



Fact Sheet

What is the *Infect Me Not* campaign?

The *Infect Me Not* campaign is a city-wide campaign designed to keep San Franciscans well by introducing healthy habits that prevent the spread of common infectious diseases.

Why was the campaign developed?

The campaign was developed in response to public concerns articulated in focus group sessions. Participants said they felt “threatened” by germs spread by co-workers, friends, and people in public places. They wished people made a greater effort to “keep their germs to themselves.” The rally cry “Infect Me Not” echoes these concerns.

What are the main campaign messages?

The campaign aims both to educate the public about germs and infectious diseases and to encourage habits that protect people from avoidable disease. The following healthy habits are highlighted:

- Wash hands often
- Clean and disinfect
- Cough and sneeze into your sleeve
- Handle and prepare food safely
- Get vaccinated
- Don't share personal items
- Stay home when sick
- Avoid touching wild animals

Why should people practice healthy habits?

Healthy habits prevent disease. Getting sick is unpleasant and potentially devastating. Fortunately, many of the most common infectious diseases, like a cold or the flu, can be avoided by practicing healthy habits that reduce the transmission of germs. Consider that:

- Some viruses and bacteria can live 20 minutes, 2 hours, or longer on surfaces like cafeteria tables, doorknobs, and desks¹.
- Hand washing greatly reduces the transmission of many common infectious diseases that affect the respiratory system (flu, or cold) and gastrointestinal system.
- 20% of people do not wash their hands².
- Over 22 million school days are lost every year due to the common cold³.
- Employees who go to work sick risk infecting their co-workers and may be less productive⁴.
- 47% of people feel angry or annoyed when a co-worker comes to work sick with the flu⁵.

¹ Ansari, 1988; Scott and Bloomfield, 1989

² American Society for Microbiology

³ CDC, 1996

⁴ Smith AP, et al. Effect of influenza B virus infection on human performance. *BMJ*. 1993;306:760-761.

⁵ http://www.nfid.org/pdf/docs/workplace_flu_release.pdf

What resources were produced by the campaign?

The *Infect Me Not* campaign produced various print, visual, and audible materials and messages for the public, including:

Brochures

- “Germs” – Infectious Disease Prevention Brochure

Posters

- Wash Your Hands Often
- Cough and Sneeze into Your Sleeve
- Stay Home When Sick
- Get Vaccinated
- Spotlight on Healthy habits #2, #4, #6, #8

Reference Materials

- Flu Home Care Guide

Songs

- Cough & Sneeze into your sleeve songs

Videos

- Cover your cough and sneeze with your sleeve
- Stay home when sick
- Wash hands often

How will the campaign messages and materials be disseminated?

To reach the San Francisco general public and special populations a series of public service advertisements (PSAs) will be launched on BART, MUNI, radio, newspaper, and television stations. Materials will also be shared at street fairs, community meetings, health care clinics, trainings, and other venues throughout the city.

Who are the campaign partners?

The Department of Public Health is collaborating with local government agencies, the San Francisco Health Plan, Neighborhood Emergency Response Teams (NERT), the Gap, and other non-profit and corporate partners, in an effort to reach all San Franciscans with the *Infect Me Not* message.

How was the campaign funded?

Primary funding for this campaign was received through an anonymous source interested in reducing infectious diseases in San Francisco. Additional support was received from Gilead. Product donations were made by Grainger, Clorox, 3M, North Safety, GoJo, and Territory.

For additional campaign information and to order materials contact:

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