# Simple Device Sanitizes Often Overlooked Breeding Ground for Bacteria and Viruses

Shared pens carry thousands of germs but are rarely cleaned between users

Orlando Health		
Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: <u>http://bit.ly/3bTNn3B</u>	
Package Length: 1:40	Content provided by: <b>Orlando Health</b>	

### **NEWS PACKAGE**

SUGGESTED TEASE	EVEN IF YOU'RE ARMED WITH HAND SANITIZER AND WIPES, A COMMON ITEM YOU MAY TOUCH EVERY DAY COULD SPREAD GERMS TO YOUR HOUSEHOLD. COMING UP, A NEW TOOL TO HELP WRITE OFF ILLNESSES THIS COLD AND FLU SEASON.
ANCHOR LEAD	IT SEEMS EVERY YEAR THERE'S A NEW FLU STRAIN OR STOMACH BUG THAT SPREADS QUICKLY AND HITS FAMILIES HARD. AND WHILE A GOOD SUPPLY OF SANITIZING WIPES CAN HELP, YOU MAY BE OVERLOOKING ONE VERY GERMY CULPRIT. YOU PROBABLY PICK UP PENS AT THE BANK, THE DOCTOR'S OFFICE OR YOUR KID'S SCHOOL WITHOUT A SECOND THOUGHT, BUT THEY CAN EASILY TRANSFER BACTERIA AND VIRUSES TO YOUR HANDS. NOW A SIMPLE TOOL IS MAKING DAILY LIFE A LITTLE HEALTHIER BY QUICKLY CLEANING PUBLIC PENS BETWEEN USERS. BARB CONSIGLIO HAS THE DETAILS.
(PACKAGE START) CG: Courtesy: Orlando Health Arnold Palmer Hospital for Children :00 - :03 Shots Erin putting soap into her daughter's hands	(Nats - Sound) :02 ERIN HOFFMAN DOES EVERYTHING POSSIBLE TO KEEP ILLNESSES FROM HITTING HER HOUSEHOLD. :03
<b>CG: Erin Hoffman</b> <b>Mom</b> Shot of Erin wiping off doorknob	We definitely get our flu shots. We try to keep our house clean, sanitized. Not just everyday surfaces, but surfaces you don't think about, disinfecting light switches, remote controls, iPads, phones. :13
Shots of patient signing in a doctor's office with shared pen	BUT ONE ITEM THAT YOU PROBABLY COME IN DAILY CONTACT WITH IS EASILY FORGOTTEN AND RARELY CLEANED. :05

CG: Todd Roberts Orlando Health	<i>"Between 40 and 60 percent of all pens are contaminated with some sort of bacterial germs or viruses." :07</i>
Shots of Roberts with pen germ cultures in lab	IN FACT, SHARED PENS ARE FOUND TO HAVE MORE THAN FORTY-SIX THOUSAND TIMES MORE GERMS THAN THE AVERAGE TOILET SEAT <sup>1</sup> , AND YOU PROBABLY PICK UP PENS THAT DOZENS OF OTHERS HAVE TOUCHED WITHOUT A SECOND
Shot of pen going through CleanBlock	THOUGHT. THAT'S WHERE THE CLEAN BLOCK <sup>2</sup> COMES IN. :10
Todd Roberts (CG'd earlier)	<i>"It's being wiped and cleaned and dried between each user."</i> :04
Graphic of germs being eliminated as pen goes through CleanBlock	EACH SWIPE ELIMINATES NINETY-NINE POINT NINE PERCENT OF GERMS IN A MATTER OF SECONDS. :03
	(Nats - lab) :01
Shots of Roberts and colleague in lab	AS A CLINICAL COORDINATOR AT ORLANDO HEALTH'S U-F HEALTH CANCER CENTER,
Shots of patient using pen after going through the CleanBlock	ROBERTS' IDEA WAS BORN OUT OF CONCERN FOR HIS PATIENTS ALL SIGNING IN TO THEIR APPOINTMENTS WITH ONE SHARED PEN. :09
Todd Roberts (CG'd earlier)	<i>"For us, a common cold is not really a big deal. But for them, it can be detrimental to their complete health."</i> :06
Shots of Roberts collaborating on CleanBlock with colleague	HE BROUGHT THE IDEA TO THE FOUNDRY, A PROGRAM THAT FOSTERS INNOVATIVE HEALTHCARE IDEAS FROM ORLANDO HEALTH PHYSICIANS AND EMPLOYEES. :06
Todd Roberts (CG'd earlier)	"They realize that with all the individuals here going through their daily routines of working through the clinics, they can come up with ideas that can help people, and at same time bring a streamlined idea that can be utilized." :15
Shots of Erin's daughter washing hands	FOR FAMILIES, IT ELIMINATES ONE MORE THREAT TO HELP THEM MAKE IT THOUGH COLD AND FLU SEASON UNSCATHED. :04
Erin Hoffman (CG'd earlier)	"Any time that you can come up with something new that's going to help prevent passing germs in public, I think it's a great idea." :06
Shots of patient using a pen after going through the CleanBlock	AT ORLANDO HEALTH, THIS IS BARB CONSIGLIO REPORTING. :02

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(PACKAGE END)	
ANCHOR TAG	ORLANDO HEALTH PLANS TO HAVE A CLEAN BLOCK IN EVERY MEDICAL OFFICE ON THEIR
	CAMPUS BY THE END OF THE YEAR, AND THE HOPE IS THAT MORE PUBLIC PLACES WILL UTILIZE THIS TOOL TO HELP KEEP VISITORS HEALTHY. FOR MORE INFORMATION, VISIT THE CLEAN
	BLOCK DOT COM.

### SOCIAL MEDIA

Share it! Suggested tweet:	Shared pens harbor thousands of bacteria and viruses that can make you and your family sick, but a simple device developed at <u>@OrlandoHealth</u> sanitizes pens between users with just a swipe. <u>http://bit.ly/3bTNn3B</u>
Suggested post:	You probably pick up pens at your doctor's office, the bank or your kid's school without a second thought, but those shared pens harbor a host of bacteria and viruses and are rarely cleaned. A simple device developed at <u>Orlando Health</u> quickly and easily sanitizes shared pens, eliminating germs and preventing the spread of illnesses. <u>http://bit.ly/3bTNn3B</u>

### **EXTRA BITES**

	Roberts explains how the CleanBlock works: "They'll pull it out, they'll sign, they'll push it back in, the person on the other side can do the same thing. So it was originally designed and conceptualized so that it would be a one-way system, so there's no cross-contamination between one user to another." :12
CG: Todd Roberts Orlando Health	Roberts says pens are commonly shared but not cleaned: "Signatures are needed, people have to sign in, there's always proof that you were there at some point. And pens, for the most part, they're the most shared, but they're rarely thought about as being cleaned." :12
	Roberts remembers being reluctant to use a shared pen after sick patients used it: "They asked me to please have a seat and sign in and start signing paperwork. And she rolled the pen over to me and I said, "I'm sorry, do you have another pen? I cannot use this one." :10
CG: Erin Hoffman Mom	Erin says her daughter comes in contact with a lot of germs: She's mingling with other kids and other toys all day, playing outside. And as you know, kids don't always have the best practice of keeping their hands out of their face, out of their mouth, out of their nose. :10

CG: Erin Hoffman Mom	Erin says they do their best to avoid spreading illnesses: It makes us make sure that we're doing our best to avoid it. Not only staying out of school when we're sick, staying out of work when we're sick, making sure that we're
	properly cleaning, sanitizing, sterilizing, washing our hands. :13

#### References

<sup>1</sup>Germs at the Doctor's Office, **InsuranceQuotes, Apr 19, 2018.** Online: <u>https://www.insurancequotes.com/health/germs-at-the-doctor-s-office</u>

<sup>2</sup>CleanBlock, The CleanBlock, 2020. Online: <u>https://thecleanblock.com/</u>

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