



Spreading the word, not the microbes, on safe hand drying to optimise hand hygiene

ETS to participate in ICPIC 2015 with two speakers at the Satellite Symposium as a part of the scientific programme, and at booth 29

Brussels, Belgium - May 4, 2015 - The European Tissue Symposium, [ETS](#), has announced that it will be taking part in the International Conference on Prevention and Infection Control ([ICPIC](#)) in order to stress the importance of proper hand drying as a part of optimal hand hygiene.

A World Health Organisation ([WHO](#)) initiative, which will take place in Geneva, Switzerland, from 16 - 19 June, ICPIC provides a unique forum for the exchange of knowledge and experience in the prevention of healthcare-associated infection and control of antimicrobial resistance. This bi-annual event, now in its third edition, includes keynotes and meet-the-expert sessions with world experts and opinion leaders. It is expected to gather delegates from over 100 countries worldwide looking for information on how to reduce the global threat that is antimicrobial resistance.

Prestigious participation

As an advocate for safe hands and hand hygiene, ETS has been expressly invited to attend and participate. As well as being available for visitor meetings at booth 29 throughout the conference, ETS will also field two speakers as a part of the Satellite Symposium scientific programme on 'Why Hand Drying Hygiene is Important in the Washroom'. Leading microbiologist Keith Redway, will speak on '[The risk of viral dispersal and aerosolization by different hand-drying methods](#)'. Professor Mark Wilcox of the University of Leeds and Leeds teaching hospitals will present on '[Contamination of the washroom and users associated with hand drying](#)'. They will speak between 15h - 16h30 on 16 June.

"We are honoured to have been invited to participate in this prestigious event," said Roberto Berardi, president of ETS. "ICPIC provides the ideal platform to address health workers and emphasise the importance of hand drying as a part of the handwashing process. In regions of the world where we are lucky enough to have running water and soap for handwashing, we must also choose the most efficient method to dry hands hygienically. Studies have consistently shown that single use towels offer the most effective way to limit the spread of bacteria in and around the washroom."

Updated consensus agreement on hand drying

The European Tissue Symposium also sponsors scientific panels on hygienic hand drying with eminent microbiologists and hospital hygienists from across Europe to review the science on hand drying and the hygienic performance of hand drying devices, such as paper towels, textile towels, and hot air dryers, and to make recommendations for future scientific research and public policy. At a recent panel meeting in Leuven, Belgium, following peer reviewed publications in the Journal of Hospital Infection, the consensus statement has been updated in relation to the aerosolization of bacteria in the washroom depending on the choice of hand drying method. Roberto Berardi concludes: "It's not just about what we touch, it's also about what bacteria we spread in the washroom depending on our selection of hand drying device. We need to make people aware of the risks of contamination in the washroom, which is why we have also visualised it in a [video](#) format. An update

ICPIC 2015

of the consensus statement was in order. Not in the least because its message is our key highlight at ICPIC.”

The updated statement can be consulted at <http://www.europeantissue.com/hygiene/expert-consensus-statement/>

Note to Editors

Journalists are invited to register here <http://icpic.com/index.php/registration-2015> in order to attend the presentations by Professor Mark Wilcox and Keith Redway.

ETS has 5 symposium badges to hand out to the press. All requests for meetings or press folders should be addressed to Maya Staels at duomedia via +32 2 560 21 50 (mobile) or via maya.s@duomedia.com. Symposium badges will be assigned to the first editors to schedule a meeting.

VIDEO - Hand drying – an important part of hand hygiene:



Or click here to view the video : <http://www.europeantissue.com/hygiene/comparison-of-different-hand-drying-methods-the-potential-for-airborne-microbe-dispersal-and-contamination/>

- Ends -

About ETS

ETS is the European Tissue Paper Industry Association. The members of ETS represent the majority of tissue paper producers throughout Europe and around 90% of the total European tissue production. ETS was founded in 1971 and is based in Brussels. For more information: www.europeantissue.com

Editorial contacts:

duomedia

Maya Staels | tel. +32 2 560 21 50 | maya.s@duomedia.com

ETS

Roberto Berardi | tel. + 39 011 8128810 | info@europeantissue.com