

3. Examine Figure 2–1 (addressed to parents) and Figure 2–2 (addressed to employers). What similarities and differences do you notice in the verbal and visual information included? How do the writers adapt information to each audience? What changes, if any, would make the two documents more suitable for their specific audiences?

Handwashing: A Corporate Activity

Improving Health & Increasing Productivity



Handwashing is an easy, inexpensive, and effective way to prevent the spread of germs and keep employees healthy.

Handwashing gives people the opportunity to take an active role in their own health. Most handwashing studies have focused on child care or health care settings. The few that have looked at corporate settings show that promoting clean hands results in fewer employee sick days.



Improving Health

Germs can spread quickly. A healthier community means healthier employees. Handwashing education in the community:

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



Saving Time and Money

Handwashing is one of the best ways to avoid getting sick and spreading illness to others.

Sick employees are less productive even when they come to work. They may also spread illness to others at work. One recent study promoting clean hands in corporate environments showed:

- Fewer employee illnesses
- Less use of sick days

Helping Families and Workforces Thrive

Employees with healthy children spend less time away from work taking care of sick children, are more productive at work when not dealing with family illness, and get sick less often themselves.

Employers should promote employee handwashing and encourage them to also:

- Teach their children good handwashing technique
- Remind children to wash their hands
- Wash hands with their children

Despite widespread knowledge of the importance of handwashing, there is still room for improvement. A recent study showed that only 31% of men and 65% of women washed their hands after using a public restroom.

For more details, visit www.cdc.gov/handwashing.



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Handwashing: A Family Activity

Keeping Kids & Adults Healthy



Handwashing is an easy, inexpensive, and effective way to prevent the spread of germs and keep people healthy.

For kids, washing hands can be a fun and entertaining activity. It is simple enough for even very young children to understand. Handwashing gives children and adults a chance to take an active role in their own health. Once kids learn how to properly wash their hands, they can—and often do—show their parents and siblings and encourage them to wash hands, too.

Parents can help keep their families healthy by:

- Teaching them good handwashing technique
- Reminding their kids to wash their hands
- Washing their own hands with their kids



Improving Health

- Handwashing education in the community:
 - » Reduces the number of people who get sick with diarrhea by 31%
 - » Reduces diarrheal illness in people with weakened immune systems by 58%
 - » Reduces respiratory illnesses, like colds, in the general population by 21%

Saving Time and Money

- Handwashing is one of the best ways to avoid getting sick and spreading illness to others.
- Reducing illness increases productivity due to:
 - » Less time spent at the doctor's office
 - » More time spent at work or school



Helping Families Thrive

Children who have been taught handwashing at school bring that knowledge home to parents and siblings. This can help family members get sick less often and miss less work and school.

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