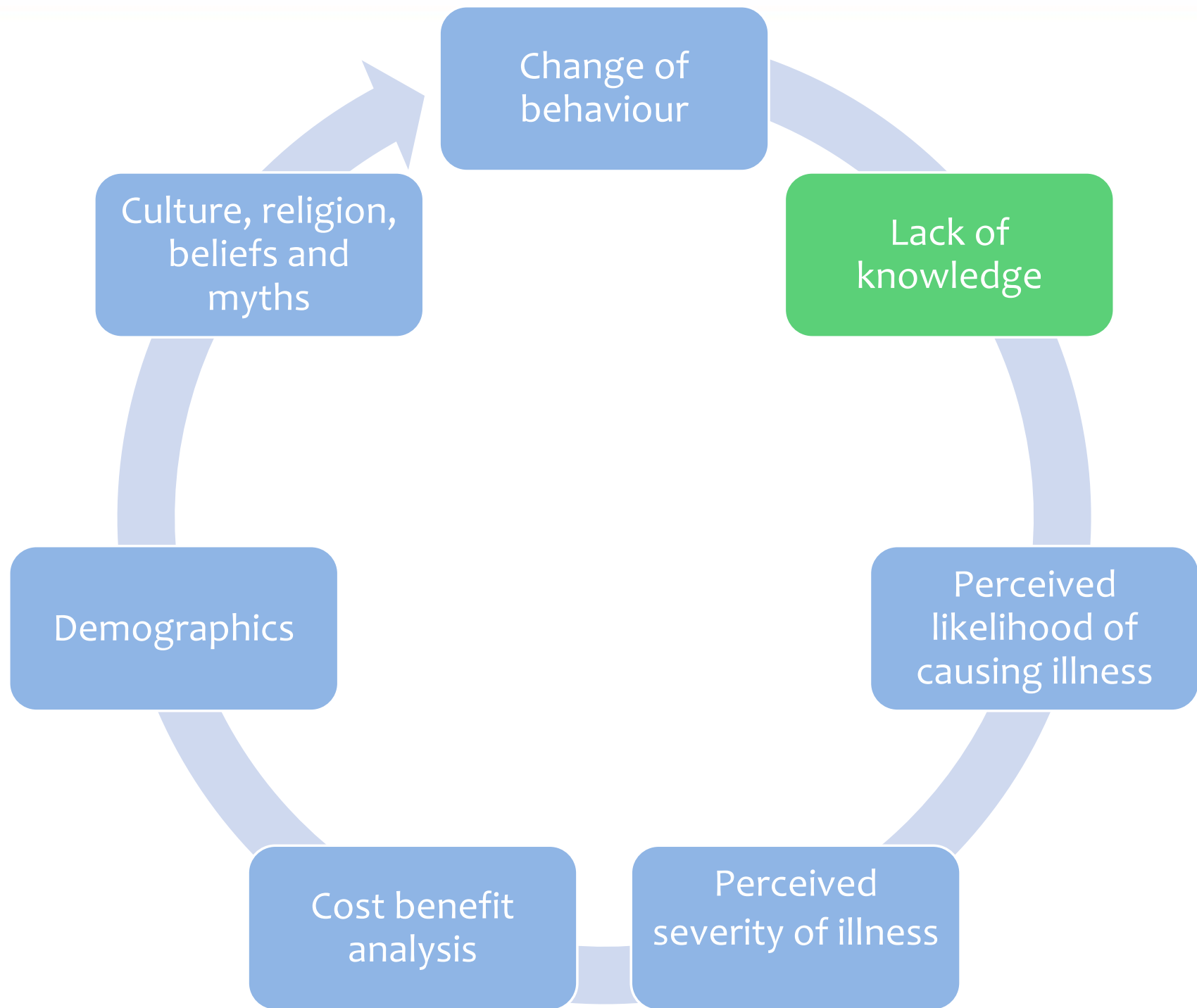
It is not as simple as giving
people information

The Health Belief Model

Developed to explain why people smoke
even though they know it will kill them

Adapted to explain behaviour towards food
safety





FSA (UK) Food and You Study: What do people know about food safety?

Cooking till no longer pink

✓ 89% for chicken or turkey

✓ 80% for sausages

✓ 74% for pork

✓ 60% for burgers.

Defrosting

✓ 58% did this at room temperature

Temperature of fridge 0-5 °C

✓ 48%

Different chopping board for raw and RTE

✓ 46%

Hand washing after prep raw food

✓ 87%

Hand washing before prep

✓ 86%

FSA Food and You Study: What do people know about food safety?

Store food in open tins

✓ 67%

Said never washed raw chicken or meat

✓ 49%

Washed fruit to be eaten raw

✓ 54%

Indicator of safety of food = UBD

✓ 75% BUT 62% avoid throwing food away

Source of information on food safety:

✓ 47% family and friends

✓ 41% product packaging

✓ 28% internet

✓ 30% TV shows or cooking programmes (!!!!)

Ever had food poisoning:

✓ 44%

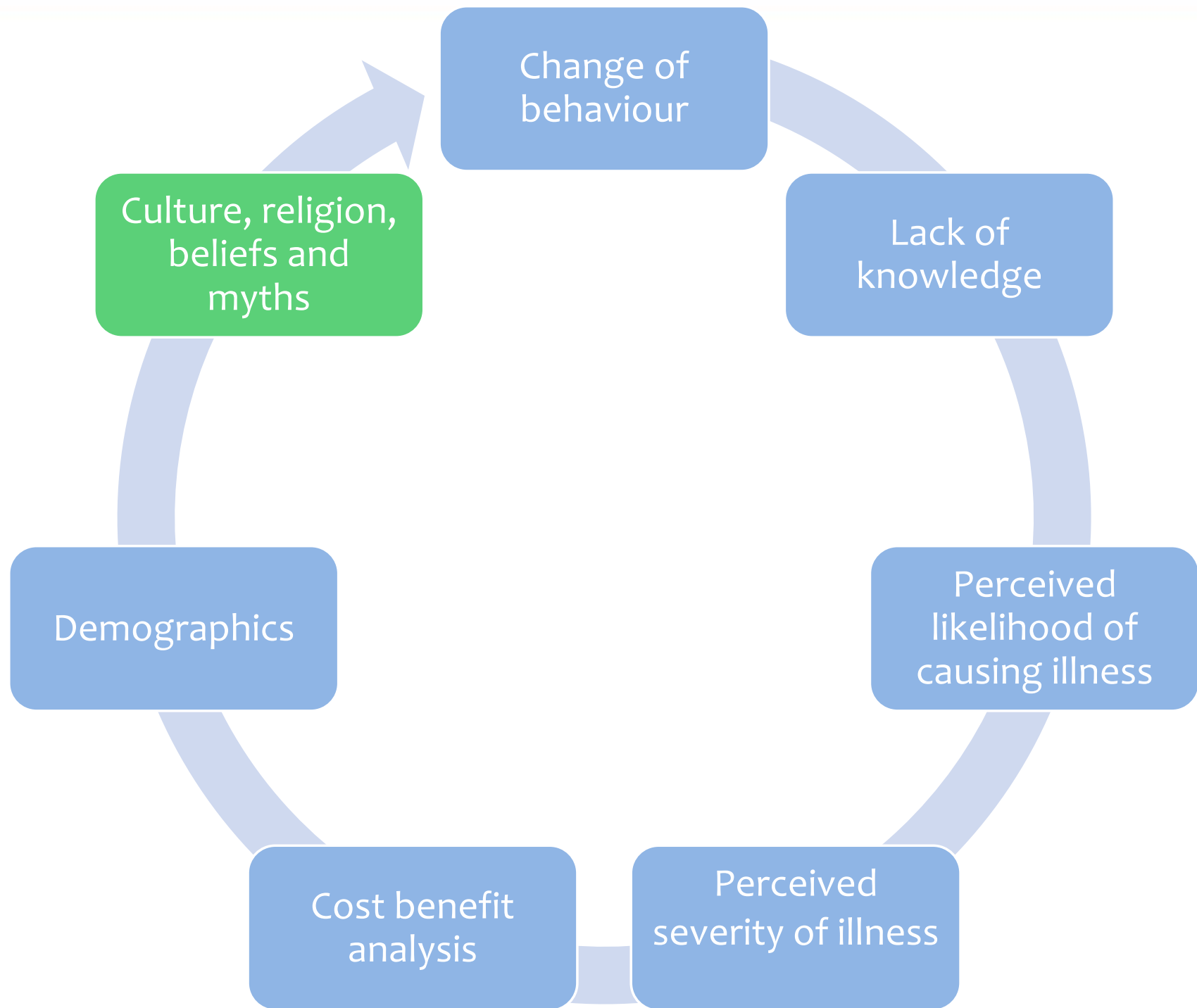
Hand washing

FSA 2002

- ✓ 39% of caterers in the UK said they wouldn't wash their hands after using the toilet
- ✓ Only 48% said they would wash their hands after handling raw meat

Rentokil Initial

- ✓ Only 50% of office workers wash their hands after using the toilet



Myths
and
beliefs

Infection happens
by accident or
misfortune

I have a cast iron
stomach – I am
never ill

If food looks ok, it
is ok

It's a bug going
round

You only get food
poisoning if you
eat out

Vegetarians don't
get food poisoning

Do not re-heat rice

FSA Food and You Study

76% thought they were UNLIKELY to
get food poisoning from eating
food at home

The too clean myth

*“Surely we are too clean
and that is the cause of
all our ills and allergies?”*

*“We need dirt to boost
our immune system”*

*“So why bother with
cleaning?”*

The Misnomer of the Hygiene Hypothesis – too clean?

- ✓ The microbiome may be depleted but that is **not from cleaning** – it is from:
 - ✓ Caesarian birth
 - ✓ Not having any breast milk
 - ✓ Antibiotics, particularly in early life
 - ✓ Not going outside
 - ✓ Limited “beige” diet
- ✓ And yet in Europe gastrointestinal and respiratory infections are still rife

How Clean are we?

- ✓ UK IID study 2011: for every 1 case reported in the UK estimated to have 147 in the community¹
- ✓ 3 million norovirus cases every year in the UK
- ✓ For every one case of Campylobacter identified in UK there are 9.3 cases in the community¹
- ✓ FSA estimates Campylobacter costs around £900 million to the UK economy
- ✓ There are around 100 deaths per year from Campylobacter

European data: Campylobacter

European data shows per 100,000

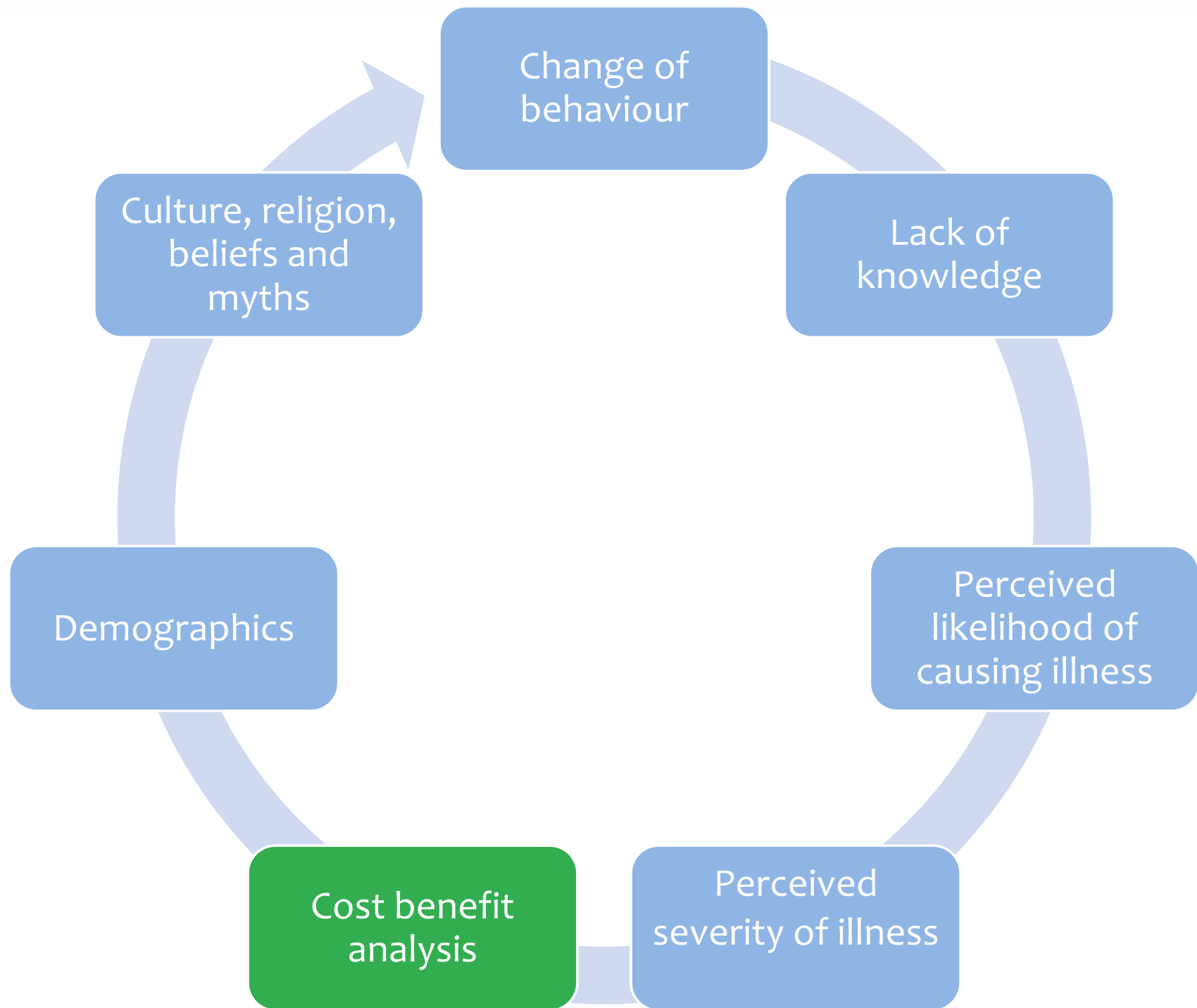
✓ 59.8 cases in 26 states

✓ 197 in Czech Republic

✓ 159 in Luxemburg

✓ 104 in UK

<https://ecdc.europa.eu/sites/portal/files/documents/Campylobacteriosis-Annual%20epidemiological%20report.pdf>



Personal Cost Benefit Analysis of Chicken preparation



Hygiene

- ✓ Disinfecting surfaces – disinfectant or boiling water, paper towel
- ✓ Washing hands
- ✓ Cooking to 75°C

Cost – about 10p

Illness

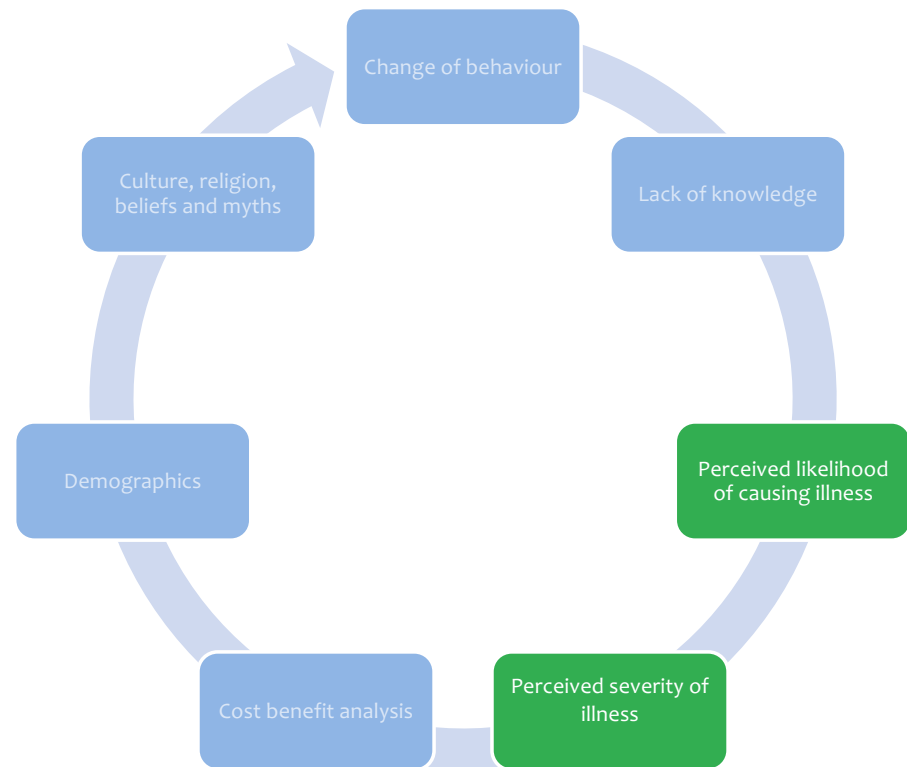
- ✓ 14 days diarrhoea
- ✓ Lots of toilet paper
- ✓ Medicines – antibiotics!
- ✓ Hospital, visitors parking at hospital etc.
- ✓ Time off work
- ✓ Long term illness

Cost could be 100s x more

The “ME” society

We need to persuade people:

- ✓ That they or their families could be susceptible to infection – it could happen to **ME!**
- ✓ That **infection could be serious** – **I** could get seriously ill!
- ✓ Poor hygiene could cost **ME** money e.g. loss of income, costs of childcare etc.
- ✓ Good hygiene will not cost **ME** too much – the benefits outweigh the costs.



Get personal: tap into the “ME” society

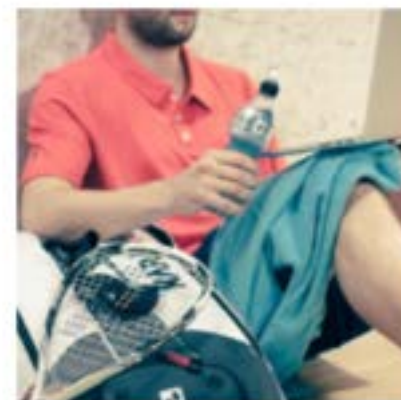
- ✓ Does general information change behaviour?
- ✓ Or are people more likely to respond for personal reasons?

Global problem of anti-biotic resistance

v

Skin infection caused by dirty shared gym kit

Use Case Studies!



anti microbial resistance gym kit Laundry Uncategorized
When the gym kit goes bad...

by Dr Lisa Ackerley | 15th October 2016 | Leave a comment | Edit

Would you ever suspect your child's gym kit to cause problems? In an age where many comments are being made in the media about us being too clean, one cautionary tale that comes to mind is the story of a rather nasty skin infection that ran rife round a friend's school.

One person was in contact with a friend who had a nasty skin infection that took a while to cure. In the meantime, it was there as long as it could be. It was a real pain and it was a real shame that it was so common.

The Media and Internet

Don't clean



Do YOU hate cleaning? Here's a good excuse to avoid it: Chemicals in household products 'increase the risk of lung damage'

- The Norwegian study looked at 5,000 women over a 20 year period
- Found occupational cleaners had 17% reduced lung function than average
- But women only using products at home also had 14% function decline
- Campaigners Healthy Lung for Life recommends wipes instead of sprays

Raw chicken is back..

WHAT THE CLUCK? Celebrity chef tweets photo of 'delicious' raw chicken dish – despite health warning

Marc Murphy tweeted a snap of chicken 'sashimi' - a version of the Japanese classic using raw poultry rather than the traditional fish

By Danny De Vaal

31st March 2018, 7:19 pm | Updated: 31st March 2018, 7:56 pm



6
COMMENTS

A CELEBRITY chef posted a photograph of a “delicious” raw chicken dish – despite numerous health warnings.

Marc Murphy tweeted a snap of his poultry sashimi, a version of the simple Japanese using chicken instead of the more traditional fish.



And rare pork..

Chefs fight for the right to serve their pork pink

Gourmets say rare meat tastes better as inspectors warn of potentially fatal virus in undercooked meat



▲ José Pizarro says that he only sources the highest quality Iberico pork. Photograph: Mark Harrison for the

Rare burgers

MailOnline



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You can eat rare burgers in restaurants but NOT at home: Confusion over new 'contradictory' cooking regulations

- New advice has been issued by watchdog the Food Standards Agency
- Previous advice: Burgers eaten at home and out must be cooked through
- This was to ensure any harmful bugs like E.coli are destroyed
- Now restaurants and fast food outlets no longer need to abide by this regime if they can show they have sourced the meat from safe supplier

Get the
message
right!



FoodStandardsAgency
@foodgov

Following

Here's our top tip for an effective [#springclean](#). If you use a sanitiser, remove any dirt, food and grease from the surfaces first. Then apply the sanitiser and leave for the required time to disinfect.



The Hygiene Doctor @HygieneDoctor · Mar 30

Important on first wipe to use disposable paper towel or your cloth could be contaminated with bacteria and spread to other places.

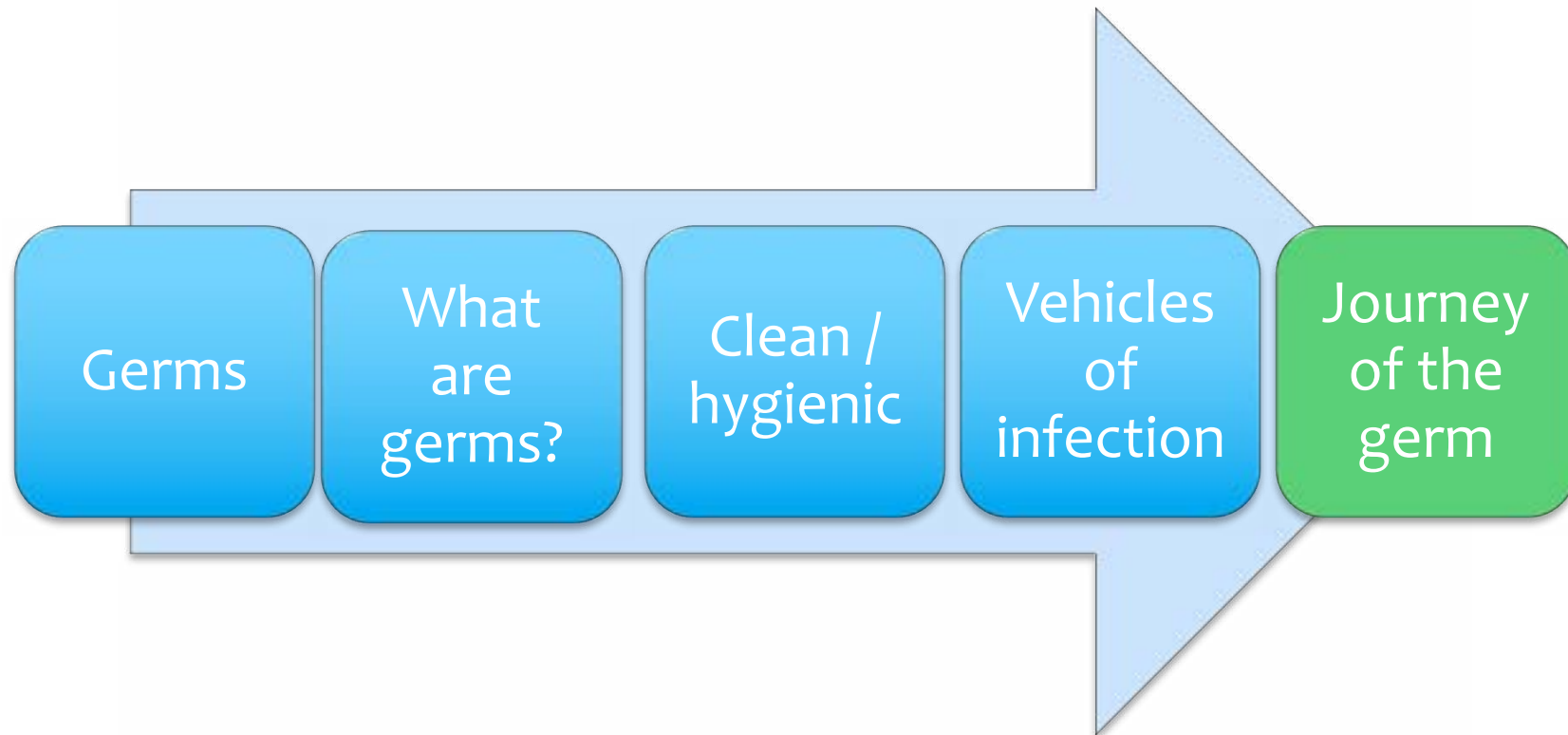


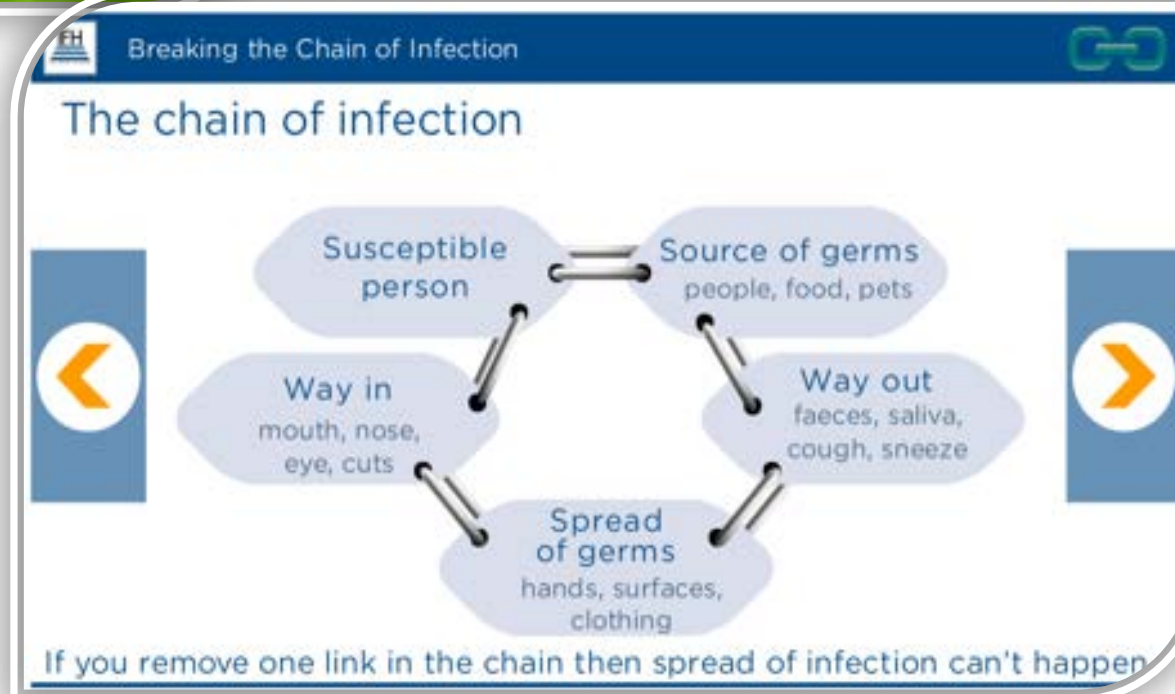
FoodStandardsAgency @foodgov

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Changing the Focus of the Media





https://www.ifh-homehygiene.org/e_learning/breaking_the_chain/story_html5.html

Giving hygiene practice advice
alone is not enough to get
people to take responsibility for
their health

To take responsibility people need to:

- ✓ Abandon their misconceptions, myths and legends
- ✓ Understand that they or their family could be at risk and the illness could be serious
- ✓ Understand the cost / benefit to themselves
- ✓ **But we also need to ensure that they have the right facts.**
- ✓ **For example some basic understanding of how germs spread and how hygiene can break the chain of infection**

Thanks To Safeconsume

SAFE CONSUME

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What's our target?

SafeConsume will target the top five foodborne hazards in Europe, accounting for about 70% of the health burdens related to foodborne illness. Click on each of the hazards below to explore.

//////////



Campylobacter



Toxoplasma



Salmonella



Norovirus



Listeria