CATCH IT, BIN IT, KILL IT!

Government campaigns to curb the spread of germs

The Department of Health today launches the CATCH IT, BIN IT, KILL IT campaign to help reduce the spread of cold, flu and other viruses.

Covering your nose and mouth with a tissue when you cough and sneeze, disposing of the tissue as soon as possible and cleaning your hands as soon you can are important actions that can help prevent the spread of germs. Research has revealed that people don’t understand what a huge difference using and disposing of tissues correctly and washing hands can make in helping prevent the spread of the common cold and the more serious flu virus. Most adults suffer two to five colds a year and infants and pre-school children have an average of four to eight.

As part of the campaign launch, a giant, human sneezing spectacle, taking place in Trafalgar Square on 28th November, will demonstrate how thousands of cold and flu particles are projected with just one sneeze.

The campaign includes widespread ambient advertising promoting CATCH IT, BIN IT, KILL IT, appearing on buses, trains and tubes and in offices and major shopping centres, reminding people how to avoid spreading germs when they sneeze and cough. Posters will also appear in health settings such as hospitals and GP surgeries, promoting the importance of good respiratory and hand hygiene practice amongst the public.

According to Professor Lindsey Davies, National Director of Pandemic Influenza Preparedness, “If we all follow the simple rules of CATCH IT, BIN IT, KILL IT, the spread of colds, flu and similar illnesses could be reduced. In the UK, around 15% of the population develop colds and flu each year with many millions of days lost from schools and work as a result. And each year, around 12,000 people in the UK die from flu. We all have an important role in preventing ourselves, our families and others from spreading germs, which is why we’re launching this important campaign.
to get everyone to practice good hygiene. CATCH IT, BIN IT, KILL IT. Three steps to safety for you and your family.

The messages of CATCH IT, BIN IT, KILL IT are simple:

- **CATCH IT**
  Germs spread easily. Always carry tissues and use them to catch your cough or sneeze.

- **BIN IT**
  Germs can live for several hours on tissues. Dispose of them as soon as possible.

- **KILL IT**
  Hands can transfer germs to any surface you touch. Clean your hands as soon as you can.

Continuing the campaign in the New Year, a *Hanky Amnesty* will take place in supermarkets across England, encouraging shoppers to trade in their old, unhygienic handkerchiefs in return for disposable tissues provided by Kleenex.

- **Ends**-

For further information or to arrange an interview with Professor Lindsey Davies please contact The Red Consultancy:

- James Humphreys: 020 7025 6522
- Katie Murphy: 020 7025 6547

For out of office hours enquiries please contact Lucy Twitchin on 07855 398595