

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

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NEWS PACKAGE

<p>SUGGESTED TEASE</p>	<p>EVEN IF YOU'RE ARMED WITH HAND SANITIZER AND WIPES, A COMMON ITEM YOU MAY TOUCH EVERY DAY COULD SPREAD GERMS TO YOUR HOUSEHOLD.</p> <p>COMING UP, A NEW TOOL TO HELP Wipe OFF ILLNESSES THIS COLD AND FLU SEASON.</p> <hr/>
<p>ANCHOR LEAD</p>	<p>IT SEEMS EVERY YEAR THERE'S A NEW FLU STRAIN OR STOMACH BUG THAT SPREADS QUICKLY AND HITS FAMILIES HARD.</p> <p>AND WHILE A GOOD SUPPLY OF SANITIZING WIPES CAN HELP, YOU MAY BE OVERLOOKING ONE VERY GERMY CULPRIT.</p> <p>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.</p> <p>NOW A SIMPLE TOOL IS MAKING DAILY LIFE A LITTLE HEALTHIER BY QUICKLY CLEANING PUBLIC PENS BETWEEN USERS. BARB CONSIGLIO HAS THE DETAILS.</p> <hr/>
<p>(PACKAGE START) ----- CG: Courtesy: Orlando Health Arnold Palmer Hospital for Children :00 - :03 Shots Erin putting soap into her daughter's hands</p> <p>CG: Erin Hoffman Mom Shot of Erin wiping off doorknob</p> <p>Shots of patient signing in a doctor's office with shared pen</p>	<p>(Nats - Sound) :02</p> <p>ERIN HOFFMAN DOES EVERYTHING POSSIBLE TO KEEP ILLNESSES FROM HITTING HER HOUSEHOLD. :03</p> <p><i>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</i></p> <p>BUT ONE ITEM THAT YOU PROBABLY COME IN DAILY CONTACT WITH IS EASILY FORGOTTEN AND RARELY CLEANED. :05</p>

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<p>CG: Todd Roberts Orlando Health</p> <p>Shots of Roberts with pen germ cultures in lab</p> <p>Shot of pen going through CleanBlock</p>	<p><i>“Between 40 and 60 percent of all pens are contaminated with some sort of bacterial germs or viruses.” :07</i></p> <p>IN FACT, SHARED PENS ARE FOUND TO HAVE MORE THAN FORTY-SIX THOUSAND TIMES MORE GERMS THAN THE AVERAGE TOILET SEAT¹, AND YOU PROBABLY PICK UP PENS THAT DOZENS OF OTHERS HAVE TOUCHED WITHOUT A SECOND THOUGHT. THAT’S WHERE THE CLEAN BLOCK² COMES IN. :10</p>
<p>Todd Roberts (CG’d earlier)</p> <p>Graphic of germs being eliminated as pen goes through CleanBlock</p>	<p><i>“It’s being wiped and cleaned and dried between each user.” :04</i></p> <p>EACH SWIPE ELIMINATES NINETY-NINE POINT NINE PERCENT OF GERMS IN A MATTER OF SECONDS. :03</p> <p>(Nats - lab) :01</p>
<p>Shots of Roberts and colleague in lab</p> <p>Shots of patient using pen after going through the CleanBlock</p>	<p>AS A CLINICAL COORDINATOR AT ORLANDO HEALTH’S U-F HEALTH CANCER CENTER, ROBERTS’ IDEA WAS BORN OUT OF CONCERN FOR HIS PATIENTS ALL SIGNING IN TO THEIR APPOINTMENTS WITH ONE SHARED PEN. :09</p>
<p>Todd Roberts (CG’d earlier)</p> <p>Shots of Roberts collaborating on CleanBlock with colleague</p>	<p><i>“For us, a common cold is not really a big deal. But for them, it can be detrimental to their complete health.” :06</i></p> <p>HE BROUGHT THE IDEA TO THE FOUNDRY, A PROGRAM THAT FOSTERS INNOVATIVE HEALTHCARE IDEAS FROM ORLANDO HEALTH PHYSICIANS AND EMPLOYEES. :06</p>
<p>Todd Roberts (CG’d earlier)</p> <p>Shots of Erin’s daughter washing hands</p>	<p><i>“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</i></p> <p>FOR FAMILIES, IT ELIMINATES ONE MORE THREAT TO HELP THEM MAKE IT THROUGH COLD AND FLU SEASON UNSCATHED. :04</p>
<p>Erin Hoffman (CG’d earlier)</p> <p>Shots of patient using a pen after going through the CleanBlock</p>	<p><i>“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</i></p> <p>AT ORLANDO HEALTH, THIS IS BARB CONSIGLIO REPORTING. :02</p>

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**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

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

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

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