



HEALTH AWARENESS

Clean Hands Survey Ranks Hygiene Practices Of Major Metro Areas

(NAPSA)—According to the Centers for Disease Control and Prevention (CDC), proper hand washing is the single most important thing individuals can do to keep from getting sick and spreading illness to others. To increase awareness about this message and to compel the public to take notice of its hand-washing habits, Dial Complete® Antibacterial Foaming Hand Wash, in conjunction with the Clean Hands Coalition (CHC), recently conducted the “Cleanest Hands in America” survey.

Zogby International was chosen to randomly sample individuals in the top 25 (based on population) designated market areas (DMAs) in the U.S.

Survey respondents were asked to answer an 11-question, Web-based survey that dealt with a variety of hand-hygiene topics, such as “Do you wash your hands after using the restroom, before preparing food and being in contact with public surfaces?” The results were compiled and indexed with equal weight given to each of the survey’s questions.

Following is the ranking of the top 25 DMAs according to the survey findings (from practicing the best to worst hand hygiene):

1. Miami
2. Los Angeles
3. Sacramento
4. Houston
5. Chicago
6. Dallas
7. Baltimore
8. Tampa
9. Orlando
10. San Francisco
11. Cleveland
12. Indianapolis
13. Phoenix
14. Detroit



15. Washington, D.C.
16. Atlanta
17. New York
18. Pittsburgh
19. Seattle
20. Minneapolis
21. Boston
22. St. Louis
23. Philadelphia
24. Portland, Ore.
25. Denver

Findings related to two of the survey’s questions were attention getting. First survey respondents were asked, “How often do you wash your hands after blowing your nose?” The average response for this question was that only 19 percent of individuals in the U.S. top 25 markets always wash their hands after blowing their nose. The CDC recommends people promptly wash their hands after blowing their nose.

Secondly, responses to the question “How often do you wash your hands after taking out the garbage?” were somewhat alarming. The average response of survey participants was that only 45 percent of individuals always wash their hands after taking out the trash. Germs from waste and trash receptacles can easily be transferred via the hands.

For a complete report of the survey results, visit www.dialcomplete.com.