



Susie Craig
Guendoline Brown
Allison Nichols
Donnie L. Cook
Lynn Nakamura-Tengan
Sandra McCurdy

Washington State University
West Virginia University
West Virginia University
Alabama A & M University
University of Hawaii
University of Idaho

This material is based upon work supported by the Cooperative State Research, Education, and Extension Service, U.S. Department of Agriculture, under Agreement No. 2001-51110-11424.



“People are more afraid of things that don't kill them than the things that do.”

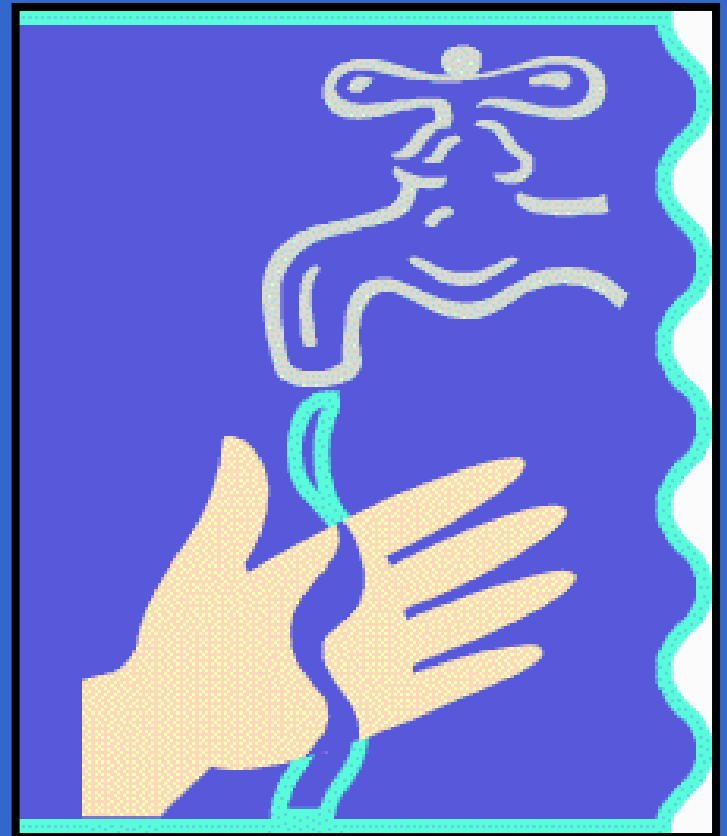
Peter Sandman



Good Health is in Our Hands

“Handwashing is the single most important means of preventing the spread of infection.”

Centers for Disease Control and Prevention



Germ City is.....

**Large Tunnel –
with Black Lights
Portable
Handicap Accessible**



Goals & Objectives

Extension – Education - Research



- Enhance Awareness
- Improve Effectiveness & Frequency
- Modify Attitudes, Motivation, & Behavior
- Generate a Research Base

The Germ City "Experience"

- Apply lotion
- Walk thru tunnel
See pretend germs.
- Wash hands with soap & warm, running water.
- Return to tunnel, assess effectiveness
- Teachable Moments



More than 400,000 Participants



- Fairs
- Festivals
- Special Events
- Schools
- Health Care Operations

Germ City Products

for Schools, Fairs & Festivals

- Germ City Units
- Evaluation Tools
- Health & Science Based Curriculum: K – 8th
- Training Videos
- Support Materials
- (4) Web Sites

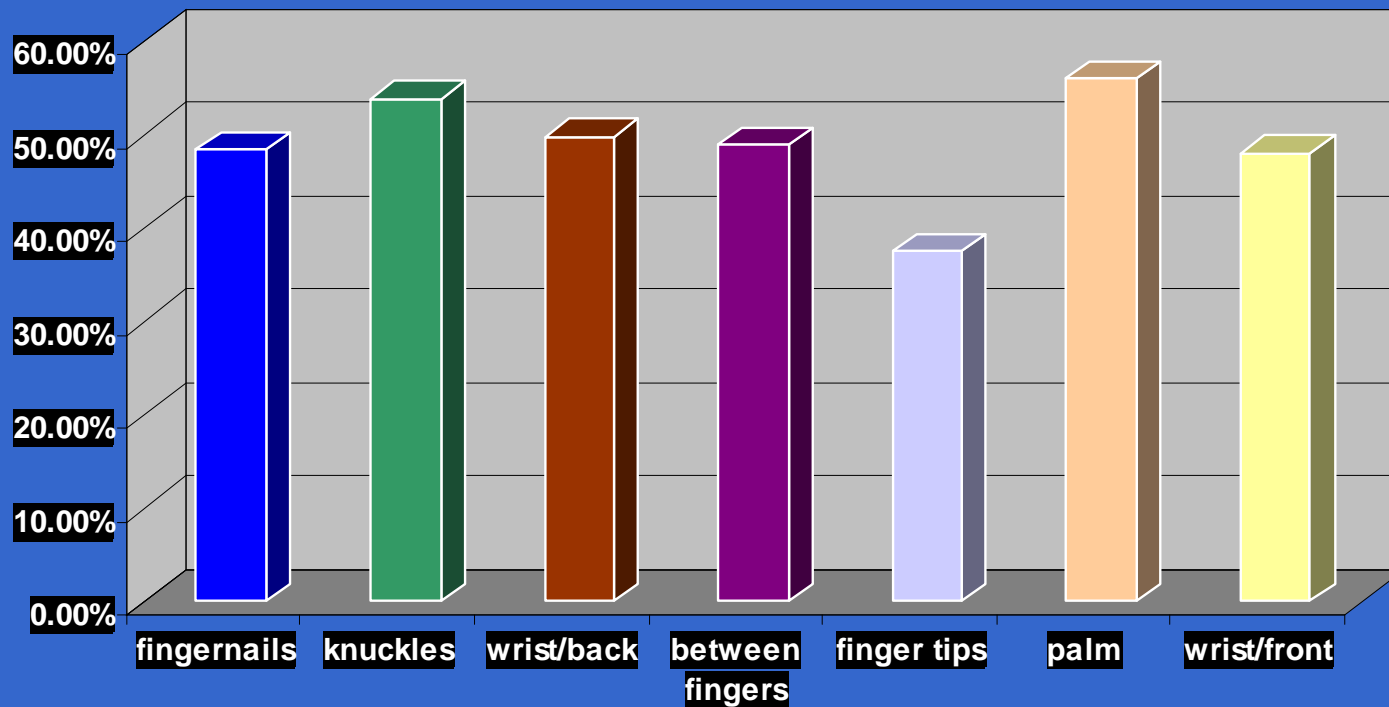


Research in Schools

5 States
10 Locations
351 Subjects



**Percentage of Children with Cleaner Hands --
Demonstrator Observations
(All changes were significant at the .02 level)**



Conclusions for School Research

Children reported significant changes in hand washing behaviors

Researchers observed significant changes in hand washing behaviors

Significantly more children reported they had washed before eating and after using the restroom

Germ City works well with all students. Results were better with eighth grade students and, to a lesser extent, better with girls.

N=351

179 4th Graders

s

172 8th Grader



Fairs & Festivals

Fairs and Festivals



- **Participants' Intent to Change**

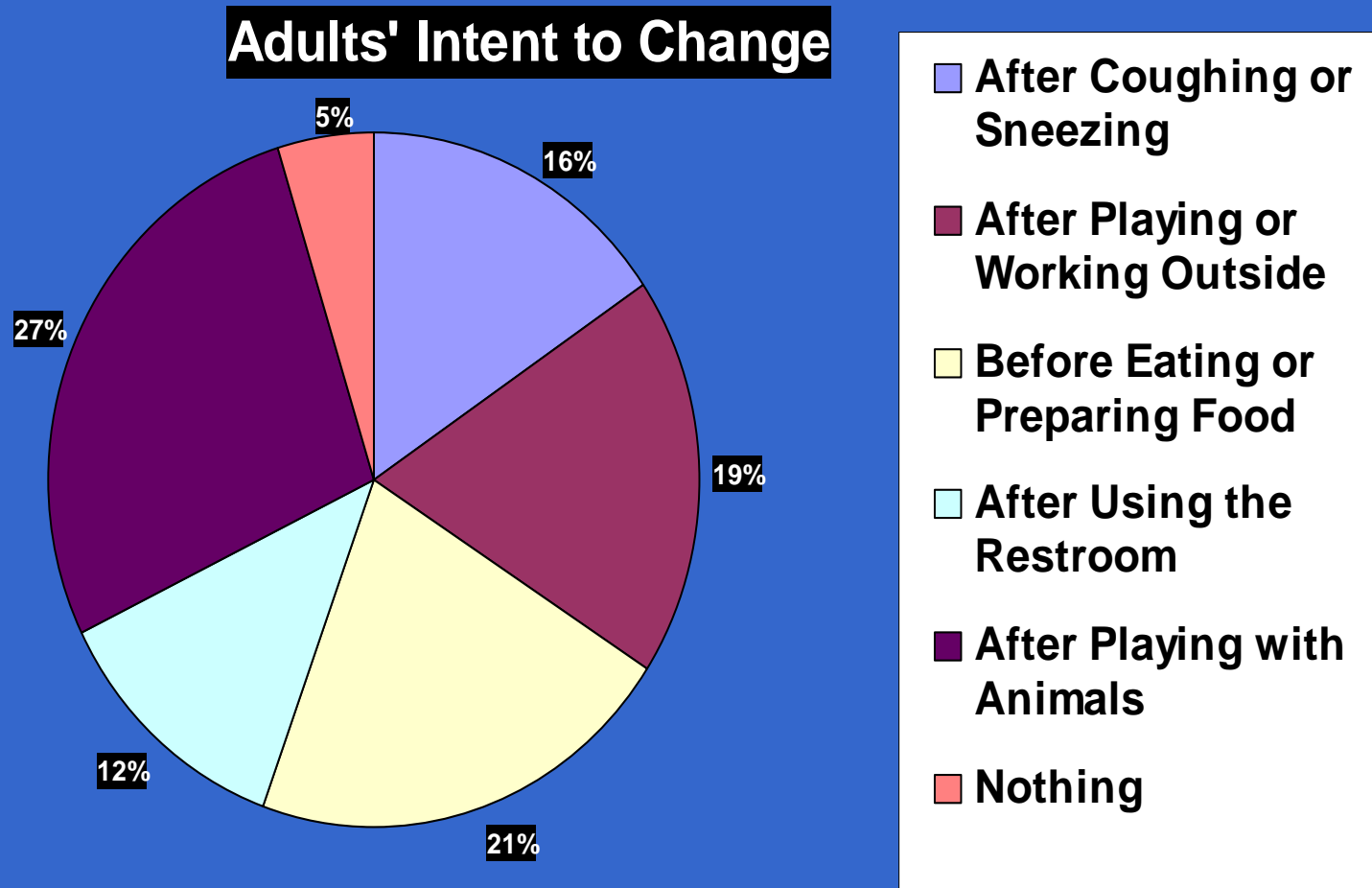
N = 2,524 (86.6% Completion Rate)

- **Systems Change**

- **Observations and Opportunities**



Participants' Intent to Change



System Change

Impacts – Western WA - Puyallup Fair

Immediate, measurable evidence of Change

- 1998 Attendance 1,229,007
1999 Attendance 1,238,029
- Soap usage doubled from 300 gallons in '98 to 600 gallons in '99
- Additional 180 gallons of sanitizers used in 28 newly installed waterless stations.



National Presentations



- International Association of Fairs & Expositions
- National Science Teachers of America
- Thinking Globally – Working Locally USDA Food Safety Conference
- Priester Health & Safety Conference
- National Environmental Health Association Conference
- CYFAR Conference
- SafeFood 2010: University of Arizona
- Society for Nutrition Education
- American School Food Service Association Conference
- CDC Health Directors and Promotion Conference

National Program Outreach

Western Illinois University
University of Arizona
University of California - Davis
University of Vermont
University of Tennessee - EFNEP
University of Hawaii
Alabama A & M University
University of Idaho
West Virginia University
West Virginia State University
Washington State University
Iowa State University – Pending
North Carolina Dept of Agriculture

Buffalo, NY – FDA
Eugene, OR – Lane County Events
Florida State Fair
Erie County Fair – Buffalo, NY
St. Lucie Fair – Florida
Donnell Century Farm – TN
Alameda Fair – Pleasonton, CA
Monterey County Fair - CA



Recognition for Germ City

- Western Extension Directors Award: Multi-State
- Excellence in Research, National Award, NEAFCS
- Florence Hall Award, National Award, NEAFCS
- Food Safety Award, Western Region, NEAFCS
- National Program of Excellence, CSREES
- Innovative Health Program for Healthy People and Healthy Communities, www.nng.org

The Future

“Brand” Association with Extension

New Programs and Partnerships

Funding for Research and Outreach



For More Information

B. Susie Craig

scraig@wsu.edu

