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“People are more afraid of things that don’t kill them then the things that do.”

Peter Sandman
Good Health is in Our Hands

“Handwashing is the single most important means of preventing the spread of infection.”

Centers for Disease Control and Prevention
Germ City is................

Large Tunnel –
with Black Lights
Portable
Handicap Accessible
Goals & Objectives

Extension - Education - Research

- Enhance Awareness
- Improve Effectiveness & Frequency
- Modify Attitudes, Motivation, & Behavior
- Generate a Research Base
The Germ City “Experience”

- Apply lotion
- Walk thru tunnel
- See *pretend* germs.
- Wash hands with soap & warm, running water.
- Return to tunnel, assess effectiveness
- Teachable Moments
More than 400,000 Participants

• Fairs
• Festivals
• Special Events
• Schools
• Health Care Operations
Germ City Products for Schools, Fairs & Festivals

- Germ City Units
- Evaluation Tools
- Health & Science Based Curriculum: K – 8th
- Training Videos
- Support Materials
- (4) Web Sites
Research in Schools

5 States
10 Locations
351 Subjects
Percentage of Children with Cleaner Hands -- Demonstrator Observations
(All changes were significant at the .02 level)
Conclusions for School Research

Children reported significant changes in hand washing behaviors.

Researchers observed significant changes in hand washing behaviors.

Significantly more children reported they had washed before eating and after using the restroom.

Germ City works well with all students. Results were better with eighth grade students and, to a lesser extent, better with girls.

N=351 179 4th Graders 172 8th Grader
Fairs & Festivals

WHERE MEMORIES ARE MADE

Fairs & Festivals
Fairs and Festivals

- Participants’ Intent to Change
  \[ N = 2,524 \ (86.6\% \text{ Completion Rate}) \]
- Systems Change
- Observations and Opportunities
Participants' Intent to Change

Adults' Intent to Change

- After Coughing or Sneezing: 21%
- After Playing or Working Outside: 19%
- Before Eating or Preparing Food: 16%
- After Using the Restroom: 12%
- After Playing with Animals: 5%
- Nothing: 27%
System Change
Impacts - Western WA - Puyallup Fair

Immediate, measurable evidence of Change

- 1998 Attendance 1,229,007
  1999 Attendance 1,238,029

- Soap usage doubled from 300 gallons in ‘98 to 600 gallons in ‘99

- Additional 180 gallons of sanitizers used in 28 newly installed waterless stations.
National Presentations

• International Association of Fairs & Expositions
• National Science Teachers of America
• Thinking Globally - Working Locally USDA Food Safety Conference
• Priester Health & Safety Conference
• National Environmental Health Association Conference
• CYFAR Conference
• SafeFood 2010: University of Arizona
• Society for Nutrition Education
• American School Food Service Association Conference
• CDC Health Directors and Promotion Conference
National Program Outreach

Western Illinois University
University of Arizona
University of California - Davis
University of Vermont
University of Tennessee - EFNEP
University of Hawaii
Alabama A & M University
University of Idaho
West Virginia University
West Virginia State University
Washington State University
Iowa State University - Pending
North Carolina Dept of Agriculture

Buffalo, NY - FDA
Eugene, OR - Lane County Events
Florida State Fair
Erie County Fair - Buffalo, NY
St. Lucie Fair - Florida
Donnell Century Farm - TN
Alameda Fair - Pleasanton, CA
Monterey County Fair - CA

Germ City
Clean Hands - Healthy People
Recognition for Germ City

• Western Extension Directors Award: Multi-State
• Excellence in Research, National Award, NEAFCS
• Florence Hall Award, National Award, NEAFCS
• Food Safety Award, Western Region, NEAFCS
• National Program of Excellence, CSREES
• Innovative Health Program for Healthy People and Healthy Communities, [www.nng.org](http://www.nng.org)
The Future

“Brand” Association with Extension

New Programs and Partnerships

Funding for Research and Outreach

Germ City
Clean Hands - Healthy People
For More Information

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