

Welcome to the Scrub Club™



www.scrubclub.org



Live safer™

NSF International

Presents



Offering A Helping Hand To Children

A Chance To Get Involved

Here's The Issue At "Hand"

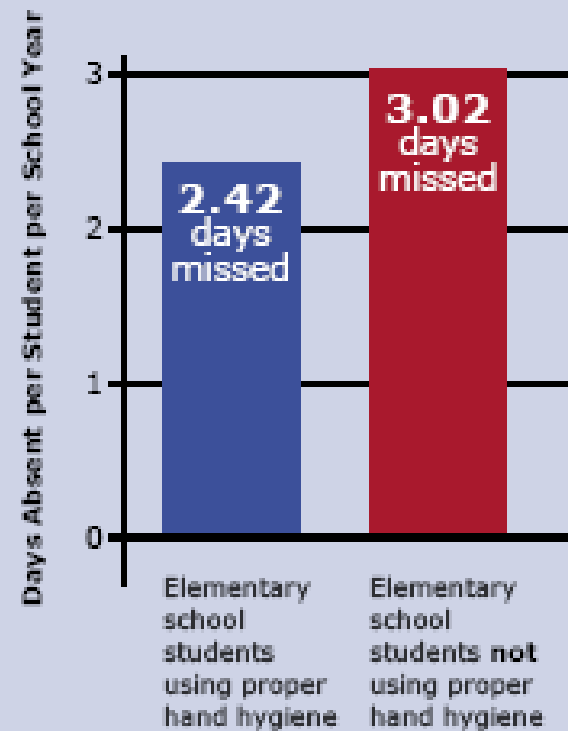
Germs And Bacteria Are An Unseen Epidemic.

- Approximately 1/5 of the U.S. population attends or works in more than 120,000 public and private schools in the U.S.
- Most daycare centers are *efficient little germ factories*, and many of those nasty bugs travel home where they can infect the rest of the family.
- Some viruses and bacteria can live from 20 minutes to two hours or more on surfaces like cafeteria tables, doorknobs, and desks.
- During the cold and flu season (Oct.-May), at risk audiences are the most vulnerable populations.

And Children Are Often Affected The Most.

- 164 million school days are missed each year due to illness, which could be greatly reduced with proper handwashing.
- According to the CDC, handwashing is considered “the single most important means of preventing the spread of infection.”
- It has been estimated that proper handwashing could eliminate close to half of all cases of foodborne illness.

Cleaning Hands Keeps Students In School



**NSF's Response To This Issue Was True
To Our Mission.**

“Making the world safer by improving public health”

The Development of A Program To Keep Kids Healthy

Our Objective

- To raise awareness about the benefits of handwashing among families to improve the health of children.

The Strategies

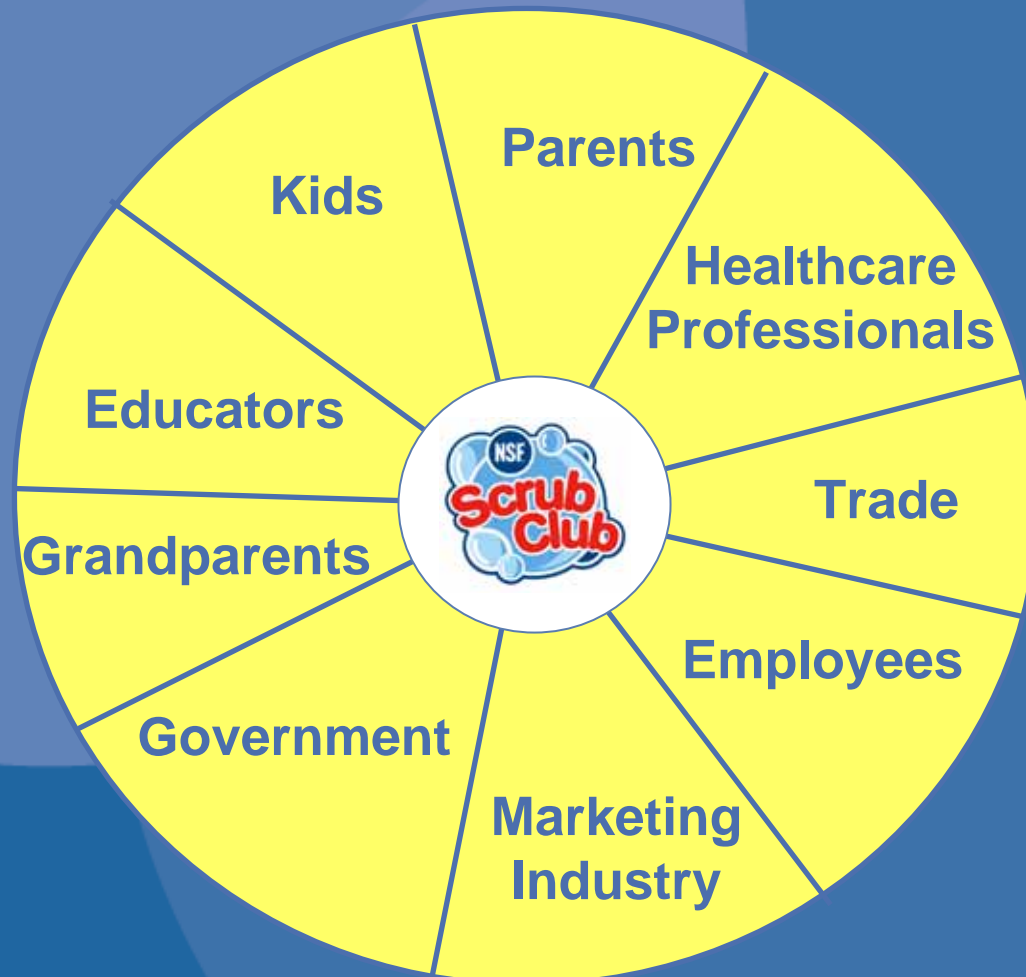
- To create engaging online and offline content to educate young children about the benefits and value of handwashing.
- To provide free materials to children, family and educators to change behavior via a unique social marketing program.

The Target audience

- Is children ages 3-8 years old and the people who influence their health and safety (parents, teachers, nurses, pediatricians, etc.).

End Result: Reduction in sick days for all of us.

We Know There Is A Diverse Range Of Interlocking Target Audiences That Can Influence Children.



Introducing The NSF Scrub Club™



www.scrubclub.org

OVERALL IDEA:

THE NSF SCRUB CLUB IS A GROUP OF 7 KIDS, AND THEIR FEARLESS (AND, OF COURSE, "SPOTLESS") LEADER, SHIP-SHAPE.



THE BUBBLE TELESCOPE

WHEN THE TIME COMES TO GET TO WORK, SHIP-SHAPE SUMMONS THE NSF SCRUB CLUB KIDS VIA THEIR VIDEO WATCHES, AND INFORMS THEM OF/EDUCATES THEM AS TO THEIR ASSIGNMENT. HE THEN GIVES THE NSF SCRUB CLUB THE COORDINATES TO THE CHILD'S HANDS WHERE BAC IS CAUSING HAVOC, AND ZAPS THEM THERE. WHEN THEY ARRIVE, THE KIDS ARE IN THE FORM OF THE VARIOUS ELEMENTS NEEDED TO PROPERLY WASH YOUR HANDS, AND THEY SPRING INTO ACTION.

SHIP-SHAPE SCOURS THE PLANET IN HIS SATELLITE, USING HIS "BUBBLE TELESCOPE" (AS IN HUBBLE TELESCOPE) TO LOOK FOR ANY KIDS WHOSE HANDS ARE IN DANGER OF BEING EXPOSED TO THE INFECTIONS AND SICKNESSES CAUSED BY BAC, AND HIS NO GOOD GERM-RIDDEN BUDDIES.



A VIDEO WATCH

The NSF Scrub Club



THE CAST OF CHARACTERS:

SHIP-SHAPE: THE MYSTERIOUS BUT LOVEABLE LEADER OF THE NSF SCRUB CLUB, SHIP-SHAPE WATCHES OVER THE HANDS OF THE WORLD'S CHILDREN FROM HIS BUBBLE TELESCOPE.



The NSF Scrub Club 

THE CAST OF CHARACTERS:

REPRESENTING **STEP ONE** OF THE HAND WASHING PROCESS: **HOT SHOT AND CHILL**

A BROTHER AND SISTER DUO, HOT SHOT AND CHILL TURN INTO HOT AND COLD FAUCETS AND THEN COMBINE TO MAKE THE WARM WATER ESSENTIAL FOR PROPER HAND WASHING.



The NSF Scrub Club



THE CAST OF CHARACTERS:

REPRESENTING **STEP TWO** OF THE HAND WASHING PROCESS: **SQUEAKS**

THE ABSENT-MINDED PROFESSOR OF THE GROUP, SQUEAKS TURNS INTO VARIOUS FORMS OF SOAP, FROM BARS OF ALL SIZES TO PUMPS OF ALL KINDS.



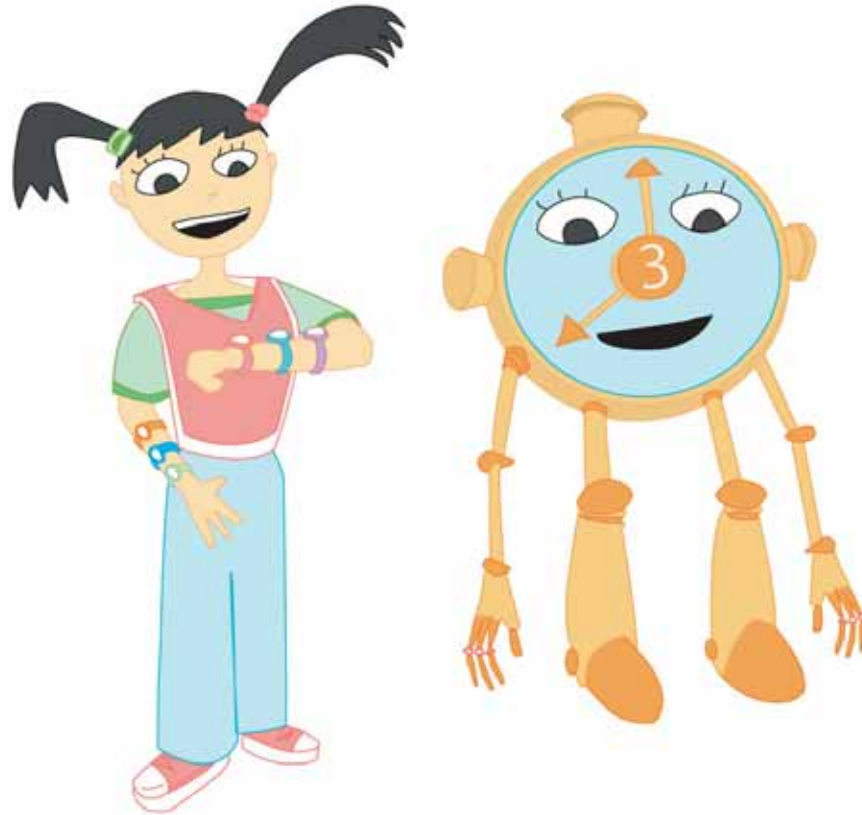
The NSF Scrub Club



THE CAST OF CHARACTERS:

REPRESENTING **STEP THREE** OF THE HAND WASHING PROCESS: **TAKI**

OUTGOING AND FRIENDLY, TAKI TURNS INTO A CLOCK THAT COUNTS DOWN THE REQUIRED 20 SECONDS FOR THOROUGH HAND WASHING.



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THE CAST OF CHARACTERS:

REPRESENTING **STEP FOUR** OF THE HAND WASHING PROCESS: **SCRUFF**

SCRUFF IS AN INTENSE GUY WITH A HEART OF GOLD WHO REMINDS KIDS THAT HANDS AREN'T CLEAN UNTIL THE NAILS ARE CLEAN.



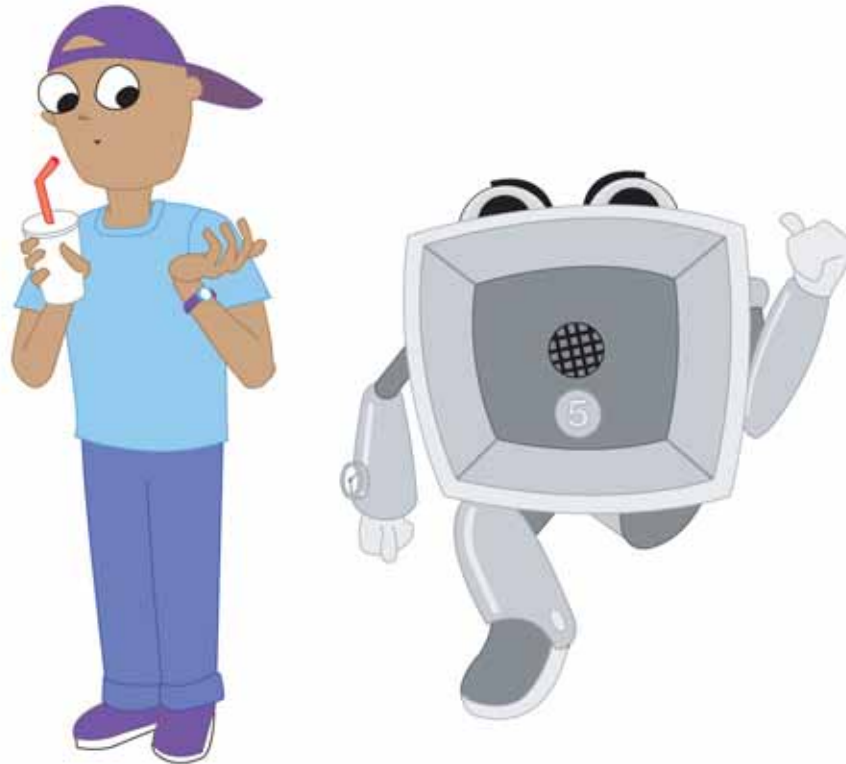
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THE CAST OF CHARACTERS:

REPRESENTING **STEP FIVE** OF THE HAND WASHING PROCESS: **TANK**

THE STRONG SILENT TYPE, TANK TURNS INTO A SINK AND SERVES AS A REMINDER TO RINSE AWAY GERMS.



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THE CAST OF CHARACTERS:

REPRESENTING **STEP SIX** OF THE HAND WASHING PROCESS: **P.T.**

AN ARTSY GIRL WITH A DRY SENSE OF HUMOR AND COOL SENSE OF STYLE, P.T. TRANSFORMS HERSELF INTO PATTERNED PAPER TOWELS.



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THE CAST OF CHARACTERS:

HEAD VILLAIN: **Bac**

THE KINGPIN OF ALL BACTERIA, BAC IS EVERYWHERE AND HAS MILLIONS OF BACTERIA, INFECTIONS AND DISEASES AT HIS DISPOSAL.



The NSF Scrub Club 

THE CAST OF CHARACTERS:

FEATURED VILLAIN

SAL MONELLA: A CORRUPT COWBOY WHO RUSTLES UP TROUBLE WITH HIS HERD OF GERMS



FUTURE VILLAINS

E. COLI: A YODELER WHOSE INFECTIOUS A CAPELLA AND HARMFUL HORN SPREAD DIURETIC DISEASES.

SHIGELLA: AN OUTGOING GERM WHO'S PERSONALITY IS SUPER-COMMUNICABLE.

CAMPY LOBACTER: A FLAMBOYANT BACTERIA WITH TERRIBLE TASTE.

FLU: A SURLY AND JADED LITTLE VIRUS CAPABLE OF WREAKING HAVOC OF EPIDEMIC PROPORTIONS.

The NSF Scrub Club 

Scrub Club™ Web Site

The screenshot shows the Scrub Club website homepage. At the top, a navigation bar includes links for Home, Meet the Scrub Club, Villains, Webisodes, Games, Join Scrub Club, Downloads, and Parents & Teachers. The main banner features the NSF Scrub Club logo, the text "WE ARE THE SCRUB CLUB", and illustrations of seven characters. A starburst graphic says "See the first exciting episode!". To the right, a "SCRUB CLUB vs. BAC" video player is shown with a "PLAY" button. Below the banner are five buttons: "JOIN THE SCRUB CLUB", "Games", "Meet the Scrub Club", "DOWNLOADS", and "VILLAINS GALLERY". At the bottom of the banner are two buttons: "CLICK TO PLAY THE SCRUB CLUB THEME SONG!" and "CLICK TO PLAY THE HANDWASHING SONG!". A footer contains links for "About NSF International | Our Partners | Related Links | Creative Agency | Privacy Policy".

Home | Meet the Scrub Club | Villains | Webisodes | Games | Join Scrub Club | Downloads | Parents & Teachers

NSF Scrub Club™

WE ARE THE SCRUB CLUB

See the first exciting episode!

SCRUB CLUB vs. BAC

PLAY ▶

JOIN THE SCRUB CLUB

Games

Meet the Scrub Club

DOWNLOADS

VILLAINS GALLERY

▶ CLICK TO PLAY THE SCRUB CLUB THEME SONG!

▶ CLICK TO PLAY THE HANDWASHING SONG!

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"BAC" character copyright 2004 The Partnership for Food Safety Education.

www.scrubclub.org

NSF Scrub Club™ Content Overview

- Interactive Web site
 - Music (Theme song and handwashing song)
 - Character profiles/overview
 - 10-minute Webisode
 - 2 mini Webisodes
 - Interactive educational content and games
 - Handwashing game
 - Downloadable activity materials for kids
 - Downloadable educational materials for teachers
 - Program information for parents

The Response To Date Has Been Phenomenal.

- 10,000 – 20,000 visitors per month spending seven minutes or more.
- Winner of the Public Relations Society of America (PRSA) Award for New Media/Technology.
- Over 100+ million media impressions including coverage from:



The New York Times



The Washington Post



Union-Tribune.

Chicago Tribune

Los Angeles Times

Detroit Free Press



The Miami Herald

Special Thanks to Our Scrub Club Partners And Supporters Including...



Senator Norm Coleman



Ways You Can Help

- Link company home page to www.scrubclub.org
- Promote website to colleagues/clients/family/friends
 - Email
 - Mailing lists
 - Trade shows
- Advocacy
 - Encourage other organizations to join the effort
 - Spread the message to parents and teachers
- See me!

[Home](#) | [Meet the Scrub Club](#) | [Villains](#) | [Webisodes](#) | [Games](#) | [Join Scrub Club](#) | [Downloads](#) | [Parents & Teachers](#)



WE ARE THE SCRUB CLUB

See the first exciting episode!



SCRUB CLUB vs. BAC



PLAY ▶



▶ [CLICK TO PLAY THE SCRUB CLUB THEME SONG!](#)

▶ [CLICK TO PLAY THE HANDWASHING SONG!](#)

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Live safer.™

Brief Overview Of NSF International

- Established in 1944 as a not-for-profit 501(c)3
- NSF International helps protect people by certifying products and writing standards for food, water, air and consumer goods.
- An independent voice serving consumers, regulators and industries alike for over 60 years.
- Over 200,000 certified products from over 4,000 companies across 80 different countries.
- Affiliation with the World Health Organization.

Promotional Activities To Date Have Included...

- Public relations
 - Aggressive, targeted media relations
 - Media tour
 - Customized Public Service Announcements
 - Consumer media (TV, radio, print)
 - Influencers (educators, physicians, etc.)
 - Trade
- Generate buzz using non-traditional and grass roots tactics
 - Annual Washington DC kick-off event featuring elected officials such as Senator Norm Coleman and Congressman Regula
 - Material distribution via mailing lists
 - Key Web site links to/from stakeholders
 - Partner relationships such as PFSE, CDC, and USDA
- Ongoing new content development opportunities

Benefits Of Getting Involved

- Connect with kids ages 3-8 and their parents and educators in a positive manner
- Support an important cause to improve the health of children and reduce sick days in our schools
- Benefit from an affiliation with highly regarded national agencies
- High visibility from national media exposure
- Benefit from lengthy online interaction and exposure

“When companies apply their marketing acumen to a social cause, they not only contribute to the betterment of society, but often their own profitability as well.”

NSF Scrub Club™: A Formula For Success

- Fulfills an international public health need
- Creative, educational product with unlimited potential
- Support from the experts – NSF, CDC, PFSE, educators
- Modeled after other successful public service campaigns
 - Schoolhouse Rock
 - PBS kids

What's Next For The Scrub Club™?

- Continue to build on “grass roots” momentum
- Pursue key endorsements
- Continue to pursue noteworthy/celebrity involvement
- Identify distribution and promotional partners
- Create Scrub Club licensing opportunities
- Annual back-to-school kickoff