

INNOVATIVE PHARMACEUTICAL ASSOCIATION OF SOUTH AFRICA (IPASA)

MEDIA RELEASE

IPASA SUPPORTS WORLD HAND HYGIENE INITIATIVE

Monday, 4 May 2015: Globally, clean hands are considered one of the fundamental pillars of good healthcare and a means of avoiding Health Care Associated Infections (HCAI).

World Hand Hygiene Day, which will be celebrated on 5 May, is a World Health Organisation (WHO) initiative that underscores the importance of hand hygiene in the healthcare sector.

In celebration of World Hand Hygiene Day, the Innovative Pharmaceutical Association of South Africa (IPASA) and its member companies have sponsored the University of Cape Town's *I Provide Clean Care #safeHANDS* campaign and partnered with the Self Medication Association South Africa (SMASA) to provide essential hand hygiene products to various public healthcare facilities.

IPASA, which represents some 25 research-based pharmaceutical companies, has echoed the message that hand hygiene should always be a priority in all healthcare facilities and households.

This year, South Africa will participate in the WHO's SAVE LIVES: Clean Your Hands campaign; a global call to action for healthcare workers which seeks to create awareness about the importance of regular hand-washing in healthcare environments.

Around the world in participating facilities, this year's SAVE LIVES: Clean Your Hands campaign will endeavour to notch up a Guinness World Record. Healthcare workers will pass a 'baton' of alcohol hand rub to their fellow healthcare workers and patients. The number of participants per facility will be submitted to the WHO for tallying and it is hoped that this initiative will win a place in the Guinness Book of World Records for the relay with the most participants.

IPASA CEO Dr Konji Sebati said IPASA and its members fully support the WHO's call for hand hygiene to become a daily habit for everyone – be they in healthcare facilities, work spaces or their homes. "Regular hand washing could prevent many contagious diseases. We should all make an effort to wash our hands for at least 20 seconds - especially after using the toilet and before preparing food. With the winter season now upon us, hand washing is especially important after blowing your nose to ensure that you don't pass on bacteria and infectious diseases to others.

"Within the home environment, it's a good idea to place a bar of soap or liquid hand soap near the bathroom and kitchen sink, and where possible, keep a compact waterless hand sanitiser for travel. Clean hands are not only the responsibility of healthcare workers but all South Africans," said Sebati.

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About The Innovative Pharmaceutical Association South Africa (IPASA)

The Innovative Pharmaceutical Association South Africa (IPASA) was established in

April 2013. IPASA was formed from a desire for a credible, respected Association to engage with stakeholders in both the private and public sectors. IPASA comprises of 25 pharmaceutical companies that are research based.

IPASA aims to be an Association that focuses on building an environment for sustainable access to innovative research-based healthcare.