



Sneeze Safe®

Dear Teachers, Nurses and Parents

Survey data reveals that 90% of teachers and public health nurses who have taught the SneezeSafe® lesson in class have seen a 'notable improvement' in the respiratory hygiene behaviour of their students. See pie graph and survey details.

Runny noses, coughs and sneezes all spread cold and flu viruses in surprisingly clever and often invisible ways. Schools are one of the worst flu hot-spots in winter.

To help, the Kleenex® Tissues SneezeSafe® team have put together a simple interactive classroom lesson for primary and intermediate schools. The lesson helps children learn good respiratory hygiene so they are well-equipped to keep themselves and others SneezeSafe® – at school, at home and in the community.

In the Kleenex® SneezeSafe® lesson, children experience the spread of simulated sneezes using water spray and bubbles, and they witness 'infectious' hand-shakes using glitter. They learn why they need to trap their sneezes, bin their tissues, and wash their hands to be SneezeSafe®.

New Zealand's primary and intermediate schools and public health nurses are being offered FREE Kleenex® SneezeSafe® teaching resources on-line. To get involved, simply download the lesson plan and poster at www.sneezesafe.co.nz

Now in its ninth year, the programme responds to the 'Personal Health and Physical Development' and 'Healthy Communities and Environments' strands of the health curriculum, and its messaging has support from the Ministry of Health and Dr Lance Jennings, Clinical Virologist and Clinical Associate Professor, Canterbury Health Laboratories (Canterbury District Health Board).

Let's all help New Zealand to keep sneezes safe!

**Best wishes from
The KLEENEX® SNEEZESAFE® Team**

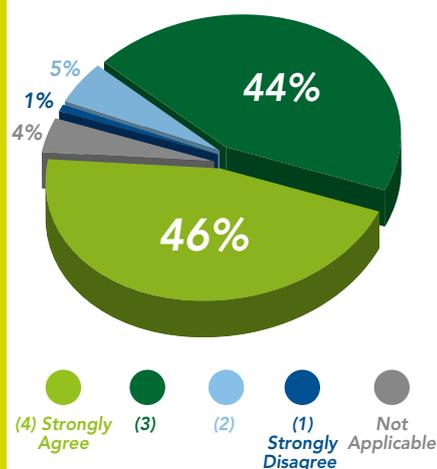
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The respiratory hygiene behaviour of the students has shown a notable improvement



An online survey was conducted by Colmar Brunton in 2011, among 98 teachers, public health nurses and others who had taught the school-based Kleenex® SneezeSafe® lesson to their classes throughout New Zealand.

