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ASP RECOGNIZES 25TH ANNUAL INTERNATIONAL INFECTION PREVENTION WEEK IN QUEST TO PROTECT LIVES AGAINST INFECTION

Launches Innovative Resources and Programs to Support Healthcare Professionals

IRVINE, CA (October 17, 2011): [Advanced Sterilization Products](#) (ASP) today, in conjunction with the 25th annual International Infection Prevention Week (IIPW), announced the launch of several new online resources and a campaign to honor healthcare professionals nationwide. IIPW, which is taking place October 16 – 22, 2011, highlights the critically important work of infection preventionists around the globe. Healthcare-associated infections (HAIs) occur in more than two million patients each year – approximately five percent to ten percent of hospitalized patients – leading to approximately 90,000 deaths per year.^{1,2}

"International Infection Prevention Week puts a much needed focus on the problem of healthcare-associated infections and serves to elevate awareness among both patients and caregivers," said Victoria and Armando Nahum, founders of the Safe Care Campaign. "We applaud all who are earnestly seeking to prevent the harm and deaths associated with this widespread problem and challenge everyone to persist until our vision of infection-free care is achieved."

ASP has designed new resources and programs specifically for leaders in infection prevention. These include an inspirational Public Health Message that highlights the need for preventing HAIs, and the *Infection Prevention Star* online campaign intended to identify healthcare professionals who have made a difference in improving patient outcomes through infection prevention. Earlier this month, ASP also unveiled a comprehensive Professional Education & Learning Solutions website that provides convenient access to the latest scientific evidence, published research, practice guidance, government regulations and practice standards in one centralized online location.

Public Health Message Highlights Important Role of Healthcare Practitioners in Infection Prevention

To kick off IIPW, ASP today launched a first-of-its-kind Public Health Message (PHM) featuring infection prevention experts from around the globe discussing prevention of HAIs. Footage for the PHM was captured earlier this year at the Society for Healthcare Epidemiology of America (SHEA) annual meeting and the 2011 Association for Professionals in Infection Control and Epidemiology (APIC) Annual Conference in support of the launch of ASP's innovative infection prevention technology – GLOSAIR™ Healthcare Environmental Decontamination. The PHM, which can be viewed at <http://www.youtube.com/watch?v=mmQtrS61xKI> encourages patients and healthcare professionals to join ASP in the fight against HAIs with the ultimate goal of protecting lives against infection.

Infection Prevention Star Campaign

To showcase healthcare professionals who have made a difference in improving patient outcomes through best-in-class work in infection prevention, ASP has launched the *Infection Prevention Star* online campaign. Now through December 31, 2011, ASP encourages healthcare professionals to visit



www.Facebook.com/ASPJJ to share how their work creates a safe healthcare environment by preventing or reducing the risk of HAIs. ASP will celebrate “stars” by posting select stories to its Facebook page, as well as on the ASP homepage (www.ASPJJ.com) and Twitter (www.Twitter.com/ASPJJ), in an effort to educate and inspire others also working to achieve and promote hygienic hospital practices. Visit http://www.facebook.com/ASPJJ?sk=app_160430850678443 to complete the online submission form and learn more.

ASP’s New Professional Education & Learning Solutions Online Resource

ASP also recently launched the Professional Education & Learning Solutions website (<http://www.ASPJJ.com/us/prof-ed>), which houses recent research, standards and regulations online in a central location.

“ASP is committed to providing customers not only with our advanced infection prevention solutions, but also with the evidence-based knowledge needed to make informed practice decisions and achieve higher standards of worker and patient safety,” says Amber Mitchell, DrPH (Candidate), MPH, CPH, Director of Professional Education & Learning Solutions, ASP. “As a leader in infection prevention, it is our priority to share information as a resource that will help healthcare providers succeed in creating the safest possible environments for patients and staff.”

Visitors to the site can also submit suggestions or questions to Amber Mitchell via the online “Ask Amber” section as well as find [registration information](#) for APIC’s webinar series focused on infection prevention.

About Advanced Sterilization Products (ASP)

Advanced Sterilization Products (ASP) is a leading developer of innovative infection prevention technologies. The company is dedicated to protecting patients, healthcare workers, and the environment with products that focus as much on safety as they do on efficacy and cost-effectiveness. Utilizing advanced instrument processing technologies, these products help customers to promote positive patient outcomes while controlling costs, increasing productivity, and enhancing safety. The company is based in Irvine, California, USA. Please visit ASP at www.ASPJJ.com, on Facebook at www.Facebook.com/ASPJJ or follow us on Twitter [@ASPJJ](https://twitter.com/ASPJJ). ASP is a strategic partner of the Association for Professionals in Infection Control and Epidemiology (APIC).

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¹ Weinstein R. In: Kasper DL, et al. Harrison’s Principles of Internal Medicine. 16th ed. New York: McGraw Hill; 2004.

² Burke JP. *N Engl J Med*. 2003; 348(7): 651-656.