

Clean Hands Coalition

MEMORANDUM OF UNDERSTANDING

June 14, 2004

I. Abstract

Recognizing that keeping hands clean is one of the most important things people can do to keep from getting sick and spreading illness, numerous organizations are involved with hand hygiene programs and activities for a wide variety of audiences. However, the opportunity to network and share information is needed to help coordinate existing programs, to generate new collaborations, to motivate appropriate handwashing behaviors and to sustain these efforts for the long term. This MOU outlines the parameters for the Clean Hands Coalition to address hand hygiene issues.

II. Overview and Background:

Hand hygiene is one of the most important steps we can take to prevent illness and the transmission of disease. Many organizations are involved in a variety of hand washing education activities geared to improve appropriate handwashing. On May 1, 2003, approximately 50 organizations and individuals from government, industry, and academia met by conference call to discuss the formation of a Clean Hands Coalition (CHC). The Centers for Disease Control and Prevention, National Center for Infectious Diseases and The Soap and Detergent Association will work together to establish the CHC. Additional organizations that are involved with hand hygiene activities will be invited to join the CHC by signing an addendum to the MOU. Types of organizations involved but not limited to are:

- Professional Associations
- Government Agencies
- Academic Institutions
- Industry
- Consumer Organizations
- Public and Private Health Professionals

III. Goals and Objectives:

Vision: Clean Hands, Prevent Illness, Save Lives

Mission/Goal: The Clean Hands Coalition is a unified alliance of public and private partners working together to create and support coordinated, sustained initiatives to significantly improve health and save lives through clean hands.

Objectives:

- To create and maintain a sustainable coalition of organizations committed to improving hand hygiene behaviors
- To effectively maximize available resources and efforts and avoid redundancy of message and activities
- To create a brand identity that represents CHC mission and objectives.
- To inventory existing hand hygiene research, resources, programs and organizations.
- To identify research and programmatic needs and gaps that will serve as the foundation for targeting future efforts to promote appropriate hand hygiene behaviors
- To coordinate ongoing research and evaluation of hand hygiene activities.
- To develop, implement and evaluate consistent, unified, science-based and audience-specific clean hands messages and activities that promote appropriate hand hygiene behaviors
- To measure the impact of appropriate hand hygiene behaviors on health and socioeconomic outcomes.
- To work with CDC to publish a scientific white paper summarizing current scientific and cost benefit data of appropriate hand hygiene and health status for various audiences.

IV. Roles of Collaborators:

**The point of contact for CDC and for signatories of this MOU is
Julia Smith, MPH, CHES (404-371-5378, jsmith6@cdc.gov)**

- Provide liaisons and active support to the Clean Hands Coalition
- Coordinate communication between the Coalition and government, industry, academic, professional and consumer organizations
- Work within CHC to develop, implement and evaluate consistent, unified science-based and audience-specific messages to promote appropriate hand hygiene behaviors
- Share information with the Coalition about audience-based research for promotion of appropriate hand hygiene behaviors
- Provide opportunities to communicate Coalition messages through constituent publications, programs and activities
- Work to ensure that the coalition fairly reflects the broad spectrum of hand hygiene stakeholders
- Work to ensure that all Coalition-developed initiatives to be released as part of this MOU receive approval by Coalition steering committee prior to release

V. Scientific basis of Intervention:

The benefits of handwashing have long been known yet poor personal hygiene is responsible for a large number of illnesses and deaths each year in the United States. When performed, hand hygiene efficacy (washing, rinsing and drying and or alcoholic-based hand sanitizer) is usually adequate to prevent disease transmission. Nevertheless, hands are not washed when required without special training programs focusing on removing obstacles to compliance. Faced with emerging and re-emerging pathogens, a growing number of antibiotic-resistant strains, an increase in the number of immunocompromised people, and a rising number of high-risk geriatric patients in healthcare facilities, public health experts are revisiting the issue of infectious disease prevention. A concerted prevention effort is needed to address infections that could be prevented through proper hand hygiene. With looming concern of terrorism or infectious disease pandemics possibly occurring, such an effort would help to fulfill major public health and national security preparedness objectives.

VI. Timeline and budget:

- There will be no exchange of funds between CDC and signatories of this MOU
- This MOU will continue in effect for one year from the date of signing and will renew each year unless signatories notify the CHC steering committee in writing at least 30 days before the end of the term and may be renewed annually upon written request by all parties.
- Future members of the CHC may join by signing an addendum to this MOU

VII. Evaluation:

- CHC agrees to periodically review and assess the effectiveness of its science-based, audience-specific hand hygiene initiatives developed and implemented by the Clean Hands Coalition.

VIII. Mutual Interests and Benefits

The signatory parties recognize a mutual interest in improving public health by providing information that will increase awareness of and compliance with appropriate hand hygiene behaviors. The parties propose to carry out this common objective by developing consistent, accurate, science-based, and audience-specific initiatives to promote appropriate hand hygiene behaviors. In undertaking their independent projects, the parties may share information and/or serve as technical resources for the Clean Hands Coalition.

IX. Consistency guidelines:

- A. Property rights:** Individual logos and branding/trade names of Coalition member organizations may not be used unless permission is granted by that organization. The CHC logo and branding may not be used unless approved according to CHC operating procedures.
- B. General Provision:**
1. This MOU is not intended to, and does not, and may not be relied upon to create a right or benefit, substantive or procedural, enforceable at law by a party against the United States.
 2. Any information shared with member organizations pursuant to this MOU will be in the public domain unless from disclosure under the Freedom of Information Act, 5 U.S.S. 552, or other applicable federal statutes or regulations.
 3. By entering into this MOU, individual CHC member organizations do not directly or indirectly endorse any product or service of Coalition members or any other private entity, whether directly or indirectly related to this MOU. The Coalition shall not in any way state or imply that this MOU or activities conducted pursuant to the MOU is an endorsement of any product or service of any CHC organizational members. In any meetings concerning this collaboration between the Coalition and third parties, the Coalition will make an affirmative statement in the meetings indicating that no endorsement by the CHC organizational members is intended or should be inferred. The Coalition shall not use the name of any CHC organizational members in any advertising packaging, or promotional material in connection with this MOU except with the written permission of said CHC organizational member(s).
 4. Member organizations may terminate this MOU after the initial term upon 30 days written notice to the CHC steering committee. Upon termination of this MOU, CHC will cease distribution of any communications or materials that contain said member's name or reference said member or its employees.
 5. Failure to comply with CHC operating procedures will result in review and appropriate action by CHC steering committee which may include potential termination of membership.

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Signatories

**Centers for Disease Control and Prevention,
National Center for Infectious Diseases**



Dan Rutz, Assistant Director for Communications

6/15/04

Date

The Soap and Detergent Association



Ernie Rosenberg, President and CEO

7/2/04

Date