



Date: December 18, 2014

To: ISSA Members

Subject: ISSA Key Messaging on Infection Prevention for Cold and Flu Season

Each year, ISSA, the leading trade association for the cleaning industry worldwide, guides members and their customers through cold and flu season by providing resources on cleaning and hygiene best practices. Cleaning will play an even more significant role this year because multiple strains of the Influenza A virus have deviated from the original virus addressed in this year's flu vaccine, degrading the vaccine's effectiveness in protecting against illness.

ISSA has provided the following key messages to use when communicating with staff, customers, and the community at large regarding the role cleaning can play in preventing infection during cold and flu season. Additional resources, infographics and business cases can be found at www.issa.com/education/cleaning-for-infection-prevention.

Key Messages

ISSA's Overarching Message on Cleaning in Cold and Flu Season

ISSA is the global leader in the commercial cleaning industry dedicated to educating its members and the public about best practices in cleaning to prevent the spread of flu and common cold viruses. Proper cleaning steps, combined with simple hand hygiene precautions, can significantly reduce risk of contracting the cold or flu.

Cleaning: A Vital Line of Defense

Vaccines are considered the most effective flu prevention tool, but recently that critical role has been upended by the growing spread of Influenza A viruses in the U.S., specifically strains deviating from the original virus addressed in this year's flu vaccine. Therefore, it is even more important to invest in effective cleaning and proper hand hygiene, which can be vital in preventing the spread of viruses.

Impact of Cleaning and Proper Hand Hygiene

Cleaning can lead to substantial savings for any organization in terms of reduced absenteeism and higher worker productivity. An effective cleaning and hygiene program can result in as high as an 80% reduction in the probability of contracting the common cold or flu.¹

This can help avoid or significantly reduce the economic impacts, such as employee absenteeism, which can cost employers over \$16 billion a year,² and lead to more than 38 million school days for K-12 students annually in the U.S.³

For immediate questions about cleaning to prevent infection, contact: Bill Balek, ISSA Director of Legislative and Environmental Services, at bill@issa.com or by phone, (800) 225-4772 (North America) or (847) 982-0800.

¹-*The Value of Clean: How Cleaning Improves Your Bottom Line*, ISSA, 2014, www.issa.com/valuetips

²-*Cleaning for Infection Prevention: Cold and Flu*, ISSA, 2014, www.issa.com/education/cleaning-for-infection-prevention

³-*How Dirty is Your Child's School*, Infographic, ISSA, 2014, www.issa.com/cleanstandard