Welcome to the Scrub Club™

www.scrubclub.org
NSF International
Presents

Offering A Helping Hand To Children

A Chance To Get Involved

www.scrubclub.org
Here’s The Issue At “Hand”
Germs And Bacteria Are An Unseen Epidemic.

• Approximately 1/5 of the U.S. population attends or works in more than 120,000 public and private schools in the U.S.

• Most daycare centers are efficient little germ factories, and many of those nasty bugs travel home where they can infect the rest of the family.

• Some viruses and bacteria can live from 20 minutes to two hours or more on surfaces like cafeteria tables, doorknobs, and desks.

• During the cold and flu season (Oct.-May), at risk audiences are the most vulnerable populations.
And Children Are Often Affected The Most.

- 164 million school days are missed each year due to illness, which could be greatly reduced with proper handwashing.

- According to the CDC, handwashing is considered “the single most important means of preventing the spread of infection.”

- It has been estimated that proper handwashing could eliminate close to half of all cases of foodborne illness.

Source: Centers for Disease Control and Prevention.
NSF’s Response To This Issue Was True To Our Mission.

“Making the world safer by improving public health”
The Development of A Program To Keep Kids Healthy

Our Objective
• To raise awareness about the benefits of handwashing among families to improve the health of children.

The Strategies
• To create engaging online and offline content to educate young children about the benefits and value of handwashing.
• To provide free materials to children, family and educators to change behavior via a unique social marketing program.

The Target audience
• Is children ages 3-8 years old and the people who influence their health and safety (parents, teachers, nurses, pediatricians, etc.).

End Result: Reduction in sick days for all of us.
We Know There Is A Diverse Range Of Interlocking Target Audiences That Can Influence Children.
Introducing The NSF Scrub Club™

www.scrubclub.org
OVERALL IDEA:

The NSF Scrub Club is a group of 7 kids, and their fearless (and, of course, “spotless”) leader, Ship-Shape.

Ship-Shape scours the planet in his satellite, using his “Bubble Telescope” (as in Hubble Telescope) to look for any kids whose hands are in danger of being exposed to the infections and sicknesses caused by Bac, and his no good germ-ridden buddies.

When the time comes to get to work, Ship-Shape summons the NSF Scrub Club kids via their video watches, and informs them of/educates them as to their assignment. He then gives the NSF Scrub Club the coordinates to the child’s hands where Bac is causing havoc, and zaps them there. When they arrive, the kids are in the form of the various elements needed to properly wash your hands, and they spring into action.
THE CAST OF CHARACTERS:

SHIP-SHAPE: The mysterious but loveable leader of the NSF Scrub Club. Ship-Shape watches over the hands of the world’s children from his Bubble Telescope.
THE CAST OF CHARACTERS:
Representing Step One of the Hand Washing Process: Hot Shot and Chill
A brother and sister duo, Hot Shot and Chill turn into Hot and Cold faucets and then combine to make the warm water essential for proper hand washing.
THE CAST OF CHARACTERS:
Representing **Step Two Of The Hand Washing Process: Squeaks**
The absent-minded professor of the group, Squeaks turns into various forms of soap, from bars of all sizes to pumps of all kinds.
THE CAST OF CHARACTERS:

Representing **Step Three Of The Hand Washing Process**: Taki

Outgoing and friendly, Taki turns into a clock that counts down the required 20 seconds for thorough hand washing.
THE CAST OF CHARACTERS:
Representing Step Four Of The Hand Washing Process: Scruff
Scruff is an intense guy with a heart of gold who reminds kids that hands aren’t clean until the nails are clean.
We open on the Scrub Club Kids playing outside in the sandbox, when a bird chirping wildly swoops in out of nowhere and drops a note. One of them reads it aloud…

THE CAST OF CHARACTERS:
Representing **Step Five Of The Hand Washing Process: Tank**
The strong silent type, Tank turns into a sink and serves as a reminder to rinse away germs.
THE CAST OF CHARACTERS:
Representing **Step Six** Of The Hand Washing Process: P.T.
An artsy girl with a dry sense of humor and cool sense of style, P.T. transforms herself into patterned paper towels.
THE CAST OF CHARACTERS:
HEAD VILLAIN: Bac
The kingpin of all bacteria, Bac is everywhere and has millions of bacteria, infections and diseases at his disposal.
THE CAST OF CHARACTERS:

**FEATURED VILLAIN**

Sal Monella: A corrupt cowboy who rustles up trouble with his herd of germs

**FUTURE VILLAINS**

E. coli: A yodeler whose infectious a capella and harmful horn spread diuretic diseases.

Shigella: An outgoing germ who’s personality is super-communicable.

Campy Lobacter: A flamboyant bacteria with terrible taste.

Flu: A surly and jaded little virus capable of wreaking havoc of epidemic proportions.

The NSF Scrub Club
NSF Scrub Club™ Content Overview

• Interactive Web site
  – Music (Theme song and handwashing song)
  – Character profiles/overview
  – 10-minute Webisode
  – 2 mini Webisodes
  – Interactive educational content and games
  – Handwashing game
  – Downloadable activity materials for kids
  – Downloadable educational materials for teachers
  – Program information for parents
The Response To Date Has Been Phenomenal.

• 10,000 – 20,000 visitors per month spending seven minutes or more.

• Winner of the Public Relations Society of America (PRSA) Award for New Media/Technology.

• Over 100+ million media impressions including coverage from:

  - ABC Good Morning America
  - The New York Times
  - Fox News
  - KARE 11
  - The Washington Post
  - Union-Tribune
  - Chicago Tribune
  - Los Angeles Times
  - Detroit Free Press
  - NPR
  - The Miami Herald
Special Thanks to Our Scrub Club Partners And Supporters Including…

- CDC
- FDA
- USDA
- Senator Norm Coleman
- Michigan State
- Fight BAC!
- School Nutrition Association
- Georgia
- Weekly Reader
Ways You Can Help

• Link company home page to www.scrubclub.org
• Promote website to colleagues/clients/family/friends
  – Email
  – Mailing lists
  – Trade shows
• Advocacy
  – Encourage other organizations to join the effort
  – Spread the message to parents and teachers
• See me!
Live safer.™
Brief Overview Of NSF International

• Established in 1944 as a not-for-profit 501(c)3

• NSF International helps protect people by certifying products and writing standards for food, water, air and consumer goods.

• An independent voice serving consumers, regulators and industries alike for over 60 years.

• Over 200,000 certified products from over 4,000 companies across 80 different countries.

• Affiliation with the World Health Organization.
Promotional Activities To Date Have Included...

• Public relations
  – Aggressive, targeted media relations
  – Media tour
  – Customized Public Service Announcements
    • Consumer media (TV, radio, print)
    • Influencers (educators, physicians, etc.)
    • Trade

• Generate buzz using non-traditional and grass roots tactics
  – Annual Washington DC kick-off event featuring elected officials such as Senator Norm Coleman and Congressman Regula
  – Material distribution via mailing lists
  – Key Web site links to/from stakeholders
  – Partner relationships such as PFSE, CDC, and USDA

• Ongoing new content development opportunities
Benefits Of Getting Involved

• Connect with kids ages 3-8 and their parents and educators in a positive manner
• Support an important cause to improve the health of children and reduce sick days in our schools
• Benefit from an affiliation with highly regarded national agencies
• High visibility from national media exposure
• Benefit from lengthy online interaction and exposure

“When companies apply their marketing acumen to a social cause, they not only contribute to the betterment of society, but often their own profitability as well.”

American Marketing Association
NSF Scrub Club™: A Formula For Success

• Fulfills an international public health need

• Creative, educational product with unlimited potential

• Support from the experts – NSF, CDC, PFSE, educators

• Modeled after other successful public service campaigns
  – Schoolhouse Rock
  – PBS kids
What’s Next For The Scrub Club™?

• Continue to build on “grass roots” momentum
• Pursue key endorsements
• Continue to pursue noteworthy/celebrity involvement
• Identify distribution and promotional partners
• Create Scrub Club licensing opportunities
• Annual back-to-school kickoff