

Campden BRI supports 'Global Hand Washing Day' with best practice hand washing technique video

October the 15th 2013 marks the annual Global Handwashing Day, a worldwide initiative aimed at increasing awareness and understanding about the importance of handwashing with soap as an effective and affordable way to prevent the spread of infectious diseases. Leading food and drink research organisation, Campden BRI is lending its support with a best practice [video](#) advising professionals how to wash their hands effectively.

Hands are one of the major sources and routes for cross-contamination in the food industry and Campden BRI's step-by-step instructional video details how food manufacturers, operatives and those involved in food preparation and handling can minimise the risk of cross-contamination.

Campden BRI Food Hygiene Specialist John Holah said: "It has recently been suggested that a typical hand has approximately 150 different species of bacteria¹ living on it. Reducing the risk of cross-contamination is key in the production of microbiologically safer, higher quality food. Even the most effectively designed food processing area and the most hygienically designed food processing equipment can be badly undermined if the personnel working in the area do not follow the correct hygienic procedures and wash their hands thoroughly with soap and warm water. It sounds so simple but proper handwashing techniques really can and do make a huge difference."

Campden BRI's free expert handwashing instructional video can be found by visiting: <http://www.campdenbri.co.uk/videos/hand-washing-technique.php>. An 80-page best practice publication written by Campden BRI providing guidelines on handwashing for the food and drink industry is also available to order. For further information, email information@campdenbri.co.uk or telephone: +44(0) 1386 842000.

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For further media information or images, please contact Deborah Bartlett at Trailblazer PR on 01453 887 777 or 07956 198486. Email deborah.bartlett@trailblazerpr.com

Notes to Editors

About Global Handwashing Day

Global Handwashing Day was launched in 2008 by the Public-Private Partnership for Handwashing with Soap (PPPHW) as a stimulating way to promote a global and local vision of handwashing with soap. Members of the PPPHW include: the World Bank and Water and Sanitation Program (WSP); the United Nations Children's Fund (UNICEF); the United States Agency for International Development (USAID); Procter & Gamble; Unilever; the Water Supply & Sanitation Collaborative Council (WSSCC); the Hygiene Centre at the London School of Hygiene & Tropical Medicine (LSHTM); Johns Hopkins University (JHU); and the Centers for Disease Control and Prevention (CDC)ⁱⁱ.

About Campden BRI

Campden BRI is the UK's largest independent [membership-based](#) organisation carrying out research and development for the food and drinks industry worldwide. It is committed to providing industry with the research, technical and advisory services needed to ensure product safety and quality, process efficiency and product and process innovation.

Facilities at its Chipping Campden site include: three fully-equipped food processing halls, two bakeries, product and process development facilities, a substantial, leading-edge sensory analysis suite, and extensive research and analytical laboratories covering microbiology, hygiene, chemistry, biochemistry and microscopy.

ⁱ University of Colorado, 2008

ⁱⁱ <http://globalhandwashing.org>