

WINTER 2021

Clean Canada



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Beyond Appearances: Creating a Culture of Hygiene

The cleaning industry must move
beyond hygiene theatre to create
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Clean Canada
CHANGING THE WAY THE WORLD VIEWS CLEANING

Clean Canada is the marketing vehicle of ISSA Canada and is circulated to all ISSA Canada members. The e-newsletter is intended to provide news and views from the industry, as well as highlight upcoming educational opportunities and networking events being held across Canada.

Clean Canada is published three times per year – Winter, Spring, and Fall.

ISSA Canada is the body formed by the merger of ISSA, the worldwide cleaning industry association, and the Canadian Sanitation Supply Association (CSSA) in May 2017. The purpose of ISSA Canada is to provide the industry and its members with a high degree of professionalism, technical knowledge and business ethics.

ISSA Canada's mission is to reach out to all sectors of the Canadian cleaning industry in order to unify the nation's cleaning community, and increase the appreciation for cleaning as an investment in human health, the environmental and an improved bottom line.

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NEW PROGRAM



GBAC STAR Service Accreditation NOW AVAILABLE

ISSA is pleased to launch its new GBAC STAR Service Accreditation program, the cleaning industry's only outbreak response and recovery accreditation for cleaning service providers.

GBAC STAR Service Accreditation is designed for building service contractors and other outsourced cleaning service providers who want to demonstrate their commitment to building occupant health and safety through a respected, third-party accreditation.

The accreditation program validates a cleaning company's cleaning, disinfection and infection prevention program to help its facility customers prepare for, respond to and recover from biohazards and infectious agents, such as SARS-CoV-2, the virus responsible for COVID-19.

GBAC STAR Service Accreditation provides service providers with a competitive advantage in the following ways:

- An accredited firm is more attractive to hire due to third-party validation of its cleaning, disinfection, and infection prevention protocols and procedures.
- An accredited firm is uniquely positioned to help facility customers achieve GBAC STAR Facility Accreditation for their buildings, and empower them to operate their facilities in a clean, safe, and healthy way that increases customer confidence.

For more information, please visit the [GBAC STAR Service Accreditation information page](#). 🍁



Setting the Stage for Increased Industry Recognition

One positive from the pandemic is a new respect for the important role professional cleaners play

By TANJA NOWOTNY

ISSA Canada, a Division of ISSA, the worldwide cleaning industry association, has always been committed to the mandate of “changing the way the world views cleaning.” And, if there’s one positive to come out of this historic COVID-19 pandemic, it’s a new respect for the important role professional cleaners play not only in the health and safety of buildings, but also the people who are housed within them.

“The pandemic has certainly buried the needle when it comes to a raised awareness of facility cleanliness,” says ISSA Canada Executive Director Mike Nosko. “It has been a long-time coming for professional cleaners to be placed in the spotlight for the important role they play in protecting human health. Whether it’s a hospital, commercial, industrial or institutional facility, a recreational complex, or any other facility where people work and visit, the cleaning profession has certainly proved just how essential it

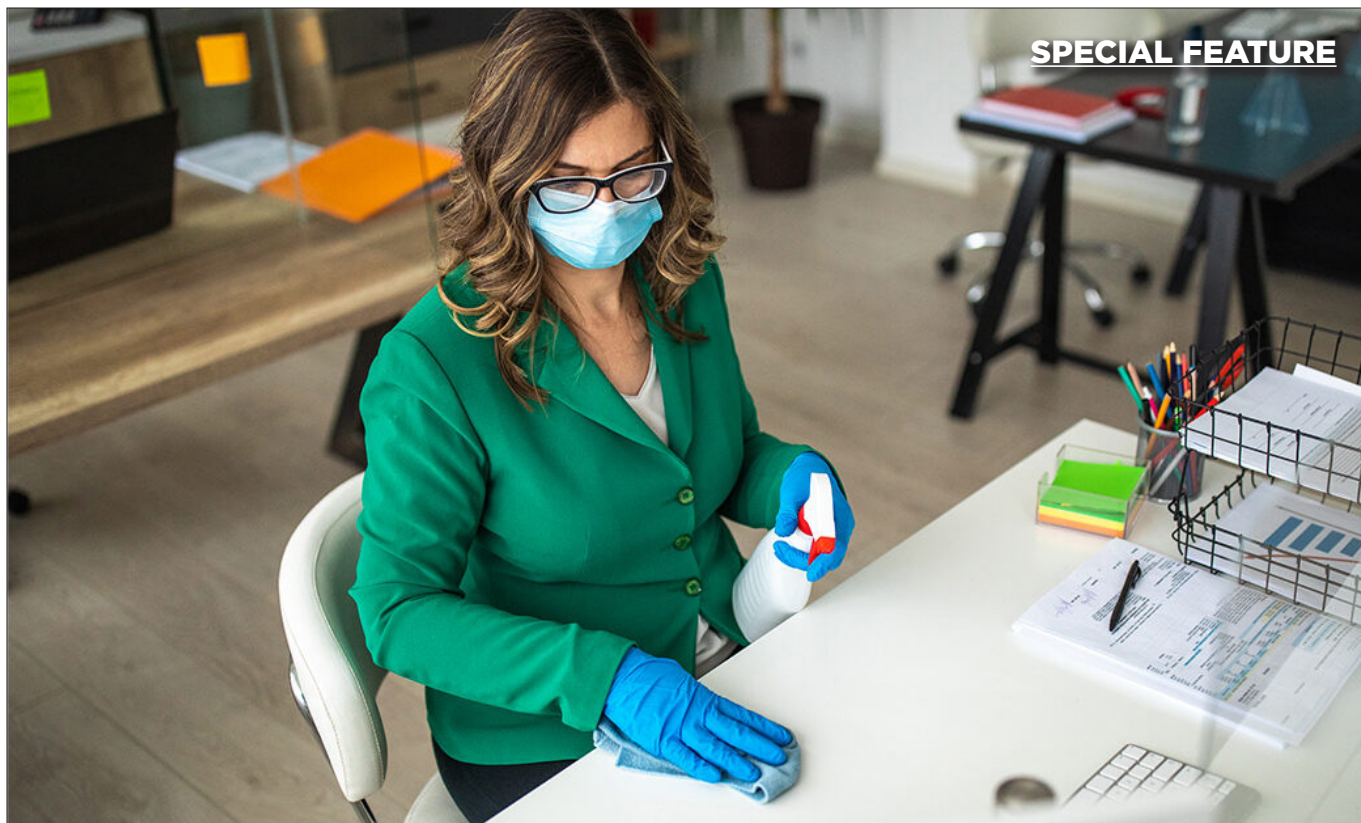
really is.”

But long before the pandemic took hold of the world, ISSA had always been an advocate for the cleaning and maintenance industry, establishing top-notch educational programming and cleaning standards to help build a strong foundation and elevate the professionalism within the industry.

That has not changed today. In fact, when the COVID-19 pandemic was declared, through its Global Biorisk Advisory Council® (GBAC) Division, ISSA took immediate steps to once again arm the industry with the tools it needed to combat this unseen enemy.

“It quickly became quite clear early on that disinfection was a key in the new fabric of standard cleaning practice,” Nosko explained. “That’s where the GBAC Fundamentals course came into play. The industry needed new cleaning protocols and training to deal with biohazards, and the GBAC Fundamentals course filled that need. It also provided front-line staff

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Beyond Appearances: Creating a Culture of Hygiene

By STEPHEN P. ASHKIN

The cleaning industry must move beyond hygiene theatre to create a “culture of hygiene”

COVERD-19 has changed how the world views cleaning. With over one million deaths worldwide from this disease, people increasingly understand the importance of hand hygiene, cleaning, and disinfecting. However, the cleaning industry must consider which pandemic cleaning protocols should remain when COVID-19 has been defeated.

DEFINING HEALTH

In his book *“Cleaning for Health: Protecting the Built Environment,”* Michael Berry, Ph.D., defines health as “The state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.”

To this point, many facilities would benefit by recognizing they need to address occupant concerns and fears that their health and safety – as well as that of their co-workers, family members and friends – may be at risk when they enter office buildings, workplaces, schools, restaurants, retailers,

and other public buildings.

HYGIENE THEATRE

To prove their efforts in making buildings safe, some resort to extreme measures. Derek Thompson wrote in *The Atlantic*, “To some American companies... COVID-19 is apparently a war that will be won through antimicrobial blasting, to ensure that pathogens are banished from every square inch of America’s surface area. But what if this is all just a huge waste of time?”

Thompson continued, “COVID-19 has reawakened America’s spirit of mis-

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with the knowledge to deal with not only COVID-19, but other infectious diseases as well.”

With front-line teams readily becoming GBAC-Trained Technicians, ISSA set its sights on assisting facility owners and their in-house staff to establish a safe method of re-opening by introducing the GBAC STAR™ Facility Accreditation program.

The gold standard for facilities, the GBAC STAR program relies on comprehensive training which teaches proper protocols, correct disinfection techniques, and cleaning best practices for biohazardous situations such as those presented by the novel coronavirus. To date, 21 facilities across Canada have achieved accreditation, and many more have committed to completing the process.

“It doesn’t matter what size or type of facility it is, GBAC STAR Facility Accreditation covers all the bases,” Nosko said. “By completing the program, facility owners are equipped with the tools they need to confidently establish and maintain a cleaning, disinfection and infectious disease prevention program to minimize not only the current risks, but future ones as well. We’re also so proud to be able to offer this outstanding program in all regions across Canada, as the program is available in both English and French.”

And the programming doesn’t stop there. Released in late December was the new GBAC STAR Service Accreditation. Based on demand from the facility services sector, the GBAC STAR Service program will assist building service contractors distinguish their cleaning, disinfection and infectious disease prevention measures.

“With all the misinformation about cleaning and disinfection

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Beyond Appearances: Creating a Culture of Hygiene

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directed anxiety, inspiring businesses and families to obsess over risk-reduction rituals that make us feel safer but don’t actually do much to reduce risk – even as more dangerous activities are still allowed. This is hygiene theatre.”

CREATING A CULTURE OF HYGIENE

Thus, the cleaning industry must move beyond hygiene theatre to create a “culture of hygiene.” It’s no longer adequate to keep cleaning staff invisible – working at night when buildings are unoccupied, totally separated and isolated from the actual activities of the building occupants. Now occupants want to see and know that the work has actually been performed.

Creating a culture of hygiene includes specific efforts to engage and educate occupants. These efforts include: electronic signage highlighting cleaning efforts; checklists indicating when a room was last cleaned appearing in areas other than restrooms, such as conference rooms; door hangers and note cards, like those used in hotels, placed on occupant desks to indicate they have been cleaned; and the strategic placement of hand sanitizer

stands throughout the building with signage to encourage their use. These are all examples of occupant engagement and education that can give comfort and confidence, and actually contribute to a healthy building.

OCCUPANT PARTICIPATION

Occupants can participate in a culture of hygiene, and assist housekeeping staff by keeping areas organized so that floors and horizontal surfaces can be easily cleaned, vacuumed, or mopped. Users can also wipe refrigerator handles, microwave oven controls, and other shared surfaces in breakrooms. Even staying home from work when sick can help contribute to a safe and healthy building.

The best lesson we can learn from COVID-19 is to go beyond appearances to educate and engage occupants in their role toward creating a health building. 🍁

– Stephen P. Ashkin is president of The Ashkin Group, a consulting firm specializing in green cleaning and sustainability. He can be reached at steve@ashkingroup.com.

SOURCE: CMM Online

The Impact of the COVID-19 Pandemic on Students

By JIM FLIELER, VP of Sales Canada, Charlotte Products Ltd.

We all know that COVID-19 has completely changed the way we clean and protect schools, but we wanted to better understand how these changes have impacted students. With rules in schools across North America that mandate mask wearing, social distancing and constant hand washing and sanitizing, how are students faring this year?

To get a better picture of how all of our public health protocols and rules have affected students, we checked in with some school aged children in our bi-weekly Charlotte webinar. The students interviewed may not have



noticed all the extra work that their school custodians are doing, but they are well aware of many other changes to their school days.

The school year in 2020-21 for students across North America is absolutely different than any school year

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SPONSOR PROFILE



Y&M Maintenance & Cleaning Services

“We Only Do the Best for You”

Y&M Maintenance & Cleaning Services is an aggressive, highly competitive, and value-oriented property maintenance and cleaning company. Established in 1997, the company has a solid reputation as a service-driven firm that delivers high-quality services at a competitive price. With years of experience and a full line of commercial cleaning services, Y&M is an ideal choice for quality property maintenance for large facility clients.

“At Y&M, we don’t employ supervisors because the responsibilities are far too great,” said Y&M Vice President, Tanner Yidirim. “Instead of having so-

called ‘pay-by-the-hour’ supervisors, we look for people who will be responsible, dependable, and committed a job well done. We seek only professional manag-

ers who will care about your building as much as you do.”

Y&M has been successful in this area since it offers successful candidates an opportunity of running their own business. These candidates have demonstrated a considerable investment in their work and their business. Additionally, they have the intelligence, attitude, desire, and personal commitment to provide facility services daily, weekly or monthly. In fact, Y&M’s employment and sub-contracting program – which is unique and unparalleled in the industry – has enabled the company to deliver its services to clients across

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The Impact of the Pandemic on Students

before. Some of the new rules that schools across North America have implemented include:

- Mandatory mask wearing by students and teachers while indoors.
- Social distancing rules.
- Keeping desks six feet apart.
- Eating lunch at individual classroom desks, not in the cafeteria.
- Temperature and health checks every morning before entering the building.
- No group work in the classroom.
- Increased use of technology to collaborate, even while in school.
- More outdoor classes.
- Staying in small “cohorts” throughout the day.
- Staggered seating on the school buses.
- Students sitting with siblings on the school bus.

Then there are the college-aged students who are experiencing the most unique academic school year in living memory. Many colleges and universities are closed to in-person instruction, with Zoom University becoming the norm. And for students who have been able to attend in-person college, the joy of being on campus is mixed with a rotation of quarantining, the prohibition of parties or fraternizing outside of the dorm room, not to mention no sports teams to cheer on.

It's no wonder that parents are worried about the impact the pandemic will have on their children. In fact, a recent survey from children's Healthcare Canada (CHC) and an ongoing study from Brock University show that 70 per cent of Canadians polled fear COVID-19 will impact children's education, and that students are afraid of the virus.

Overall, respondents said the pandemic has already affected kids. Here are some of the main figures from the survey, as reported by the CBC:

- Sixty-six per cent of Canadians polled worry COVID-19 will

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Y&M Maintenance & Cleaning Services

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Canada and in other countries as well.

Every authorized Y&M worker or sub-contractor is mandated to complete an extensive training program prior to commencing work in the field. All Y&M team members are guaranteed to have the personnel, equipment, insurance, bonding, proper training on company policies and procedures, as well as on-going support to ensure the needs of any maintenance program are sufficiently fulfilled.

“The dedication and concern members of our team show for any building cannot be equalled in the commercial cleaning market we serve,” Yidirim said. “Our entire success hinges on our innovative and organizational ability to deliver motivated and well-trained personnel. So, when you look for a janitorial service company that will constantly deliver on its promise for a high standard of cleanliness, you can be confident Y&M will provide the best-trained and dedicated personnel in the industry. Simply put, Y&M can deliver the best service for the best value.”

Y&M has high demands when it comes to its cleaning staff. The company ensures that its front line teams not only have high work standards, but also demonstrate courtesy and respect for clients and the personal property they service.

Training is also essential to the Y&M team. The company utilizes both in-house and third-party training to ensure cleaning staff is apprised of current cleaning methods and standards. Once hired, personnel receive location-specific orientation and service training in-house, while health and safety and WHMIS training is conducted by a third-party to ensure compliance with Ontario Labour regulations. Continuous training is conducted when new procedures are introduced, SOPs are edited or changes occur within the facility requiring adjustments to process or schedules.

Key to the success of Y&M's teams at a service location is the selection, training, evaluation/auditing and connective training of its personnel. The process starts with the selection of front-line staff that “fits” the environment. The company selects personnel that can accommodate the unique hours of work (i.e. midnight shift); their ability to arrive at the location in a timely fashion (i.e. sufficient mode of transportation during non-prime hours and/or inclement weather); have the right attitude to perform the work; and are conscientious in their performance.

For more information about Y&M Maintenance & Cleaning Services, please visit www.ymcsl.com or call (877) 669-8424. 🍁



Don't Use the Entire Arsenal to Kill a Fly

By Derek Oliviera

When the repercussions and side effects have more impact than the underlying problem

The metaphor of using an entire arsenal of weapons to kill a fly illustrates the overuse of disinfectant dispensers in an emergency in order to minimize the risks of contamination and the spread of COVID-19.

Several manufacturers are taking advantage of the situation to praise the performance and benefits of their disinfectant dispensing devices: electrostatic sprayers or foggers. In return, some health experts are sounding the alarm and warning about the risks of disinfectants, and the precautions to be taken during their application. The purpose of spraying is not only to apply more disinfectant but rather to allow more effective application only if all conditions are favourable. In some situations, using such devices involves more risks than benefits.

What is the difference between spraying, electrostatic spraying, fogging, and other methods? The effectiveness of each depends on the type of disinfectant,

the pathogen targeted, the surfaces, the size of the interior space, the location of the device, pre-cleaning practices, organic load, air movement, relative humidity, disinfectant volume, and contact time.

ELECTROSTATIC VS. TRADITIONAL SPRAYING

The guns in electrostatic spray disinfection systems have a nozzle that contains an electrode to apply an electrical charge (positive or negative) to the disinfectant solution as it is expelled from the device. This charge increases the force of attraction, and allows the droplets to completely coat – and thus adhere to – the entire surface to which they are directed, even if they are irregular in shape.

In comparison, traditional spraying is a form of passive application that is not recommended for combatting COVID-19. With traditional systems, the expelled disinfectant droplets are not charged and their adhesion to surfaces is not guaranteed. Therefore, traditional spraying does not provide such uniform coverage of the surface and may even cause more harm. With the splash produced, germs can be carried away from the target area, potentially spreading and contaminating other surfaces.

MISTING

Misting also consists of dispersing a disinfectant solution in the form of droplets. The droplets produced here are so fine that they stay suspended longer, allowing them to disperse in the air and provide uniform coverage when they land on a surface. But due to the size of the particles, misting poses an even greater inhalation hazard to the worker or people in the environment.

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Setting the Stage for Increased Industry Recognition

circulating all over the world, it is so important for BSCs to demonstrate their credibility,” Nosko said. “Combined with other ISSA Certification Programs, the GBAC STAR Services Accreditation provides this critical third party validation, and differentiates these contractors from the others when it comes to implementing industry-recognized cleaning and disinfection practices.”

Although the focus in 2020 has understandably revolved around the pandemic and providing the industry with relevant tools to combat it, ISSA Canada has also remained focused on another one of its priority items – uniting all industry facets and providing a voice for the Canadian cleaning industry as a whole.

In addition to its Building Service Contractor (BSC) Council, ISSA Canada also established a Residential Cleaning Committee to better understand the needs of residential cleaners, and support that sector through increased member programming and educational offerings. To date, the committee has convened for five sessions, and will continue to do so into the new year.

In October, the healthcare housekeepers / environmental services sector also gained representation as the Ontario Healthcare Housekeepers Association (OHHA) merged with ISSA. Not only does this merger provide greater access to educational programming, but it also sets a solid foundation for this sector to grow across the country.

With all the new programming and mergers announced over the past year, and many more to follow in the new year, it's easy to see the impact ISSA has had when it comes to increasing industry awareness.

So has the association actually changed the way the world views cleaning?

“We may not have entirely changed the way the world views

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Don't Use the Entire Arsenal to Kill a Fly

The National Collaborating Centre for Environmental Health (CCNSE) recommends that only technicians or trained personnel should use misting or spraying devices. In addition, in the case of misting, protocols must be applied to ensure the safety of people, in particular:

- Evacuating the space to be treated.
- Sealing the doors, windows, and ventilation ducts of the room if people remain present elsewhere in the building.
- Condemning for a few hours the room that has been treated and, preferably, putting up a poster indicating the time when the treatment was done and the time when it will be possible to return to the space.

- Before entering, ventilating well to minimize negative allergic reactions.

The main advantages of electrostatic spraying:

- The attraction charge provides optimum coverage of droplets on surfaces
- The marketing of electrostatic sprayers generally emphasizes the speed and the time savings provided by these devices. Studies show that the application speed can be up to 10 times faster than that of traditional tools (up to 14,000 sq. feet of office space per hour).

- The electrostatic sprayer also saves material by using 60 per cent less chemical per square foot.

RISK OF ELECTROCUTION

Few manufacturers would put forward the risk of electrocution that can occur when handling electrostatic devices but, while the discharge is obviously low, the fact remains that it happens frequently. The step of grounding the device and following manufacturers' recommendations is vital to prevent the user from receiving electric shocks.

MISLEADING ADVERTISING

Beware of false promises when it comes to sprayers. Here are some frequently encountered examples:

- Faster drying. In disinfection, we do not necessarily want a surface to dry quickly; we want to respect the contact time prescribed by the manufacturer.
- Disinfectant protection that lasts hours or days after a single application. This is not a benefit of the electrostatic

sprayer, but rather of the disinfectant used. This statement is only true when using a chemical with persistent disinfectant properties, meaning it is able to provide protection for a certain period after application. Remember that disinfection is a temporary solution, while contamination is a permanent risk. Most of the time, as soon as a surface is touched or soiled, it is no longer disinfected.

- A disinfectant spray that kills COVID-19 and other germs quickly with extraordinarily little effort. It is not the device that kills pathogens, but the product used according to its properties (viral, bacterial, sporidical, etc.). Contact time varies depending on the product; some can be one minute, others 10 minutes. There may be little effort for the application of the disinfectant product but the first step of cleaning the surfaces with a detergent and a mechanical action to dislodge debris and micro-organisms should not be neglected.

HEALTH RISKS OF OVEREXPOSURE TO CHEMICALS

It is recognized that spraying can cause allergic reactions of varying severity depending on the product that is sprayed and the sensitivity of each. Although symptoms are most felt after prolonged or repetitive exposure, over time, experts agree that unnecessary overexposure to disinfectants should be avoided. Ontario Public Health notes that it is essential to follow the manufacturer's instructions, in particular by wearing the appropriate PPE, and specifies that employees responsible for disinfection by electrostatic spray must ensure that all other people have left the premises.

It is important to remember that when an environment does not involve too many infectious risks for the health of users, there is no point in exposing them to chemicals dangerous to their health.

PRODUCT CHOICE

Although Health Canada has a list of approved disinfectants for COVID-19, the products are not necessarily compatible with spraying or misting. It is the same scenario in the United States. Moreover, the Center for Disease Control does not recommend the use of an electrostatic

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Don't Use the Entire Arsenal to Kill a Fly

ic sprayer or fogger for the application of a disinfectant solution, deeming the risks too high for users.

"The aerosolization risks of many 'N-list' disinfectants have not been investigated," said Ian Cull, president of Indoor Sciences, an environmental consultancy. "And there are very few that are approved for aerosolizing, misting or fogging."

The EPA is continuing its research to find out whether sprayers and misters are effective against COVID-19.

The compatibility of the disinfectant solutions with the target surface, the infectious agent in question, and the environment must be considered. And, above all, you cannot disinfect without first cleaning. It is true that spraying saves time, but it does not eliminate the step of cleaning surfaces which must always be done beforehand to remove dirt and grime.

SPRAY RECOMMENDATIONS:

- Train personnel in the use of the device and ensure they are aware of the risks associated with operation.
- Develop a standardized process, as clear and streamlined as possible, so that it can be easily reproduced and adapted by staff for safe, and compliant use.
- Always wear gloves and eye protection when spraying chemicals. Wear long clothing to cover the skin and look into antistatic gloves to avoid electric shock.
- Never spray when people are in the room, especially children, who are more

sensitive to the negative effects of chemicals than adults. Indeed, children must eat, drink, and breathe more per pound of body than adults due to their growth and development. Children are also less aware of the dangers and ways to avoid them, making them more vulnerable.

- Since electrostatic spray systems occasionally produce sparks, special attention should be paid to nearby sources of flammable gases, liquids, and dust. Avoid turning the sprayer into a flame-thrower.
- Do not adapt a paint or fertilizer sprayer to spray disinfectant. Any device must be used in accordance with the manufacturer's recommendations.
- Due to the increased risk of inhalation, a product in its concentrated form should never be sprayed. Dilution may differ depending on the method of application. The dilution recommendations must be followed to the letter and ensure the compatibility of the product with the device.
- Get advice! Consult professionals for any questions concerning the validation of the disinfection method, the choice of device, the choice of product, or application frequencies. 🍁

— *Derek Oliveira is a Senior Director for Gestion HB, a Canadian consulting firm that guides, supports, and advises its clients on ways to optimize the operational performance of their organizations in terms of building hygiene and sanitation.*

SOURCE: The REMI Network

The Impact of the COVID-19 Pandemic on Students

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impact children's mental health and social and emotional well-being.

- Sixty-two per cent of respondents said the pandemic has deepened the inequalities between families based on household income and wealth.
- Fifty-one per cent of those surveyed think the virus has affected access to routine health and wellness visits for children and youth.

Despite all of that, we have hope that the pandemic will have a positive impact on students this year, too. The students we featured in our panel surprised us by spouting the three pillars of infection

prevention without any prompting from us. These students know the importance of wearing the mask, practicing social distancing and washing their hands. They told us that their peers in school are following these rules, too. While we all naturally worry about the impact of this pandemic on our children, have faith. Children are resilient and we believe that as they notice the importance of following the rules, the value of cleanliness and a safe environment, and their role as a member of their community, that the future looks very bright. 🍁

SOURCE: Charlotte Products Blog

CALENDAR OF EVENTS

ISSA Show North America 2020 Virtual Experience. Please be reminded if you are an **All-Access Pass** holder, all education sessions are available on-demand until March 31, 2021. For more information, visit www.issashow.com.

January 27: ISSA Hygiene Network Virtual Conference. How to Own, Advocate and Communicate Your Value. For more information, visit www.issa.com.

February 4: Certified Workloading Specialist (CWS). 1 to 3 p.m. For more information and to register, please visit www.issa-canada.com.

March 4-25: CMI Train the Trainer Certification Workshop. Noon to 2 p.m. For more information and to register, visit www.issa-canada.com.

April 13: CMI Accredited Auditing Professional. 10 a.m. to 2 p.m. For more information and to register, visit www.issa-canada.com.

June 9-10: ISSA Show Canada. For more information and to register, visit www.ISSAShowCanada.com.

November 15-19: ISSA Show North America Virtual Experience. More information coming soon.

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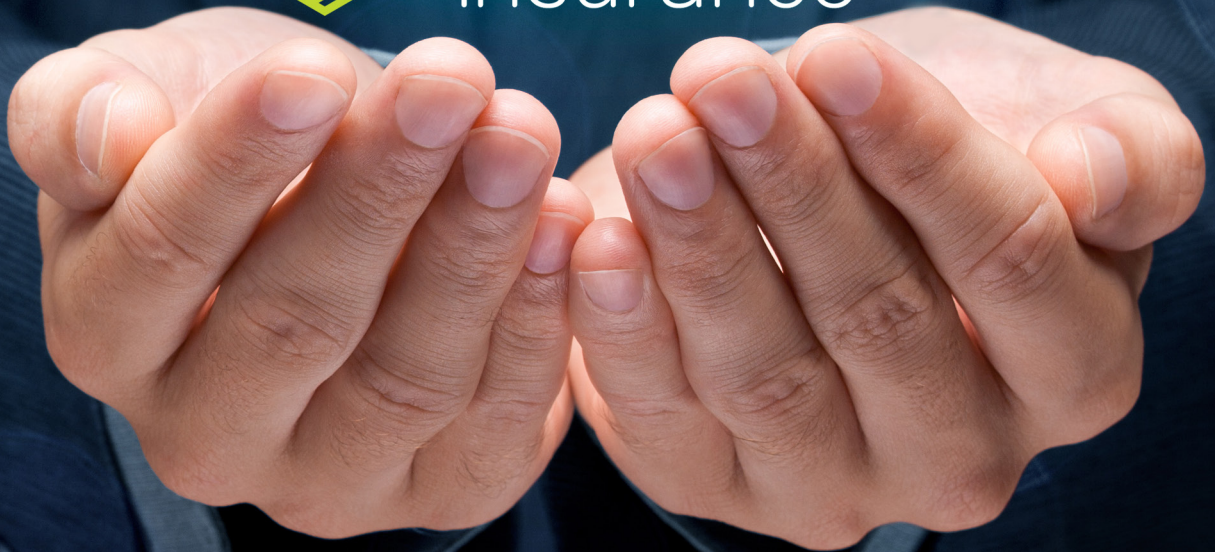
Setting the Stage for Increased Industry Recognition

cleaning, but we certainly made a dent when it comes to industry recognition and respect," Nosko says. "As many industries have experienced lay-offs and furloughs, our industry has managed to place renewed emphasis on cleaning as a viable and stable career option. I firmly believe the momentum we have generated in 2020 will definitely carry over into 2021, and probably continue to gain traction in years to come. That is the most exciting thing of all." 🍁

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