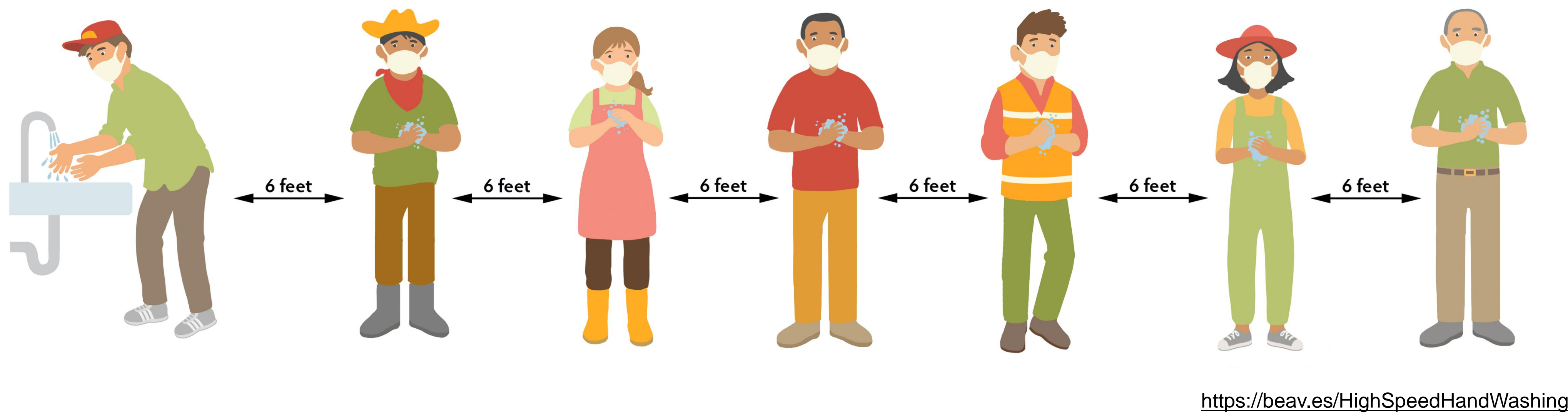


NEW AUDIENCES FOR HIGH SPEED HAND WASHING

Migrant and seasonal farm workers and young children benefit from new materials with COVID-19 precautions.

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DESCRIPTION/INTENDED AUDIENCE

High Speed Hand Washing (HSHW) was introduced in 2008 as a tool for nutrition educators to help speed up classroom hand washing, yet provide 20 seconds of effective scrubbing time. In response to COVID-19 prevention guidelines and knowledge that migrant farm workers, would need simple, pictorial, and plain language informational materials, new training resources and tools for safe and efficient hand washing with COVID-19 precautions were developed to train migrant and seasonal workers who harvest, pack and/or process food. In the fall of 2020, additional resources were developed for preschool teachers, caregivers and pod leaders of young children and their families including STEM activities reinforcing the importance of effective hand washing. Posters, lesson plans, STEM activities, and youth training videos are in English, Spanish and/or bilingual. Community partnerships led to quick development and two statewide marketing events utilizing new methods of delivery.

EVIDENCE BASE

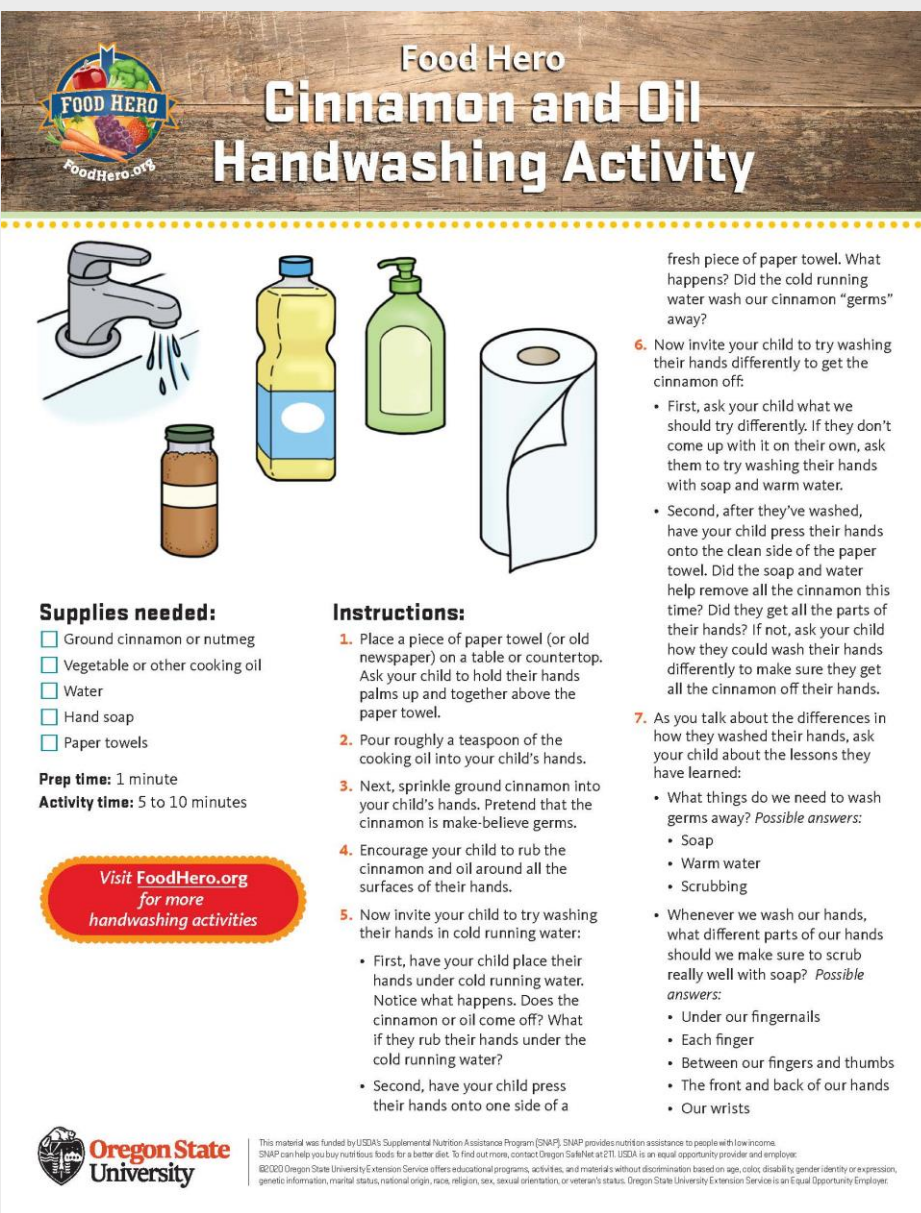
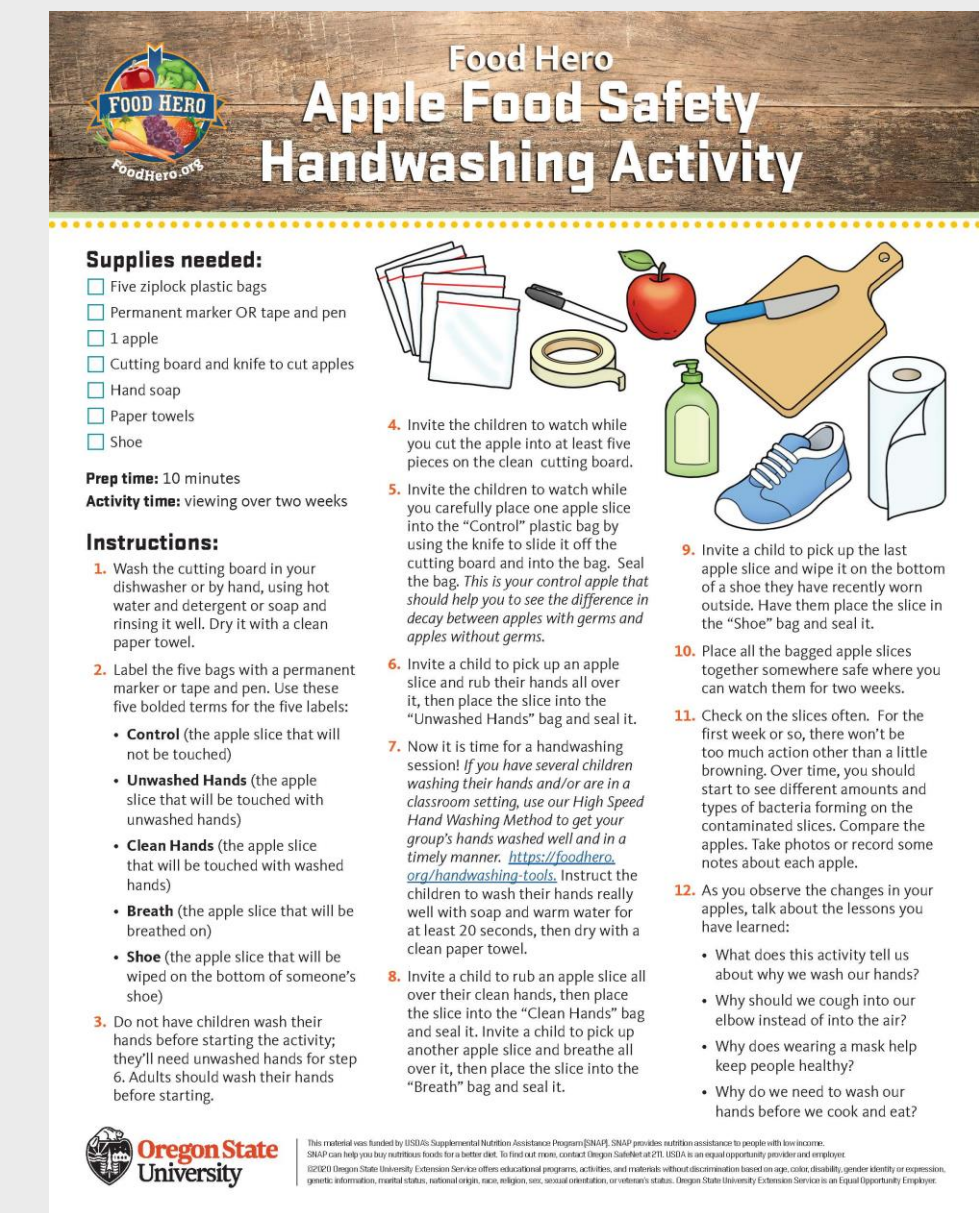
HSHW is an established hand hygiene method using Control Theory. Post, then pre-surveys were administered to 1,697 fourth graders during 2011-2013. In a two-year average, 82.6% improved frequency of proper hand washing or always washed their hands properly before touching or eating food. An article in the 2017 Journal of the National Extension Association of Family and Consumer Sciences describes the research. After the 2018 Consumer Food Safety Educator Conference HSHW Show It! session a participant initiated HSHW in a commercial food processing plant the next week and shared results with the presenter. The results of the commercial pilot provided valuable insight from managers and employees that guided development of the updated HSHW with COVID-19 precautions incorporated into the materials.

OBJECTIVES

1. Participants will know how to access new resources for commercial food harvesters, and food packing or processing plants as well as early childhood educators and providers and parents.
2. Extension educators will explore/discover new promotional opportunities by expanding partnerships.
3. Participants will understand the High Speed Hand Washing technique and be able to train groups of 5 to 25 people.

POTENTIAL USEFULNESS

- Using the HSHW technique participants wash hands properly in five minutes or less with this simple, inexpensive technique, increasing food safety, reducing water use and energy costs and reducing the risk of spreading communicable diseases.
- Resources are available free to view or download at <https://beav.es/HighSpeedHandWashing>.
- Making HSHW part of the workday improves hand washing efficiency and accuracy at the beginning of shifts and after breaks. The social time while lathering helps reduce stress and increase resiliency.
- Early adopters showed that HSHW can be used in any commercial, education or social setting to help prevent the spread of COVID-19.



UNIQUE AND COMPELLING

- Partnerships propelled projects in preparation and reach.
- Illustrations with diversity balance created quickly.
- Translations made quickly with current resources.
- Created marketing short link to HSHW Resources web page for ease of access: <https://beav.es/HighSpeedHandWashing>
- Adult worker materials delivered through Oregon Governor's office/Oregon National Guard/Oregon Health Authority/OSU Extension to farmers.
- Links to the materials shared on Oregon Department of Agriculture and Oregon Health Authority websites.
- Materials available for print on waterproof cardstock through OSU's Printing & Mailing Service.
- Youth training video produced by OSU Professional and Continuing Education (PACE) Marketing Manager over a weekend utilizing virtual "clones" of his own children to make a small group of young children.
- Tips for training young children utilizing the youth training video were developed with OSU Extension Child Development Specialist.
- "Hand Washing" button added to OSU's Food Hero webpage.
- In October, the youth materials were spotlighted with a HSHW media campaign focused on Early Childhood Parents and Childcare Providers. The campaign kicked off on October 15th—Global Hand Washing Day, and ran for two weeks.
- Youth HSHW posters, lesson plans, youth training video and STEM activities are all housed on Food Hero web page for the media campaign.



EVALUATION *** RESULTS

An IRB-Approved Survey was administered to a group (N=400) of farmers & orchardists in January 2021. Sixty-nine (69) individuals responded (response rate of 17%).

- 66.67% of respondents indicated they had trained their employees on using the HSHW method.
- 38.98% of respondents indicated that the HSHW method improved their workflow or onsite hand washing.
- Comments: "It has worked really good especially with the amount of employees we currently have." "This made everyone aware of our commitment to hand washing." "In the morning when entering the worksite, it went faster." "It was a good graphic tool which reinforced the verbal daily reminder, thanks to whoever developed it."
- OSU Extension Communications cooperatively developed the pilot campaign with Food Hero, Oregon SNAP-Ed, PACE, which featured paid Facebook Ads, HTML formatted emails from Extension FCH and SNAP-Ed faculty and staff, Instagram posts and stories, the youth training video, and three STEM activities.
- Facebook ads costing \$487.69 resulted in 63,610 impressions, a reach of 50,234 people, and 2,237 link clicks.
- OSU Extension HSHW Resources web page analytics. Global Hand Washing Day Kickoff, October 15, 2020 to February 5, 2021: 378 page views, avg. time on page: 4:30.

Metrics for all events and promotions

- OSU Extension HSHW Resources web page, June 13, 2020 to Feb 5, 2021: 1224 page views, avg. time on page: 4:12.
- OSU Extension HSHW Deschutes County web page, April 1, 2020 to Feb 5, 2021: 697 page views, avg. time on page 3:49.

Interest was shown by international political scientists in HSHW's ability to help save precious water in other countries. An OSU Extension promotional post on Twitter was shared in August. The OSU Extension HSHW Deschutes County web page revealed 10 page views from India, 3 page views each from Dubai, Russia and The Netherlands in that time period.

